

The Insider

A newsletter from The Endowment for Human Development



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Greetings

This month, you will learn about Project World, our plan to improve global health, and find out what's new on the web. As always, we welcome your comments, questions, and suggestions.



EHD's Plan to Improve Global Health

When it comes to improving public health, it's not just English speakers in America who need to learn about the link between prenatal and lifelong health. The urgent need for image-based prenatal education is also multilingual and global. For this reason, EHD has developed a plan called Project World, which will make our educational resources known and available internationally.

To address this huge challenge, we will develop DVD and Internet-based prenatal education resources in 93 languages. This will make prenatal education available to educators, clinicians, public health officials, and families all over the world. Project World has the potential to cost-effectively reach more than six billion people in their primary or secondary languages. It is perhaps the most affordable way to improve public health through prevention on a global scale.

In its essence, the first phase of Project World has three components:

- Preparation of the DVD and website
- Promotion to global leaders
- Partnership formation

The DVD component of this project will create subtitles and audio tracks for *The Biology of Prenatal Development* in all of our target languages. This will give the global community immediate access to the DVD on our website and prepare the DVD for international broadcast and distribution.

The website component will translate 125,000 words from www.ehd.org into each new language.

The promotion and partnership components will provide DVDs, introduce our other resources, and explain the benefits of prenatal education to key government, medical, and education leaders in virtually every country.

This unique project will leverage technology to save lives and improve health everywhere.

To learn more, visit our [Project World](#) page.

Priority Languages for Translation

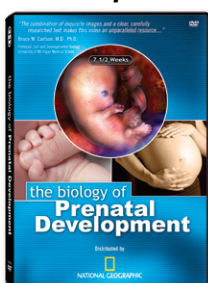
We are currently seeking funds to translate our prenatal resources into the following languages. When added to English, these widely spoken languages have the potential to reach 3.3 billion people spread across all continents.

- Spanish
- French
- Portuguese
- Japanese
- Mandarin, Simplified
- Mandarin, Traditional
- German
- Russian
- Hindi
- Arabic

Give A Gift

Buy our award-winning science documentary for family and friends.

The Biology of Prenatal Development



Distributed by
NATIONAL GEOGRAPHIC

To purchase, visit [EHD's Online Store](#).



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EHD is a nonprofit organization dedicated to improving health science education and public health. EHD equips educators, clinicians, and governments to help everyone appreciate, apply, and communicate the science of health and human development.

EHD is an IRS-approved, 501(c)(3), nonprofit, educational public corporation.

All donations are deductible to the fullest extent allowed by law.

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New on the Web

Prenatal Slideshows

Would you like to see snapshots of the embryonic [heart](#) and much more? Check out our 10 new prenatal slideshows made from our collection of more than 300 prenatal images.

If you are a registered educator, you can create your own custom slideshows by selecting a title, choosing and sorting the snapshots, and setting the default viewing parameters. Each custom slideshow receives its own unique web address, which can then be emailed or posted on a website, course page, social networking page, etc.

You may notice the image labels that help explain each snapshot. Once translated, these labels will be indexed by search engines in various languages, which will help web surfers around the world to find our website and images.

Movie Playlists

This section groups related video clips together in five ready-to-use playlists. For instance, you can watch [The Heart in Action](#). Our other playlists are entitled: Prenatal Movement, Arms and Legs, Rarest Footage, and Facial Expressions. Registered educators can make custom playlists from our library of clips from the DVD and other sources.

Similar to the Prenatal Slideshows, each playlist has a unique web address, which can be shared via email or posted on a web server or a social networking site.

For the first time, you can enjoy full-screen video on our site (just download the latest free version of Adobe's [Flash player](#)). This is a great feature when showing clips to larger groups of friends and family at home or students at school.

Updated Support EHD Section

Our new home page now [introduces the link](#) between prenatal and lifelong health and invites visitors to help make a difference by supporting prenatal education for everyone. The entire [support section](#) has been updated and simplified and now allows you to designate gifts to support prenatal education for any state ([Project USA](#)), any language ([Project World](#)), or for use where needed most.

How You Can Help

We invite you to partner with us by supporting our work financially. We welcome one-time gifts as well as monthly or other regular donations. For more information about ways you can help, please visit [Support EHD](#).

Do you know any individuals, foundations, or companies that would consider supporting our work? We welcome any suggestions or introductions you can provide.

Thank you for your interest in helping to improve lifelong health for everyone. Please invite your family and friends to visit our site and sign up for our free newsletter using the link below.