



A blanket that could save a life

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By [Marissa Glauberman](#)

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the information blanket
theinformationblanket.com

8-12 X OLUNAKU

TEWELABIRA ENAKU ZE MULANGANYE NI OMUSAWO

OMWANA WO AGEMEBWE 6-10-14 ESANDI

38° C!

EKIPANDE KYO OMWANA KWE BAMUGEMERA (EMWEZI)

!OKULABULA!

OKUZIRIKA
OKWENSIKA
OMUSUJJA
OKUDUKANA
OKUSESEMA
EBINYINYI MU MASSO
OBUTAYAGALA KULYA
OKUSIYA OKUMU OKUMU
OMUBIRI OKUGWAAMU AMAZI

1 | 48cm
54cm

3 | 56cm
62cm

6 | 65cm
72cm

©2011 A Beattie Guinness Bungey Product



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I love when design firms make things that can help save lives. [Beattie McGuinness Bungay](#), a creative agency in New York, came up with an innovative concept to educate new mothers about health issues and keep their babies safe and warm: [the Information Blanket](#).

The Information Blanket is a cleverly designed blanket printed with critical information for parents about health issues including average growth charts, breastfeeding tips, vaccination frequency, high temperature alerts and doctor appointment reminders. Most importantly, these innovative blankets also include warning signs about illnesses, which allows parents to become proactive and take preventive measures.

This is particularly important, because an estimated 8.1 million children [die before the age of five](#) each year due to preventable diseases. The Information Blanket launched in Uganda, which has the highest infant mortality rate in the world, and many predict that they will be incredibly useful for young parents.

It's really inspiring to hear about an innovation like the Information Blanket because the masterminds behind this invention aren't doctors, policymakers or world leaders, but creative, well intentioned people. If you know of any other life saving inventions that are sweeping across Africa, let us know by commenting below.

TAGS: [Child Survival](#), [Maternal and Child Health](#), [ONE App](#)
