



Grand Challenges Canada™
Grands Défis Canada^{MC}

Saving Brains: Unlocking Potential for Development

REQUEST FOR PROPOSALS ANNOUNCEMENT

Grand Challenges Canada is pleased to announce a new initiative in its Maternal, Neonatal and Child Health grand challenge. It's called Saving Brains. Its goal is to unlock potential in children and dramatically transform lives in the developing world.

200 million children in the developing world fail to reach their full cognitive potential. In turn childhood developmental deficits result in an estimated 20% or greater loss in adult income, condemning these individuals and their communities to a relentless cycle of poverty.

"The waste of human capital is enormous," says Joseph L. Rotman, Chairman of Grand Challenges Canada.

Key poverty-related risk factors include:

- Malnutrition
- Infection
- Poor management of pregnancy and birth complications
- Lack of stimulation and nurturing

"Imagine a world where children reach their full potential," says Dr. Peter A. Singer, Chief Executive Officer of Grand Challenges Canada. "That is the world the Saving Brains initiative is aiming to create."

Saving Brains is designed to promote cognitive, physical and social development in the first thousand days of these underserved children's lives. Through unleashing the potential of these children, transformational change may be achieved within a generation by breaking the cycle of poverty that has entrapped so many developing countries.

"Up until now, the fulfillment of human potential has not been a focus of attention," says Dr. Karlee Silver, Program Officer, Grand Challenges Canada. "Saving Brains is an extraordinary opportunity to make a difference and Grand Challenges Canada is committed to addressing this significant global issue."

This Request for Proposals commits up to \$10 million CAD awarded over 2 years to fund 8-10 research teams with leadership from Low- and Middle-Income Countries in order to identify the most effective means to promote cognitive development. The teams will be expected to re-enroll participants from studies they have previously conducted and assess the long-term effects of



interventions targeted at malnutrition, infection, pregnancy and birth complications, or nurturing and stimulation that were administered during the first thousand days of development.

The complexity of the issue requires Integrated Innovation which is at the heart of the Grand Challenges Canada approach. Integrated Innovation is the coordinated application of scientific/technological, social and business innovation to develop solutions to complex challenges.

For further information on Saving Brains please view an interview with Dr. Peter A. Singer, Chief Executive Officer of Grand Challenges Canada and Dr. Karlee Silver, Program Officer, Grand Challenges Canada (<http://www.youtube.com/watch?v=OmPa3GtMxJA>) and the Request for Proposals (http://www.grandchallenges.ca/wp-content/uploads/savingbrains_requestforproposals_EN.pdf)

The money to fund this program comes from the Development Innovation Fund. In Budget 2008, the Government of Canada committed \$225 million CAD over five years to the Development Innovation Fund, to support the best minds in the world in a collaborative search for solutions to global health challenges.

About Grand Challenges Canada

Grand Challenges Canada is a unique independent not-for-profit organization dedicated to improving the health and well being of people in developing countries by integrating scientific, technological, business and social innovation. Grand Challenges Canada works with the International Development Research Institute (IDRC) and the Canadian Institutes of Health Research (CIHR) and other global health foundations and organizations to find sustainable long-term solutions to the most pressing health challenges. Grand Challenges Canada is hosted at the McLaughlin-Rotman Centre for Global Health. www.grandchallenges.ca

About Canada's International Development Research Centre

The International Development Research Centre (IDRC) supports research in developing countries to promote growth and development. IDRC also encourages sharing this knowledge with policymakers, other researchers, and communities around the world. The result is innovative, lasting local solutions that aim to bring choice and change to those who need it most. As the Government of Canada's lead on the Development Innovation Fund, IDRC will draw on decades of experience managing publicly funded research projects to administer the Development Innovation Fund. IDRC will also ensure that developing country researchers and concerns are front and centre in this exciting new initiative. www.idrc.ca

About Canadian Institutes of Health Research

The Canadian Institutes of Health Research (CIHR) is the Government of Canada's agency for health research. CIHR's mission is to create new scientific knowledge and to enable its translation into improved health, more effective health services and products, and a strengthened Canadian health-care system. Composed of 13 Institutes, CIHR provides leadership and support to more than 13,600 health researchers and trainees across Canada. www.cihr-irsc.gc.ca

CIHR will be responsible for the administration of international peer review, according to international standards of excellence. The results of CIHR-led peer review will guide the awarding of grants by Grand Challenges Canada from the Development Innovation Fund.



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About McLaughlin-Rotman Centre for Global Health

The McLaughlin-Rotman Centre for Global Health is based at University Health Network and University of Toronto. We develop innovative global health solutions and help bring them to scale where they are most urgently needed. The McLaughlin-Rotman Centre for Global Health hosts Grand Challenges Canada. www.mrcglobal.org