

Unveiling the Poverty Cover Up

One in six African children dies before the age of five due to poverty. Those deaths could have been prevented. Wouldn't you want to prevent them? Hundreds of children die every day due to measles, dirty water, and starvation. Poverty is unfair. People need to know about it in order to change this situation. While living in a country such as the United States, many often forget about the dire needs of those in other lands. Few realize how much of the world lives in poverty. This poster is a reminder that poverty, specifically in Africa, affects the most vulnerable of all.

Poverty in Africa creates major issues for children. Measles currently takes the life of a child about every minute in Africa. In the time it takes the average person to run a mile, seven children have lost their lives to a treatable disease in the Sub-Sahara. An effective vaccine costs only one dollar. Because of poverty, measles can proliferate and take lives. In addition to disease, malnutrition also takes the lives of the children in Africa. Without access to a healthy diet due to a lack of resources and money, there is suffering. Clean water, another valuable resource, is scarce or contaminated. Bacteria thrive in dirty water. Forty-three percent of the children in Sub-Sahara Africa do not have clean drinking water. With a little bit of money, these problems would disappear for good. One might argue that poverty is not so serious because it is just a fact of life. Some people are rich, some are poor. But how can this be a claim we accept? More than one billion people in the world live on less than one dollar a day. This is not acceptable.

Poverty is not always visible. There is a concept that many people hold to be true which declares that there is not enough money for everyone. Some must have in order for others to be deprived. This idea is what keeps people in poverty. If only people could understand that there is enough of everything in the world for everyone to live a full, content, and satisfied life. Health and well-being is a birthright. The distribution of money is not balanced because the few who have the most are not willing to see the light. Media companies profit more from reporting on the rich and famous rather than on those who live on a dollar a day to barely get by. Corrupt governments of developing nations must reorganize in order to abolish poverty and this takes much work and effort they may not be willing to put forth.

The image of the world split in half creates the idea that unbalance is present. The cupped hands extending out from the bottom of the earth with drips of water rolling off the fingertips and seeds nestled in the palms symbolize the need for help to eradicate starvation and to purify water. The image of the world is the largest object on the poster because it is of most importance. The headline, *Eradicating Poverty is in Our Power* frames the earth in order to suggest that we are all in this together and that ending poverty is possible. The black background forces the earth to pop into the foreground and catches the attention of the targeted adult onlookers. The image and headline are both centered to enforce that this message should be at the center of our attention since this is not always the case.

Diseases, contaminated water, and starvation are all effects of poverty taking the lives of children in Africa each day. While living in an affluent country such as the United

States, it is easy to forget about the daily struggles of the children elsewhere. Poverty in one place is poverty in all places. Remember, poverty creates other issues that become even more challenging to face. We do not always see the face of poverty because governments are not willing to face the issue and the hard work involved in making change. There are many organizations that help such as Save the Children, World Vision, and Unicef. Donate today to help eradicate poverty.

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