Every 10 seconds, a child dies from disease that could have been prevented with proper hygiene. I’m not talking about HIV or AIDS here, I’m thinking of something a little simpler. You might be surprised. It’s less thought about, but more deadly. It’s kind of gross, but diarrheal diseases and pneumonia are the killers.

Pneumonia is the biggest killer of children under 5 years of age. It kills more than 2 million lives each year. It is 20% of all child deaths. The diarrheal diseases, cholera and rotavirus for example, kill 1.5 million children, most under 2 years of age, annually. Together these two deadly diseases claim about 3.5 million lives of children under 5 years old each year.

“They have been neglected, because donor or partnership mechanisms shifted their emphasis to HIV and AIDS and other issues,” says Dr. Tesfaye Shiferaw, a UNICEF official in Africa. “These age-old traditional killers remain with us. The ones dying are the children of the poor.”