

World Prematurity Day – Toolkit

**World
Prematurity
Day** 17 November



1 baby in 10 is born premature. Worldwide.

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What is World Prematurity Day?

World Prematurity Day on 17 November has become one of the most important days of the year to raise global awareness of the challenges and burden of preterm birth. The day was initiated by EFCNI and partnering European parent organisations in 2008.

Meanwhile, countless individuals and organisations from more than 100 countries join forces with activities, special events and commit to action to help address preterm birth and improve the situation of preterm babies and their families.

Why 17 November?

The date 17 November was chosen at the first ever EFCNI Parent Organisations Meeting in 2008 in Rome, Italy. That day, one of the founding members of EFCNI became proud father of a daughter, after having lost his triplets due to preterm birth. A new awareness day was born. In 2010, the US organisation March of Dimes, the African organisation LittleBigSouls, and the Australian National Premmie Foundation joined, and since then celebrated this special day together.

Make World Prematurity Day a day of change

Everyone is warmly invited to join this day with activities or events: parent organisations, hospitals, non-profit-organisations, healthcare professionals, societies, companies, politicians, media, and individuals. No matter how much time, money or manpower you are able to spare – join us in this worldwide movement. Even with simple things you can make a difference!

The typical sockslime and purple lightings have become symbols of World Prematurity Day. The purple colour in the visual identity stands for sensitivity and exceptionality.

Free download:

To help you promote your activities or events and to raise funds for your projects, we developed a World Prematurity Day toolkit and graphics in about 40 languages as a free download at: www.efcni.org/worldprematurityday



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Celebrate with us

Become part of the international movement on World Prematurity Day. Depending on your resources and time there are many different opportunities to celebrate this special day. Consult this toolkit if you are you looking for ideas or simply want to join forces with us.

Whether information event, Open Day, or party with former preterm infants and their parents: with your personal commitment you help to raise awareness for the special needs of preterm infants and their families. At the same time, you can honour the work of your team or raise funds for a project you would like to realise.

Don't limit your imagination when you brainstorm about possible fundraising and awareness activities. Here are some ideas for your inspiration:

The hanging of a socks line(s) or World Prematurity Day posters on the wall/in the window, at well frequented public places; (socks) knitting events - barbecue event - book sale - cake sale - face painting - garden party - coffee morning - charity concert - charity dinner - exhibition - fashion show - karaoke night - movie night - walks/marathon/charity run or any other sports event - children's sports day (school, kindergarten) - flea market - raffle - tombola - summer party - world record activities (most people knitting, biggest gathering of families, professionals, longest socks line, ...) - illuminations (e.g. hospitals, famous buildings, opera houses, theatre houses, bridges, landmarks, waterfalls, ...) - symposium - workshop - conference.



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Use your event to raise funds for a project that makes a change in the care of preterm or ill born infants. Possible projects could be:

Furnishing a family room in the neonatal intensive care unit - the purchase of kangaroo chairs - financing of socio-psychological support or a training for the staff, e.g. in family-centred care - furnishing and service of a siblings' corner.

In the light of recent events: Creating Positive and Respectful World Prematurity Day Celebrations

World Prematurity Day creates the opportunity to celebrate raising awareness for preterm birth as well as empowering these early born babies and their families. Therefore, the objective of World Prematurity Day is to send out a positive message of hope and self-confidence. World Prematurity Day does not aim to trivialise the issue of preterm birth. Hence, it is of great importance to find a sensitive balance between celebrating this day and respecting those parents who might wish to stand back from these activities. In celebration of the day, any kind of activity must prioritise the medical needs of the tiny patients, their personal rights and the emotional turmoil of their parents above all else.

We therefore ask you to:

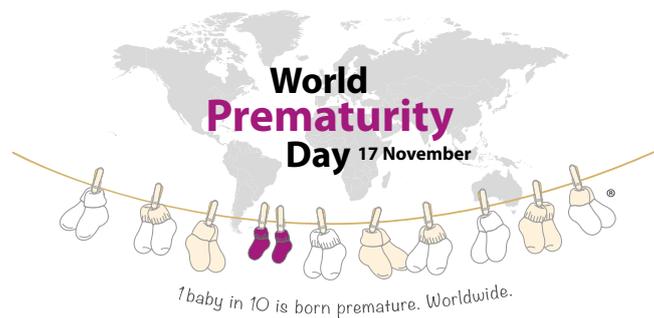
- Inform parents in the NICU well in advance and ensure that they are informed of their right to opt out of any of your planned activities. Closer to the date of the planned activities, remind parents of all infants in the NICU in case the medical situation of their infant has deteriorated or changed and they wish not to engage in the planned activities.
- Create spaces of privacy especially for parents with an infant that is extremely preterm and/or very ill.
- Avoid any kind of bright lighting (e.g., flash photography, fairy lights, etc.)
- Avoid additional noise in the NICU.
- Do not decorate the NICU in a way that might be a hindrance for the clinical staff to pursue their daily work.
- Respect the infants' medical needs on the day of the planned activities and ensure that no infant suffers additional stress due to over-handling or over-stimulation during the planned activities.
- Do not use the infants in the NICU for this occasion (e.g., do not dress them up).

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- Respect the infants' personal rights (e.g., do not share pictures on social media without the parents' explicit consent)
- Follow a communication policy that is based on respect and transparency including parents, staff and other parties that might be involved.

Please note: These guidelines shall be understood as support to realise events and activities around World Prematurity Day to spread a vibrant message. The above-mentioned recommendations are provided as a guide to prevent negativity and alleviate any reservations that may exist around involvement in activities associated with World Prematurity Day.



Graphic materials

Feel free to use the diverse World Prematurity Day graphic materials we provide free of charge to visualise your commitment. This same material will be used all over the world. This will show the unity and strength as well as the impact of all those committed to preterm infants, their families and the professional teams surrounding them.

We offer a wide range of graphic templates for free to download from

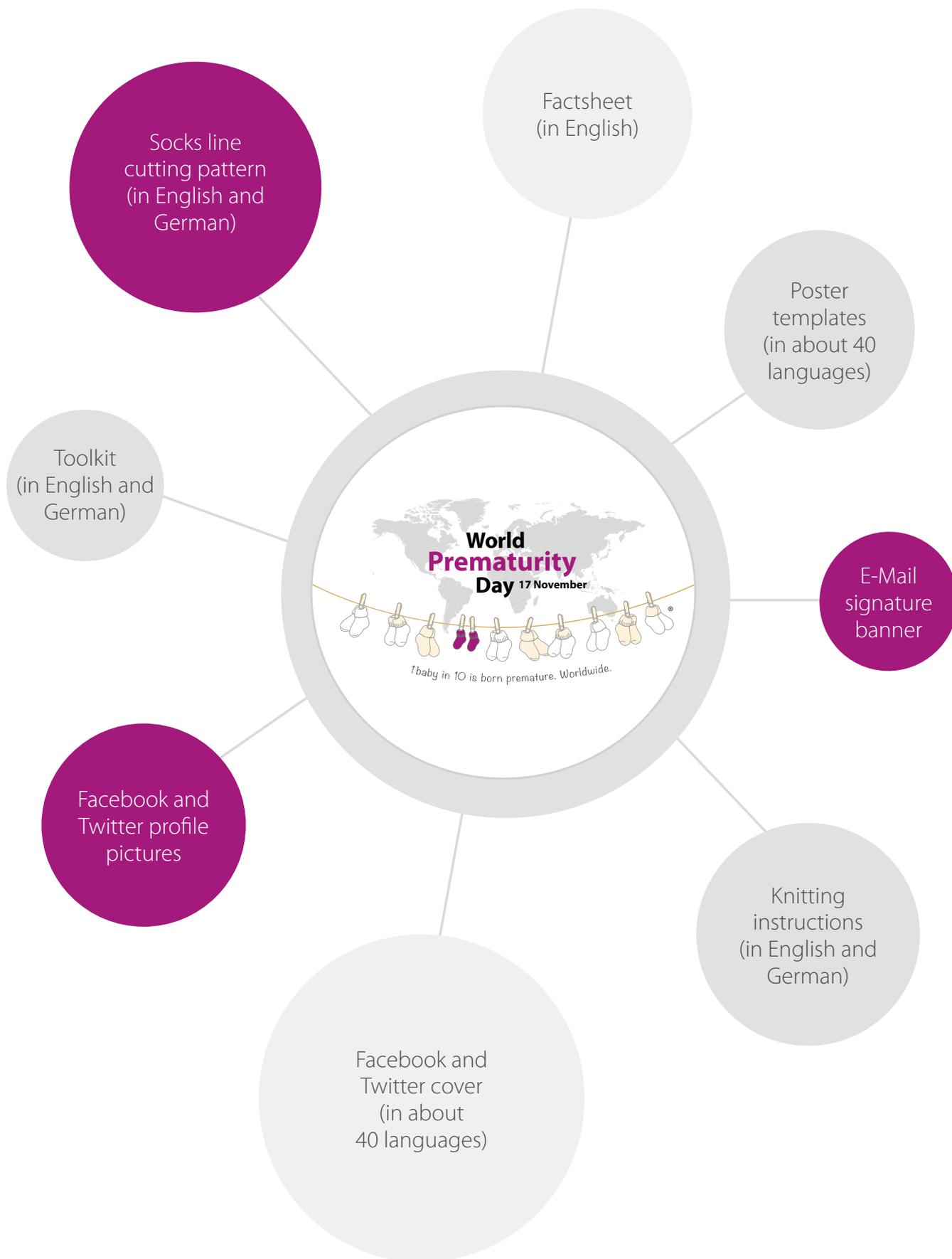
www.efcni.org/worldprematurityday:

- ✓ Factsheet with summarised information (in English)
- ✓ Poster templates to promote your events (in about 40 languages)
- ✓ Facebook covers (in about 40 languages)
- ✓ Twitter covers (in about 40 languages)
- ✓ Facebook and Twitter profile pictures
- ✓ Email signature banner
- ✓ Toolkit (in English and German)
- ✓ Socks line cutting pattern (in English and German)
- ✓ Knitting instructions (in English and German)

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Our graphic materials



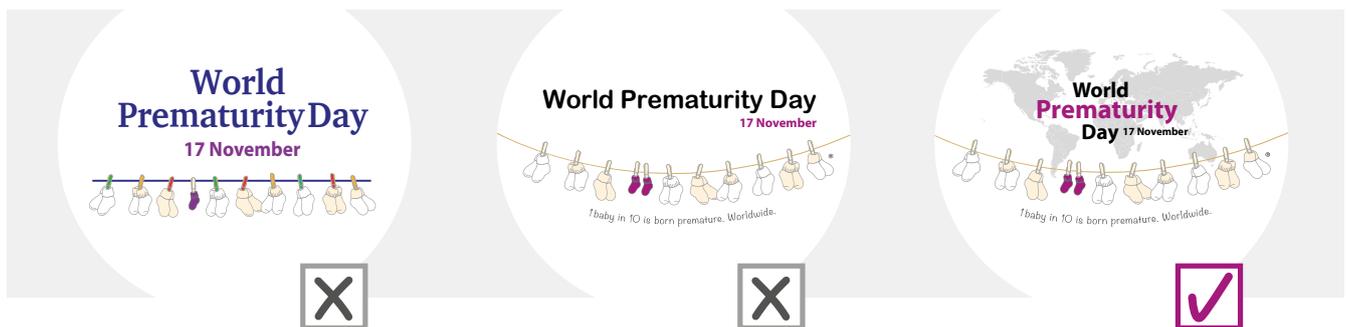
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Please note! The correct use of the graphic material matters

Providing the toolkit and graphic material is the work of many creative individuals and involves time and expenses for EFCNI. Therefore, we call on you to please note the following rules for the appropriate use of the material:

- ! Feel free to support your partner organisations or hospitals with the poster template and Facebook cover
- ! Do not alter the image – it is what makes us recognizable around the world
- ! Feel free to add the logos and names of your individual supporters and partners but please do not remove or change the EFCNI logo
- ! Use any World Prematurity Day material we offer only for raising awareness, for fundraising and information. Do not use the material for marketing or sales purposes of products or services
- ! Do not alter the layout and design of the templates (e.g. colour, type, composition)



Combining forces: Find collaboration partners

Together you are stronger: try to include as many campaigners or ambassadors as possible in your activities. Think about who could be your partner, e.g.:

Individuals - non-profit-organisations - parent organisations - hospitals - national healthcare societies - researchers - very important persons of your region (politicians, actors, musicians) - national healthcare societies

Project partners may contribute with:

Funding - network - skills - product donations - manpower - or even simply with distribution channels for your information and material.

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Here are some tips, how to find and convince a strong partner to support you and to collaborate with you:

- Approach your potential partner and ask if you can present the concept to them. Try speaking to a contact person you already have or speak to the press office, CEO, marketing or sales department.
- Prepare a detailed concept presentation in PowerPoint about what you have planned and how your activity will make a difference in your city/local area/region/country.
- Ask for collaboration. Collaboration could include:
 - The partner provides you with their logo for your activities.
 - The partner will send a representative to your activities.
 - The partner will include and promote your activity in their (social) media relations.
 - The partner can provide you with their network and find hospitals you can collaborate with. You can use rooms in their hospital or other locations for your event(s).
 - The partner's press office will assist you with the media relations for your joint event(s).
 - The partner can send experts as speakers to your event(s).
 - Maybe a partner wants to become patron of the event or to serve as an ambassador to promote your event

Easy, but effective – your social media channels

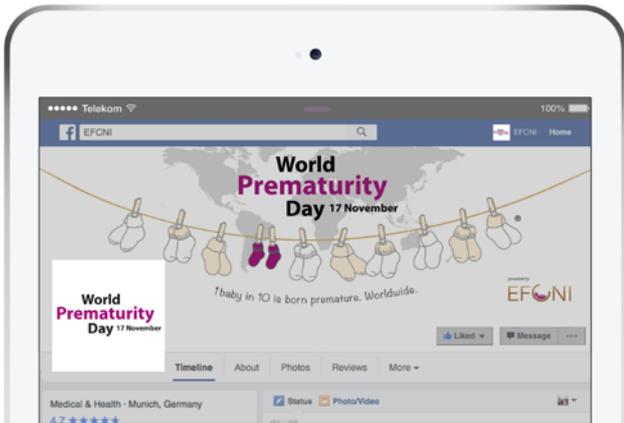
Besides of your website, you should announce your event on your social media channels. Use them also to promote your event.

If you do not have much time or financial resources: The easiest way to join the celebrations is to use your personal social media channels to support the day and spread the word. You can easily change your profile picture or cover to create important awareness for our connecting topic prematurity! – Use the Facebook cover we provide free of charge.

Put in your private network first to reach a critical mass. If your family members and friends share your event, it can go viral and create a **snowball effect**.

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✓ Facebook und Twitter profile picture

✓ Cover picture for Facebook and Twitter.
The Facebook cover picture is available
in about 40 languages.



Download for free the social media material on the EFCNI website:

www.efcni.org/worldprematurityday

Possible social media messages for Facebook and Twitter and Instagram

Here are some sample posts you can use to communicate about World Prematurity Day on your social media accounts.

Facebook

- Let's celebrate World Prematurity Day today. 1 baby in 10 is born premature worldwide. Prematurity is the leading cause of newborn deaths. Spread the word and help raising awareness for the biggest child patient group! **#WorldPrematurityDay**

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- Did you know? In about half of the cases of preterm birth, the cause is unknown! Preterm birth can happen to anyone. **#WorldPrematurityDay**
- Today is World Prematurity Day. Welcome parents in your hospital 24/7. Babies have the right to be with their family. **#WorldPrematurityDay**
- On World Prematurity Day I would like to express my sincere thanks to the nurses and doctors who took care of my baby. Thank you for your dedication! **#WorldPrematurityDay**
- Did you know? The presence of parents is vital for the development of preterm babies in the hospital! **#WorldPrematurityDay**

Twitter and Instagram

- 1 baby in 10 is born premature. Worldwide. **#WorldPrematurityDay**
- Did you know? Preterm birth is the leading cause of newborn deaths! **#WorldPrematurityDay**
- The survival rate of preterm babies varies, not only from country to country, but also from hospital to hospital. **#WorldPrematurityDay**
- Did you know? There are no common standards on how to take care of preterm babies in Europe! **#WorldPrematurityDay**
- Did you know? Preterm birth rates are rising, even in industrialised countries! **#WorldPrematurityDay**
- Did you know? In some countries, parents are not allowed to stay with their preterm baby! **#WorldPrematurityDay**
- Did you know? About 500.000 babies in Europe are born preterm every year! **#WorldPrematurityDay**
- Dear NICU nurse, thank you for taking care of my little hero! **#WorldPrematurityDay**
- Parents should be encouraged & educated by the neonatal staff how to deliver quality care to their baby born too soon **#WorldPrematurityDay**
- 24-hour access for parents to their #preterm baby should be guaranteed in the NICU **#WorldPrematurityDay**

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Instagram

- Needless to say you can use the twitter messages for captions of your instagram postings as well. Just remember to use the hashtag **#WorldPrematurityDay**

Media relations

It is important that you involve the media in your events and make them aware of your World Prematurity Day campaign. As multipliers they have the ability to spread your messages among a vast target group.

Involve the press in every step and announce your plans and activities well on time to them. Make sure your country/region/local area knows about what you do, who you are, and the World Prematurity Day event(s) you are planning.

There are various types of media you can contact:



Ways to address the media:

- Press release
- Personal email
- Telephone

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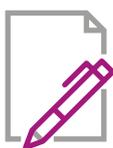




Planning is key: think about which information and which interview partners might be of value for your local media.



Good interview partners for the media could be ex-preterm babies, parents, health professionals, chair or board members of your organisation, or persons of interest. Choose persons from your organisation and possibly also parents willing and able to talk about their story.



Please note that whatever option you choose, you always have to have **detailed written information on your organisation, World Prematurity Day, and your event** for the media.



Develop a schedule for contacting journalists. If you are planning an event: Send your press release a couple of weeks in advance. A couple of days before your event call the respective journalists and share your story. Act sensitively when following-up.



Don't forget to **contact online media and blogs**. Compile twitter names of some of the journalists and send them direct tweets with the information about the preterm birth situation in your country, your activity and event.

During your event

Bring a few printed press releases and information about your organisation with you. Someone in your group should be a media contact at the event and approach (and keep track of) the media, introduce themselves and offer to connect key spokespeople (members of the board for example) to the media as people to interview.

After your event

Thank the media representatives for attending your event or for publishing your information. This helps you keeping in good contact with them and establishes a long-lasting relationship.

Compile a media review about your activities. Search for your keywords online, collect the links. Scan the written articles and collect them together with your links in a document. Use tools like Google alerts to get notifications if your organisation is mentioned in an online article.

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Do good and talk about it!

Your website

Spread the word about your World Prematurity Day activities on your homepage:

- Explain World Prematurity Day, feel free to use the wording at the beginning of this toolkit
- Announce your goal for this year's World Prematurity Day
- Inform about your contribution and your activities and/or events
- Call for donations
- Announce your collaboration partners – if possible hyperlink their website

Facebook

- Explain World Prematurity Day
- Change your Facebook photo or cover photo: use the World Prematurity Day Facebook templates
- Use the World Prematurity Day logo as a picture for your posts
- Inform about your contribution and your events
- Create an event on your Facebook page for your events
- Share photos of your events
- Invite others to join the campaign: offer the Facebook banner we provide for download on your website and ask your fans to change theirs
- Announce/tag your collaboration partners
- Use the hashtag **#WorldPrematurityDay**

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Twitter and Instagram

- Explain the World Prematurity Day
- Use the World Prematurity Day Twitter template
- Inform about your contribution and your events
- Share photos of your events
- Invite others to join
- Announce/tag your collaboration partners
- Use the hashtag **#WorldPrematurityDay**

EFCNI – Multiplier of your activities

We would like to show the world that people join forces internationally and work together to improve the care of preterm infants and their families, and to support the work of healthcare professionals.

Therefore, we provide an interactive world map on our website where you can add events and milestones of your World Prematurity Day activities in your language. Once added, your input will stay on the website and can be read by many people around the world.



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Adding your activity is easy:

- Go to www.efcni.org/changemakermap
- Click on **"Add your own marker"**.
- Fill in the form in your language.
- Click on **"Add marker"**.



Your Donation counts

Every newborn must receive the best start in life. That's what EFCNI stands for— every single day, today and in the future. Your donation is a valued contribution to our continued efforts to improve the treatment, care, and support of preterm and ill born babies.

With your help, we can make an impact on these children's lives and shape a brighter future.

There are many ways to join our donation programme. Please visit our website on www.efcni.org/donate to find out which one is the most suitable for you.

If you wish to make a donation, we kindly ask you to send your contribution to the following account:

Bank für Sozialwirtschaft
Account number: 88 10 900
Sort code: 700 205 00
BIC: BFSWDE 33 MUE
IBAN: DE 66 700 205 00 000 88 10 900

EFCNI is a registered charity certified as particularly eligible for support by Munich Tax Office, certificate dated 26.08.2016, tax reference number 143/235/22619.

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Thank you!

Thank you for celebrating World Prematurity Day with us. Your contribution, however small it may seem, is important. It helps preterm infants around the world and adds awareness to the great picture of an international campaign. Together, we can make a difference! If you plan activities, it would be wonderful to let us know about them via **worldprematurityday@efcni.org**.

Special thanks to our Platinum, Premium, Premium Project, Silver and Bronze Partners AbbVie, Baxter, DSM, GE Healthcare, Natus, Nestlé Nutrition Institute, Novartis, Philips Avent, Prolacta, Sanofi Genzyme, Takeda and Vygon for supporting the creation of the EFCNI World Prematurity Day material.

About EFCNI

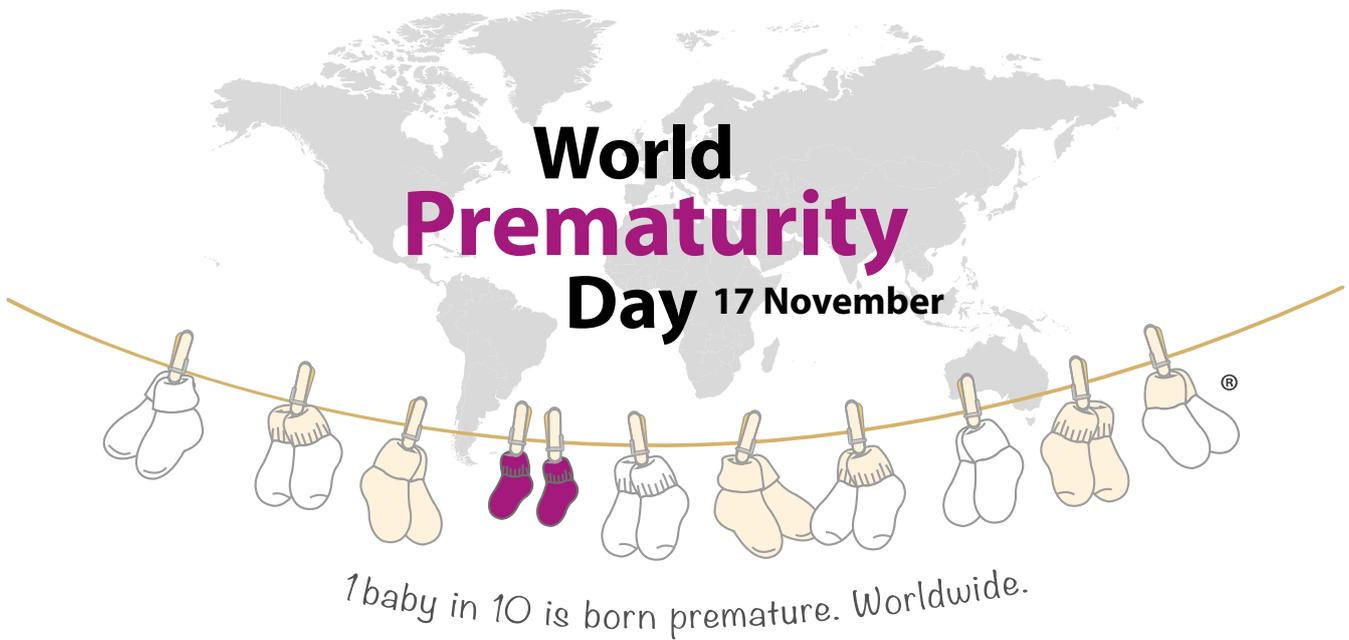
The European Foundation for the Care of Newborn Infants (EFCNI) is the first pan-European organisation and network to represent the interests of preterm and newborn infants and their families. It gathers together parents, healthcare experts from different disciplines, and scientists with the common goal of improving long-term health of preterm and newborn children by ensuring the best possible prevention, treatment, care, and support.

For more information, visit us at **www.efcni.org**

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EFCNI european foundation for
the care of newborn infants

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