



World Prematurity Day 17 November

1 baby in 10 is born premature. Worldwide.

What is World Prematurity Day?

World Prematurity Day on 17 November is one of the most important days in the year to raise awareness of the challenges and burden of preterm birth globally. 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 EFCNI Parent Organisations Meeting 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, the Australian National Premmie Foundation, and EFCNI joined together across continents to celebrate this special day.

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 – even with simple things you can make a difference!

The typical sockline 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



Do good and talk about it: the EFCNI Changemaker Map



Show your commitment: Add your World Prematurity Day events to the EFCNI Changemaker Map at **www.efcni.org/changemakermap** to visualise your achievements and to inspire people around the world to make a change. You can write in your native language.

Keep the momentum

Keep the momentum of World Prematurity Day and make a difference for preterm babies and their families throughout the year. EFCNI and our partnering parent organisations initiated the year-round campaign Socks for Life to improve the situation of preterm infants and their families worldwide. Find out more about how to join Socks for Life at: **www.efcni.org/socksforlife**

Thank you

Your contribution is important to us. Simply send a short description and photos to **worldprematurityday@efcni.org** to promote your activity on our website.

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.



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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**

World Prematurity Day is powered by:



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