World Prematurity Day 2019

Advocacy Toolkit

2019 Global Theme
Born too Soon: Providing the right care, at the right time, in the right place.
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About World Prematurity Day

Every year, 15 million babies are born prematurely – more than one in ten of all babies around the world. World Prematurity Day is a key moment to focus global attention on the leading cause of child deaths under age 5 – complications from preterm birth – which account for nearly 1 million deaths each year (UNICEF). Without a major push to address prematurity, we will not reach the Sustainable Development Goal for health.

World Prematurity Day is an opportunity to call attention to the heavy burden of death and disability and the pain and suffering that preterm birth causes. It is also a chance to talk about solutions. The multitude of events organized around the globe on World Prematurity Day remains the heart of the effort. Each year, an increasing number of countries have observed World Prematurity Day by organizing national and local events, including public art installations, parliamentary hearings, health professional meetings, and marches.

This toolkit and additional resources are available on the Healthy Newborn Network (HNN) site here. Please visit www.facebook.com/worldprematurityday to share your World Prematurity Day experiences and plans, download social media resources, and share social media links among your networks.

Links to other movements

World Prematurity Day supports the values and goals of the Every Newborn Action Plan, which is a resolution of the 67th World Health Assembly and initiative of the Every Woman Every Child movement, a global multi-sectoral effort to save the lives and improve the wellbeing of mothers and their babies. World Prematurity Day also supports the Nurturing Care for Early Childhood Development: A Framework for Helping Children Survive and Thrive to Transform Health and Human Potential (bit.ly/2Pwhuxz) launched at the 71st World Health Assembly.

Two key reports from 2019 relating to World Prematurity Day include:

- The report “Nurturing Care for Small and Sick Newborns: Evidence Review and Country Case Studies” (bit.ly/2Vxgr9r) aims to summarize the evidence and best practices on nurturing care approaches for small and sick newborns focusing on core elements of developmentally supportive care, which is disease-independent but vital to promoting healthy growth and well-being.
- The report "Survive and thrive: transforming care for every small and sick newborn" (bit.ly/care4everynewborn) calls for investing in quality inpatient neonatal care and designating facilities for specialized and intensive newborn care. Governments, health professionals, parents and other partners are encouraged to join this movement in supporting continued investment in health systems that respond to the needs of the most vulnerable to achieve the vision of a better world for every mother and newborn.
2019 Theme
We invite you to use the World Prematurity Day 2019 theme:
**Born too Soon: Providing the right care, at the right time, in the right place.**

2019 Message Map
A message map can be found here, highlighting this year’s topics for messaging:

- *Ensuring High Quality Care for Every Baby Everywhere*
- *Providing Nurturing Care for the Best Start in Life*
- *Empowering Women and Adolescent Girls to Deciding for their Health*

Please use this message map to guide your communications and as inspiration for your activities. Sample messages that can be used on social media in support of World Prematurity Day can be found on the HNN website here. You may use the messages as shown or adapt them to fit your needs. And of course feel free to share your own messages and information!

**Important: Please always use the hashtag #WorldPrematurityDay, this will help others to find and follow your messaging.**
Get Involved: Ideas for Action

The goal of the campaign is to increase awareness, reach and engagement around the world about the issues of preterm birth, newborn health, helping the children survive and thrive. This can be accomplished through your participation in a variety of ways, from sharing the messages provided in this toolkit in your social media channels to organizing an activity or event.

For inspiration and ideas what events and activities others realized in the past, please visit the summary of events worldwide from EFCNI.

Simple Things You Can Do to Support World Prematurity Day

- **Social Media Engagement**
  The [World Prematurity Day Facebook page](https://www.facebook.com/worldprematurityday) is the social media hub for this campaign and is designed to collect and share stories and news and spread messages about World Prematurity Day and preterm birth. We encourage participants to share preterm birth stories from around the world with a post or on this [interactive map](https://www.worldprematurityday.org/interactive-map) to help put a face on the issue of preterm birth. The Facebook page will also feature photographs and messages from global events being held around World Prematurity Day. You want to link your Facebook post to the World Prematurity Day Facebook page? Then please add in your post @WorldPrematurityDay.

- **Change your social media profile** by adding a World Prematurity Day profile picture or a banner on Facebook, Twitter, or Instagram, helping to raise awareness without saying a word. Go to: [https://twibbon.com/support/world-prematurity-day-2019](https://twibbon.com/support/world-prematurity-day-2019).

- **Post and share posts in social media** leading up to and on World Prematurity Day, always using [#WorldPrematurityDay](https://twitter.com/hashtag/WorldPrematurityDay) and add [@WorldPrematurityDay](https://twitter.com/WorldPrematurityDay) in your social media posts. You can find examples for social media messages on the [HNN website](http://www.hnnp.org).

- **Join the Twitter Chat on Friday, 15 November 2019 9 a.m. EST** using [#WPChat](https://twitter.com/hashtag/ WPChat) and [#WorldPrematurityDay](https://twitter.com/hashtag/WorldPrematurityDay).

- **Go purple!** by wearing purple, lighting your home or office purple, light a purple candle in your window, inviting to a purple meal, or coming up with your own ways to turn the world purple for this day in support of preterm birth awareness. Share on social media with [#WorldPrematurityDay](https://twitter.com/hashtag/WorldPrematurityDay).

- **Hang up a sock-line** with 9 (white) baby socks and one smaller (purple) baby sock as a symbol to raise awareness for preterm birth. Share on social media with [#WorldPrematurityDay](https://twitter.com/hashtag/WorldPrematurityDay).
• **Take the Kangaroo Mother Care Challenge** and post photos on social media – with #KMCChallenge and #WorldPrematurityDay for details check out https://bit.ly/2eCnVSN

• **Add your event to the EFCNI Changemaker Map**, an interactive map to show what has been achieved globally in order to change the situation for preterm infants and their families.


• **Share your activity!** Don’t forget to tell us about your activities by completing the shared Google Doc here or send a short message, ideally with photos of your activity/ event to worldprematurityday@efcni.org

• **Post a blog** on Healthy Newborn Network and tell your story of transforming care for small and sick newborns - email hnnwashington@gmail.com.

**Things you can do if you have a bit more time**

• **Organize press conferences and issue press releases** and discussion items for national media

• **Organize social media campaigns**, post, like and share posts on preterm birth, World Prematurity Day and events.

• **Host public talks, exhibitions of preemie “sock-lines”** in market squares

• **Hold art contests** for preterm children

• **Have parents of preterm children lead information sessions**, create posters and lead public petitions,
Activity Ideas for Partners, Organizations, Institutions and Governments

**Parent advocacy groups and NGOs**

- Spread the word about your World Prematurity Day activities on your homepage; you can
  - Explain World Prematurity Day
  - 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 partner
- Organize events that generate media interest, such as massive gatherings of people born preterm, leading public preterm sock or hat-knitting parties, or petitions for political action
- Coordinate activities at hospitals—information sessions, purple week, posters, party for preterms, KMC challenge, and linking with other awareness campaigns happening such as breastfeeding campaigns, etc.
- Organize local celebrities to release statements about preterm birth to the media
- Conduct information sessions at health centers or hospitals by parents of preterm children
- Hold public concerts, breakfasts, dinners, sports events, shows, other charity events
- Mount a photo exhibition
- Organize local media support (with testimonials (parents, healthcare professionals from your region)
- Month-long activities, media tour, social media outreach for the month of November, communicating with health professional groups for messaging and meeting associations in parliament, and petitions or call to actions to government

**Health professionals, associations and academic and research training institutes**

- Organize workshops and seminars to discuss key issues preventing and caring for preterm birth
- Collaborate with government officials and parent groups to organize professional events and hearings on preterm birth and newborn survival
- Draft statement of action and support and distribute to all national societies and alliances
- Work with staff at hospitals and health facilities to organize a “Week of Purple,” holding education and information sessions, or organizing celebration events for preterm infants

**Governments**

- Make or renew a commitment of action on preterm birth and newborn survival as part of your commitment to the Global Strategy for Women’s, Children’s and Adolescents’ Health through the Every Woman Every Child platform: www.everywomaneverychild.org/commitments
- Learn more about the Every Newborn effort and global action plan: www.everynewborn.org
- Host workshops and events to discuss preterm birth and newborn health together with all partners including UN, donors, health professional associations and civil society


The Media as an Endorser

Involving the media in your event and making them aware of your World Prematurity Day campaign is important to spreading the word. As multipliers, they have the ability to spread your messages among a vast target group. Types of media to contact include online media, national and local newspapers, magazines, radio, and websites/blogs. See the below excerpt for additional guidance. More information is available here from EFCNI.

Tracking for Results

Let everyone know that you care! It is important to spread the news about your activities and events. Help us showing our unity to give preterm babies their voice! In the past, approximately 120 countries participated in World Prematurity Day via social media. Special events such as parliamentary hearings, exhibitions, flash mobs, healthcare professionals meetings and more were held in over 80 countries. If you are organizing an event, we would love to hear about it. Please complete the Google Doc or send your information directly to worldprematurityday@efcni.org.
Resources to Support Your Activities

Free resources are available at the following links:

Fact Sheets and Videos:
- World Prematurity Day Fact sheet and resources from EFCNI
- Every Preemie—SCALE’s Country Profiles on Preterm and Low Birth Weight Prevention and Care for 24 countries
- Bliss Youtube video on family-centred care
- A case report on the scaling of CPAP in Malawi (First Breaths with Florence)
- PCI’s USAID-funded Every Preemie-SCALE’s Family-Led Care program improving the health outcomes for preterm babies around the world, including in Malawi, where mothers are taught the importance of the Kangaroo Mother Care to help ensure their babies’ survival. (Family-Led Care for the Small Newborn)

Training Materials:
- Essential Steps for Improving Newborn Survival eLearning course (MCSP)
- Essential Care for Small Babies and Essential Care for Every Baby courses (AAP)
- Helping Babies Survive: Threatened Preterm Birth Training Module (MCSP)
- The Small Baby Series, developed by the Global Health Media Project, includes short teaching videos demonstrating lifesaving practices to care for small babies (available in English, French and Spanish)

Joint Statements:
- Kangaroo Mother Care Joint Statement (English and French)
- Preterm Birth Joint Statement (English and French)
- Quality of Care Joint Statement (English and French)

Technical Materials:
- Do No Harm Technical Briefs developed by Every Preemie—SCALE to provide stakeholders with evidence-based information regarding safe and effective inpatient care in low resource settings as an important step to avoid harm and improve health outcomes for newborns:
  - Safe and effective oxygen use for inpatient care of newborns
  - Safe and effective infection prevention for inpatient newborn care
  - Safe and effective thermal protection for inpatient care of newborns
  - Safe and effective human milk feeding for inpatient care of newborns
  - Prevention and screening of retinopathy of prematurity (ROP)
  - Family participation in the care of the inpatient newborn
- Newborn Health Technical Briefs developed by the Maternal and Child Survival Program (MCSP) presenting most recent WHO guidelines on:
  - Basic newborn resuscitation
Optimal feeding of low-birthweight infants in low- and middle-income countries
Making every baby count: Audit and review of stillbirths and neonatal deaths

- Continuum of Care Matrix for the Prevention of Preterm Birth, Management of Preterm Labor and Delivery, and Care of the Preterm and Small Newborn, developed by Every Preemie—SCALE
- Family-Led Care model being implemented in Malawi by Every Preemie—SCALE
- Cochrane Review on midwife-led continuity models versus other models of care for childbearing women (additional related files at HNN Toolkit)
- EFCNI brochures, factsheets, and posters with the most important information in a nutshell concisely highlight key points and answer the most important questions on the specific topic; position papers developed in close collaboration with renown experts for specific projects, contain recommendations and reflect the current scientific consensus. All material for free download.

We invite you to use the diverse material provided by the different organizations for World Prematurity Day free of charge. Please note the following for the appropriate use of the material:

- Do not alter the images / graphics
- Do not alter the general layout and design of templates where you can add your individual messages or logos
- Use credit notes for photos, graphic material etc. and don’t delete any credit note already inserted on the material
- Use any World Prematurity Day material offered only for raising awareness and for information. Do not use the material for fundraising requests, marketing or sales purposes of products or services

Additional websites for more information:

- Survive and Thrive – Transforming care for every small and sick newborn: https://apps.who.int/iris/bitstream/handle/10665/326495/9789241515887-eng.pdf?ua=1
- Survive and Thrive social media highlights: https://www.who.int/maternal_child_adolescent/multimedia/infographics/en/index2.html
- EWEC Global Strategy for Women’s, Children’s and Adolescents’ Health http://globalstrategy.everywomaneverychild.org
• WHO recommendations on interventions to improve preterm birth outcomes
  https://apps.who.int/iris/bitstream/handle/10665/183037/9789241508988_eng.pdf?sequence=1
• Updated Respectful Maternity Care Charter: Universal Rights of Women and Newborns
• Respectful maternity Care Resources: https://www.whiteribbonalliance.org/rmcresources/
• WHO recommendations on antenatal care for a positive pregnancy experience:
  https://apps.who.int/iris/bitstream/handle/10665/250796/9789241549912-eng.pdf?sequence=1
• Transforming health systems:
• HNN's blog series Telling Your Story: Transforming care for small and sick newborns:
• BMC Every Woman Every Newborn Supplement: www.everynewborn.org/launch-of-the every-woman-every-newborn-supplement
• The Lancet Midwifery series: https://www.thelancet.com/pdfs/journals/lancet/PIIS0140 6736(14)60855-2.pdf
• The Lancet Every Newborn series: www.lancet.com/series/everynewborn
• The Lancet article on leading causes of death of children under 5 in 2014:
  https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(14)61698-6/fulltext
• The Lancet Maternal Health series:
  https://www.thelancet.com/pb/assets/raw/Lancet/stories/series/maternal-health 2016/mathealth2016-exec-summ.pdf (The focus on under intervention and over intervention in “Too Much, Too Soon and Too Little, Too Late” is particularly useful)
• March of Dimes: https://www.marchofdimes.org/mission/global-programs.aspx
• UN report on Child Mortality
• Convention on the rights of the child; including link to UNICEF petition
  https://www.unicef.org/child-rights-convention
Acknowledgements

We would like to thank the World Prematurity Day Coordinating Committee for their planning efforts and the Advocacy Toolkit Subcommittee for their contributions to this toolkit. To join next year’s World Prematurity Day Coordinating Committee, please contact worldprematurityday@efcni.org

The World Prematurity Day Coordinating Committee includes the following organizations in alphabetical order: Con Amor Venceras, European Foundation for the Care of Newborn Infants (EFCNI), Jhpiego, March of Dimes, National Premmie Foundation, Prematuridade, Project Concern International (PCI), Save the Children, UNICEF, USAID, White Ribbon Alliance, WHO, World Vision