



Dear friends and supporters of EFCNI,

As we approach World Prematurity Day 2023 on 17 November, our preparations are well underway. We are thrilled to introduce our social media toolkit, a valuable resource to enhance online awareness and engagement. It equips you to extend our message to a broader audience, amplifying our collective impact.

Our Ambassador Programme for the European Standards of Care for Newborn Health (ESCNH) is in full swing, recognising and empowering advocates for improving neonatal care in Europe. We also celebrate the successful conclusion of our international “Zero Separation” campaign, which championed the benefits of Kangaroo Mother Care.

Many thanks for your continuous support!

With gratitude,

Silke Mader and the EFCNI team

EFCNI



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WORLD PREMATURETY DAY 2023

Celebrate with us - the social media toolkit is now available

World Prematurity Day is approaching! Our social media toolkit is now live, providing you with graphics, template captions, and other information to raise awareness for those born too soon and their families. As in previous years, we will also organise a global “World Prematurity Day Chat” on X (formerly Twitter) on 16 November 2023 to drum up attention for World Prematurity Day. Everyone is cordially invited to participate! Our sincere thanks also go out to the global planning group for their valuable

input and ideas as well as all other supporters. Follow the link for more information, get involved, and let's celebrate together on 17 November!

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STRONG START FOR LITTLE HEROES

Inspirations, ideas, and templates now available for World Prematurity Day 2023

Do you still need ideas for activities in light of the upcoming World Prematurity Day? Or are you already in the midst of planning your event and need a little inspiration, helpful tips, or templates? On our “Strong start for little heroes” campaign page, you will find materials to raise awareness for World Prematurity Day, including social media graphics and banners, infographics, quote cards, and much more. In addition, our digital toolkit provides you with suggestions and ways to use the campaign materials, including text templates for your communication work. Get creative! We are already looking forward to great activities, pictures, and campaigns around this special day! Please note this campaign is set up in German.

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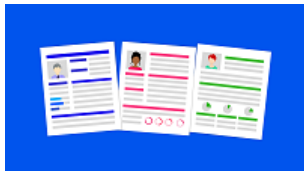
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DONATIONS INSTEAD OF GIFTS

MEP and EFCNI patron Angelika Niebler supports project for bereaved parents

Professor Angelika Niebler, Member of the European Parliament, and EFCNI's Chairwoman and Co-Founder Silke Mader, handed over a generous donation for the SAVE project. The amount was donated to the EFCNI on the occasion of Angelika Niebler's birthday, who preferred to give back to a project for preterm babies instead of receiving birthday gifts. SAVE is a project providing holistic support to bereaved parents. The aim is to expand it to other neonatology sites at the Ludwig Maximilian University Hospital in Munich, Germany. Please note the original article is in German, an English translation is available.

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CAREER OPPORTUNITY

Join our team! Position for Senior Medical Director opening in 2024

Join us in shaping the future of neonatal care! As our dedicated Senior Medical Director, Professor Luc Zimmermann, will retire at the end of 2024, we are excited to announce the opening of applications for this critical role. Overlap with Professor Zimmermann is possible and will ensure a thorough onboarding process. If you are passionate about advocating for preterm infants and their families, and you possess the expertise to advise and lead, we invite you to be a part of our team. Your leadership can make a significant difference in the lives of those born too soon and their families.

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Network



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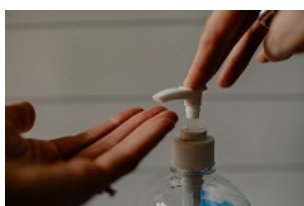
RSV AWARENESS WEEK 2023

Join our Instagram contest, share your RSV experience, and win attractive prizes

This year's RSV Awareness Week from 6-10 November is dedicated to increasing awareness about the Respiratory Syncytial Virus. To honour and amplify the inspiring stories of families who have bravely fought this virus, we are launching an Instagram contest with the hashtag #RevealRSV. Participants can not only win popular baby carriers for hands-free snuggles, but also nominate a children's hospital for a special token of appreciation and gratitude. Please follow our EFCNI Instagram channel and visit our campaign landing page for more information on how to participate. Best of luck!

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Science



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PREVENTING INFECTIONS

Asymmetric power dynamics and lack of communication hamper infection prevention and control, new study finds

A Ghanaian ethnographic study investigated how the relationship between mothers and healthcare providers influences infection prevention and control (IPC). IPC is a significant topic as healthcare-associated infections are still a

global health threat, particularly on Neonatal Intensive Care Units (NICUs). The study describes the dynamics on the ward as being dominated by asymmetric power relations and generally constituting a stressful work environment. These conditions make it difficult for mothers to receive sufficient information and to be involved in the care of their babies. Ultimately, these interactions hamper the implementation and application of infection prevention and control measures.

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NEW EXPLANATORY VIDEO SERIES

Learn all about “Clinical Trials in Newborns”

Have you ever heard about the relevance of conducting clinical trials in (preterm) newborns? In our recently launched video series, we introduce you to the subject matter. Apart from concepts, terms, and definitions, you will also find information about the importance and objectives of conducting clinical trials in newborns. In the three-part video series, we explain the design of a clinical trial with the help of a practical example – the TREOCAPA study where EFCNI is the Public and Patient Involvement Partner. We thank the TREOCAPA Parent Advisory Board for their support and valuable input. Enjoy watching!

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European Standards of Care for Newborn Health



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IMPLEMENTATION

Empowering change – introducing our new Ambassador Programme

We are excited to officially launch our new Ambassador Programme, dedicated to recognising and supporting those tirelessly working towards the implementation of the European Standards of Care for Newborn Health (ESCNH). It provides Ambassadors with valuable resources, information, and materials to amplify their advocacy efforts, making it easier for them to drive positive change in the care of preterm infants and their families.

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GLANCE - Global Alliance for Newborn Care



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CAMPAIGN

Zero Separation. Together for better care!

The “Zero Separation” campaign by GLANCE comes to a successful end – at least for this year. The campaign supports infant- and family-centred developmental care, with parents having access to be with their baby 24/7. Focusing on Kangaroo Mother Care, we were able to create a good foundation for this year’s World Prematurity Day theme, raising awareness and sharing information across social media. A big and warm thank you to everyone who participated in the campaign, supported translations and content, shared the material, and helped us highlight this important topic. We look forward to continuing the campaign next year!

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Special thanks to our corporate partners for their kind support:

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The EFCNI 2023 policy and advocacy training workshop for patient and family representatives is supported by a restricted grant from Pfizer.

This online newsletter is issued by EFCNI - European Foundation for the Care of Newborn Infants. Share your comments, suggestions and feedback by emailing news@efcni.org. If you wish to unsubscribe, please click [here](#).

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