



***Zeta Phi Beta Sorority, Incorporated
Scholarship, Service, Sisterhood
Finer Since 1920***

***Zeta Prematurity Awareness Program
2020***



Purple Ribbon, House of Worship, Purple Reign Campaign

***Valerie Hollingsworth Baker
25th Centennial International President***

***Dr. Irish Spencer
National March of Dimes Director***





WELCOME and GREETINGS

Greetings from Grand Val

25th Centennial International President
Zeta Phi Beta Sorority, Inc.

One Zeta: Unified.....Mobilized....ZetariZed!





PRESENTERS

PRESENTERS



Dr. Irish Spencer
National March of Dimes Director
Zeta Phi Beta Sorority, Inc.



Dr. Sharetta Remikie
Florida State Director of
Maternal and Child Health
March of Dimes



Meredith Repik
Director of Strategic
Volunteer Partnerships
March of Dimes

HOUSEKEEPING

Asking Questions

If you have any questions or comments, type them in the chat box.





WEBINAR HIGHLIGHTS

- * MOD Mission
- * Disparities & Statistics
- * National Service Partner
- * 2020 Campaign
- * Toolkit
- * Z-HOPE
- * Contact Info
- * Closing Comments
- * Questions and Discussion





Zeta Prematurity Awareness Program



Zeta Phi Beta Sorority and the March of Dimes has a respected and enduring partnership and legacy of addressing issues of prematurity, birth defects and infant mortality. A 48 Year National Service Partnership.

Stork's Nest – Founded in 1971

Partners with MOD since 1972

March for Babies National Walk Team launched in 1998

Zeta Prematurity Awareness Program began in 2003

**ZETAS MAKING IT REIGN
AT THE CAPITOL** #TeamAPHIZ



The Alpha Phi Zeta Chapter of Richmond, VA brought prematurity awareness to the Virginia Capitol. Chapter representatives are pictured with Virginia Senator Jennifer M. McClellan, Sabrina Robinson, March of Dimes Representative, and Mr. Kideem Frierson, 2020 March for Babies Chair

OUR VISION

**WE IMAGINE A
WORLD WHERE
EVERY MOM AND
BABY IS HEALTHY
REGARDLESS OF
WEALTH, RACE OR
GEOGRAPHY.**


OUR MISSION

**MARCH OF
DIMES LEADS
THE FIGHT FOR
THE HEALTH OF
ALL MOMS AND
BABIES.**

SITUATION


What does pregnancy and motherhood look like today in a world with COVID-19 and amidst continuing societal confrontation with racial inequity and racism itself?

- Through COVID-19, care models have changed, new research has become a critical need and consumer awareness/education remains necessary. COVID-19 also shed a larger light on the inequities and disparities of care that exist.
- Since the murder of George Floyd, there has been a surge of protest, discussion and growing mass support for racial equality reckoning and organizations like Black Lives Matter by the public, institutions and a large swath of corporate America.
- March of Dimes leads the fight for the health of all moms and babies, and as a result has a responsibility to deliver health equity improvements for maternal and infant health.



Each and every day in the U.S., two women die due to complications from pregnancy and childbirth, and two babies die every hour. The majority are women and babies of color and **Black women and babies are most affected.**

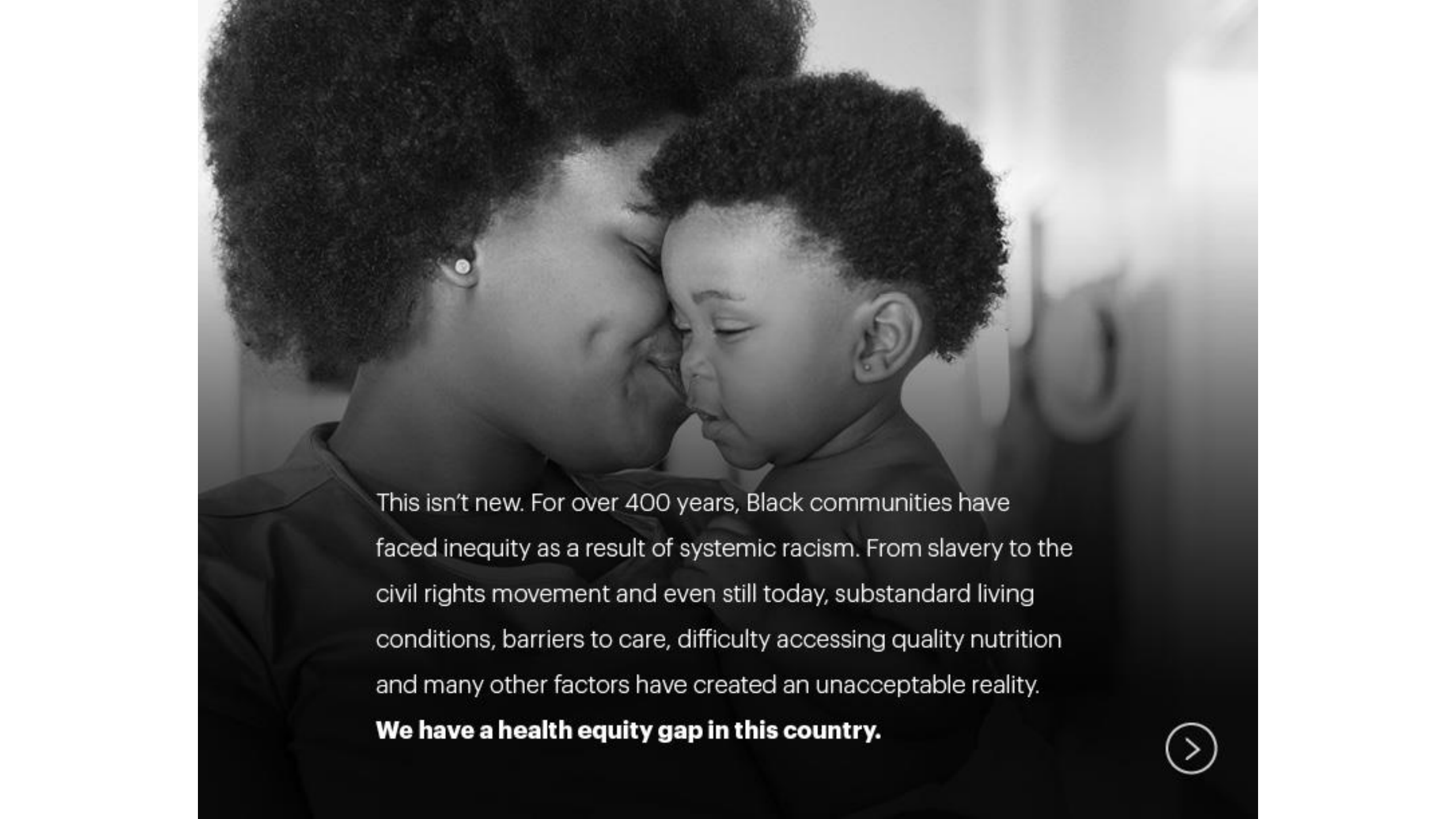




The U.S. is among the most dangerous developed nations in which to give birth—especially if you're Black. Black women are 3 times more likely to die from pregnancy-related causes than White women. Black babies are twice as likely to die before their first birthday.

And it's not their fault.





This isn't new. For over 400 years, Black communities have faced inequity as a result of systemic racism. From slavery to the civil rights movement and even still today, substandard living conditions, barriers to care, difficulty accessing quality nutrition and many other factors have created an unacceptable reality.

We have a health equity gap in this country.



ELIMINATING HEALTH INEQUITY

March of Dimes is able to tackle these issues because we provide:



Solutions for maternal and infant health challenges on a national level



Research and dynamic approaches geared toward real impact



Commitment to community investment and national systemic policy reform

We are committed to leveling the playing field once and for all by:

- Advocating for policies promoting safe and healthy communities
- Engaging partners at the local and national levels
- Seeking answers through social science research
- Improving access to care in every community
- Training health care providers to tackle bias
- Rallying every American around a common goal... health equity for all





OUR STRATEGY



IMPLICIT BIAS TRAINING FOR MATERNITY CARE PROVIDERS

- **OBJECTIVE**

- Increase awareness of implicit bias and stimulate action among maternity care providers to address and remedy impact.

- **IMPACT**

- Greater awareness and action to address implicit and explicit bias in maternity care settings.

- **COMPONENTS**

- ✓ Implicit Bias in Maternal Healthcare
- ✓ Structural Racism in the U.S.
- ✓ Strategies to Mitigate Implicit Bias
- ✓ Creating a Culture of Equity

MISSION MOMENT

- If you are wearing a ring, slide it off of your finger and toggle/ hold it near the tip of your finger.
- Pay close attention to the size of your finger and the opening of the ring.
- Some babies are so tiny when born prematurely, that the opening of the ring you are looking at is larger than their arms and legs!



U.S. MATERNAL MORTALITY AND MORBIDITY

OVER 700 WOMEN

die each year from complications related to pregnancy.

2 WOMEN

will die from pregnancy-related causes today. And every day.

50,000+ WOMEN

suffer life-threatening complications
every year during pregnancy.

BLACK WOMEN

are over three times as likely as white women
to die from pregnancy-related causes.



NATIONAL SERVICE PARTNER

The March of Dimes has identified November as Prematurity Awareness Month. Therefore, the entire month of November is designated as the timeframe for chapters and auxiliaries to host ZPAP events to earn Z-HOPE points. Wear your Purple Ribbon and Compete in the Purple Reign Campaign.

Chapters and auxiliaries can host Prematurity Awareness programs throughout the year but will not be eligible for Z-HOPE points under ZPAP unless events are held during November. Purple Reign regional winners will not receive points but will be awarded the March of Dimes /Valerie Hollingsworth Baker Cup!



Zeta Prematurity Awareness Program Toolkit 2020



**EVERY BABY DESERVES
THE BEST POSSIBLE START**

More than **380,000 babies** are born prematurely in the U.S. each year. March of Dimes is working to change that. In November, Prematurity Awareness Month, and all year long we make the future brighter for us all.

JOIN THE FIGHT [MARCHOFDIMES.ORG](https://marchofdimes.org)

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Purple Ribbon, House of Worship Purple Reign Campaign

Wear an Awareness Ribbon

Prematurity Awareness Month is a time to remind our country and the globe of the pervasiveness of prematurity. Wearing a ribbon is an easy way to show your support and share your story with friend, co-workers, neighbors and other families impacted by prematurity.



Color	Meaning
Dark Purple	Healthy Baby
Light Purple	Premature Baby
Grey	Birth Defect
White	Lost a Baby (Infant Mortality)

House of Worship Fans

To order House of Worship Fans
50 per chapter while supplies last.
Please provide the following:

1. Name of Chapter
2. Name of Chapter Contact
3. Chapter Contact Email
4. Mailing Address (No PO Boxes)

Email to:

Nationalzetamoddirector@gmail.com

ZPAP

The goal of ZPAP is to increase familiarity and prevalence of premature birth by sharing facts with congregations in Houses of Worship. Additionally, ZPAP is an opportunity for Zeta chapters, Amicae and youth auxiliaries to earn Z-HOPE points! The following sections will assist with planning 2020 ZPAP events.



Qualifying and Earning Z-HOPE™ Points

To qualify for Z-HOPE™ points, each ZPAP worship-based event must:

- Be held during the month of November.
- Be held at a House of Worship or designated location (see examples below).
- Have an attendance of **at least 20non-Zetas** (during Single-Day events or a series of events within three (3) weeks – Sunday thru Saturday).
- Include the presence of **at least 4 Zetas and/or 4 Amicae**.
- Be able to announce (i.e., read, distribute, and/or view) the Prematurity Awareness message during the event.
- Complete the official *Z-HOPE™ ZPAP Reporting Form* for each site/event and submit online through the Zeta Service Management System (ZSMS) by no later than the stated deadline. January 7, 2021.

National Prematurity Awareness Contest

Purple Reign



Psi Zeta Chapter Ft Worth TX



Zeta Phi Beta Sorority, Incorporated
Gamma Alpha Epsilon Zeta Chapter
World Prematurity Day 2019




In Support of National Prematurity Awareness, Gamma Alpha Epsilon Zeta - Orange County Chapter, lit up the Irvine Sky at the Hive and Honey Rooftop Bar located at the Marriott Irvine Spectrum on Sunday, November 17th.
Purple Reign Campaign!





 @OCZPHIB
 ZETAOCGAEZ@gmail.com
 @OCZETAS



Chi Zeta Chapter Oklahoma City, OK

During the month of November chapters and auxiliaries are asked to decorate using purple lights to bring about awareness. The best and most creative use of purple lights will receive the March of Dimes Valerie Hollingsworth Baker Cup. One cup per region will be awarded.

Please submit your pictures to:

nationalzetamoddirector@gmail.com

All entries are due by December 30, 2020



CONTACT INFORMATION

ZETA REGIONAL MARCH OF DIMES REPRESENTATIVES

Atlantic Region

Maliyka Muhammad

Eastern Region

Nikisha Bailey

Great Lakes Region

Jennifer Wright

Midwestern Region

Carmelia Coney

Pacific Region

Nicole Mealing

South Central Region

Mary A. Foster

Southeastern Region

Kimberly Morris Dove

Southern Region

Knesha Rose-Davison



Dr. Irish Spencer

National March of Dimes Director
nationalzetamoddirector@gmail.com





QUESTIONS



Mi
MARCH OF DIMES

THANK YOU!

<https://youtu.be/vfSoTXmjSSE>