

Moms and babies are facing an urgent public health crisis. The U.S. has one of the worst maternal death rates in the developed world, and black women are four to five times likely to die compared to white women. Additionally, women of color are up to 50% more likely to give birth prematurely and the infant mortality rate among black babies is more than double the rate among whites.

March of Dimes has teamed up with The Links, Incorporated to work together to promote public awareness through mission and advocacy engagement opportunities focused on legislation, education and community outreach as well as providing support of various fundraising initiatives. These volunteer opportunities enable members to engage in a programmatic way year round and help provide a powerful leading network to assist with the mobilization of others, add another needed voice to affect change, and provide a bold vision for a better future for maternal health, specifically for black women in America.

Members of The Links, Incorporated have an opportunity to engage with March of Dimes in a number of ways. Please review this packet for more information to assist with successful activation.

CHECK OUT THE RESOURCES AND GET STARTED!

MARCH OF DIMES VOLUNTEER ENGAGEMENT OPPORTUNITIES

- ✓VOLUNTEER IDEAS &
TOOLKITS
- ✓FACEBOOK MENTORSHIP
PROGRAM
- ✓FUNDRAISING
- ✓ADVOCACY

TOOLKITS INCLUDED:

- 1.Sibling Activity Kits
- 2.Host a Book Drive
- 3.Host a Diaper Drive
- 4.Write Post Cards
- 5.Share Your Story
- 6.March for Babies



SIBLING ACTIVITY KITS

What is it?

Volunteers put together activity kits for siblings so they have something fun to do while the rest of the family focuses on bonding with their new baby in the Neonatal Intensive Care Unit (NICU).

Why is important?

Big brother and/or big sister have been a part of this journey to the NICU. Parents want each child to feel cared for and special. These activity kits go a long way in helping with just that, and when siblings come to the hospital they get their own little surprise!

HOW YOU CAN DO IT:

- 1. Assign a lead:** Assign one or two Links members to lead this engagement and to liaison with MOD and other volunteers.
- 2. Get connected:** Connect with your March of Dimes staff to let them know you are interested in providing sibling activity kits to a NICU/hospital partner and [signup here](#).
 - Your March of Dimes staff contact will reach out to the March of Dimes NICU Family Support Team/Market Staff to choose a hospital in your area that your chapter can partner with. **It's important to connect with the MOD staff contact first.** Depending on the relationship with the site, your chapter might work directly with a contact at the hospital or through the local MOD staff contact.
- 3. Make a plan:** Once you have a contact, check out the volunteer checklist on the back and with your primary contact start answering the first set of questions with your group of volunteers. You can use the second set of questions to get more information from the NICU/hospital staff. Feel free to add your own questions, too!
- 4. Do it:** Use the kit ideas list on the back, information from the NICU/hospital staff and create your sibling kits/gift bags. You could host a collection or drive with family, friends and local contacts too!
- 5. Celebrate:** Each time you or your group does this activity, send out thank you emails/notes to the members that participated and to the staff who supported at the hospital.
- 6. Log hours and activity:** Go to your volunteer profile by logging in at GetInvolved.MarchofDimes.org to log hours and activity.

Please note that each NICU/hospital partner has different requirements of volunteers. Some hospitals might require volunteer training to access the facility.

TOOLS (ON BACK)

- Volunteer Checklist
- Activity Kit Ideas
- Surprise and delight ideas

KEY

- **Frequency:** Year-round
- **Group Size:** 5-10 volunteers
- **Location:** NICU Family Support Program/Hospital Partner Site
- **How:** in conjunction with March of Dimes staff & NICU hospital staff

VOLUNTEER CHECK LIST

Please walk through the checklist with your primary contact as you plan this engagement and determine with your group what is feasible.

Questions to figure with your volunteers and March of Dimes primary contact:

- How often and when does your group plan to provide sibling activities/kits- each month, a few times a year or simply one time?
- Will volunteers be purchasing items, collecting donations, or making donations (i.e. coloring books, sticker activity books, etc.)? Who will store items?
- If a donation, who do you intend to ask? Your March of Dimes staff contact can help determine if there are additional companies that you can approach or steer clear of depending on preexisting partnerships.
- Who will drop off the completed kits? Is your group hoping to interact and support the sibling support program (if applicable)?

Questions to ask the NICU/hospital site:

- Are volunteers able to bring the kits to the hospital? Can volunteers interact with the families? If so, what's the best timing? Is there a location onsite to set-up, and help with the sibling program (if applicable)?
- Does the Hospital have restrictions on volunteers? Be very specific in what is feasible for volunteer engagement at the site. Often, NICU's don't allow visitors into the NICU during flu and cold season, or keep volunteer activities separate to protect the babies.
- How many sibling activity kits (approx.) are needed for this site? Is it possible to know how many big sisters and big brothers?

ACTIVITY KIT IDEAS:

Check with your NICU/hospital contact to see what they might already have and what is most needed for sibling activities. Each site differs and could restrict donations.

- Coloring books
- Crayons/Colored Pencils
- Activity books
- Age appropriate books
- T-shirts (big brother/big sister)
- Toys
- Snacks – goldfish, graham crackers, etc.
- Water, juice
- Create “mini-adventures” to explore the hospital (gift shop, courtyards, cafeteria)

SURPRISES & DELIGHT

If you or your volunteers are interested in adding a surprise to the kit or for the NICU/hospital partner, here are some ideas:

- Connect the activity to holidays, seasons, and/or special days (birthdays, etc.).
 - Write a note of encouragement to the siblings. These should be reviewed by the primary contact prior to ensure to ensure appropriate and sensitive language is used.
 - Write thank you notes to the NICU staff for all their support of moms and babies.
 - Make/purchase gifts as keepsakes for families (birth stone jewelry, etc.).
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HOST A BOOK DRIVE

What is it?

This activity is a book collection so parents can read to their babies in the Neonatal Intensive Care Unit (NICU) and/or provide books for big brother and big sister to enjoy while visiting their sibling.

This is the time to grab your favorite childhood reads, or books that help to explain the NICU journey and pass along the story to parents and their children.

HOW YOU CAN DO IT:

- 1. Assign a lead:** Assign one two volunteers to lead this engagement and to liaison between March of Dimes and your volunteers.
- 2. Get connected:** Connect with your March of Dimes staff contact to let them know you are interested in providing books to a NICU/hospital partner and [signup here](#).
 - Your March of Dimes staff contact will reach out to the March of Dimes NICU Family Support Team/Market Staff to determine a hospital in your area that your chapter can partner with. **It's important to reach out first to the MOD staff contact.** Depending on the relationship with the site, your chapter might work directly with a contact at the hospital or through the local MOD staff contact.
- 3. Make a plan:** Once you have a contact, check out the volunteer checklist on the back, and with your primary contact start answering the first set of questions with your group of volunteers. You can use the second set of questions to get more information from the NICU/hospital staff. Feel free to add your own questions too!
- 4. Do It:** Collect books and donate them to your NICU/hospital partner.
- 5. Celebrate:** Each time your group does this activity, send out "thank you" emails/notes to the members that participated and to the staff who supported at the hospital.
- 6. Log hours and activity:** Go to your volunteer profile by logging in at GetInvolved.MarchofDimes.org to log hours and activity.

Please note that each NICU/hospital partner has different requirements of volunteers. Some hospitals might require volunteer training to access the facility.

Why is important?

Being in the Neonatal Intensive Care Unit (NICU) is a scary and uncertain time. Providing families with opportunities to connect with their children through reading is a special gift.

NICU babies still love and respond hearing their parents voice. This helps promote bonding if parents aren't able to hold their little one.

TOOLS (ON BACK)

- Volunteer Checklist
- Book & Collection Timing Ideas
- Surprise and delight ideas

KEY

- **Frequency:** Year-round
- **Group Size:** 10- 20 volunteers
- **Location:** NICU Family Support Program/Hospital Partner Site
- **How:** In conjunction with March of Dimes staff & NICU hospital staff

VOLUNTEER CHECK LIST

Please walk through the checklist with your primary contact as you plan this engagement and determine with your group what's feasible.

Questions to figure with your volunteers and March of Dimes primary contact:

- How often does your group plan to host a book collection? Just once, monthly, or several times a year?
- Will volunteers be purchasing items or collecting donations? Who will store the books?
- If a donation, who do you intend to ask? Your March of Dimes staff contact can help determine if there are additional companies that you can approach (or steer clear of) depending on existing partnerships.
- Who will drop off the books? Do you intend to have volunteers drop off books? Is your group hoping to interact with members of the sibling support program (if applicable)?

Questions to ask the NICU/hospital site:

- Are volunteers able to bring the books to the hospital? Can volunteers interact with the families? If so, what's the best timing? Is there a location onsite to set-up, and help with the sibling program/read to siblings (if applicable)?
- Does the hospital have restrictions on volunteers? If so, be very specific in what is feasible for volunteer engagement at the site. Often, NICU's don't allow visitors during cold and flu season, or else keep volunteer activities separate to protect the babies.
- How many and what type of books are needed (approx.) for this site?

BOOK & COLLECTION TIMING IDEAS:

Providing a book is such a special gift. Here are a few ideas for books your group can collect and natural times throughout the year to host a collection. If these don't work for your group, simply pick other times that work for you and the NICU/hospital partner.

- Collect children's books in between or during your fundraising efforts.
 - Babies first board book
 - Books for siblings (consider a variety of reading and age levels)
 - Favorite childhood book
 - Newborn books (Oh, the Places You'll Go; The Very Hungry Caterpillar; The Rainbow Fish; Where the Wild Things Are; etc.)
- Here are couple ideas for timing:
 - March 2 - Dr. Seuss day – National Read Across America Day
 - November 1 – National Family Literacy Day



SURPRISES & DELIGHT

If your volunteers are interested in adding a surprise to the book drive or for the NICU/hospital partner, here are some ideas:

- Write a note of encouragement to the siblings. These should be reviewed by the primary contact to ensure appropriate and sensitive language is used.
 - Write "thank you" notes to the NICU staff for all their support of moms and babies.
 - Write a note about why this is your favorite book and put it in the book.
 - Book Drive could potentially be paired with the reading and prerecording of stories
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HOST A DIAPER DRIVE

What is it?

This activity involves collecting packages of diapers for parents to take with them as they leave the Neonatal Intensive Care Unit (NICU). Your group can get creative to celebrate this moment and help parents take home these items that they need to make the transition a little easier.

Why is important?

Going home from the hospital—and especially the NICU—can be a scary and uncertain time. Providing diapers helps families with the transition.

HOW YOU CAN DO IT:

1. **Assign a lead:** Assign one or two volunteers to lead this engagement and to liaison between March of Dimes and your group of volunteers.
2. **Get Connected:** Connect with your March of Dimes staff contact to let them know you're interested in providing Diapers to a NICU/Hospital Partner and [signup here](#).
 - Your March of Dimes staff contact will reach out to the March of Dimes NICU Family Support Team/Market Staff to determine a hospital site in your area that your chapter can partner with given your volunteer interests. **It's important to connect the March of Dimes staff contact first.** Depending on the relationship with the site, your chapter might work directly with a contact at the hospital or through the local March of Dimes staff contact.
3. **Make a plan:** Once you have a contact, devise a collection and participation plan. Once diapers have been received, coordinate logistics and drop off to the NICU/hospital staff.
4. **Do it:** Collect the diapers and donate them to a NICU/hospital.
5. **Celebrate:** Each time your group does this activity, send out "thank you" emails/notes to the members that participated and to the staff who supported at the hospital.
6. **Log hours and activity:** Go to your volunteer profile by logging in at [GetInvolved.MarchofDimes.org](#) to log hours and activity.

Please note that each NICU/hospital partner has different requirements of volunteers. Some hospitals might require volunteer training to access the facility.

FYI

- Diapers must be in original packaging and some hospitals only accept certain brands
- Certain restrictions/limitations around delivery/distribution may exist due to COVID

KEY

- **Frequency:** Year-round
- **Group Size:** Individual or chapter project
- **Location:** NICU Family Support Program/Hospital Partner Site
- **How:** In conjunction with March of Dimes staff & NICU hospital staff

WRITE POST CARDS

What is it?

There are two types of postcards you can send. Both are impactful and can be as fun and creative as you'd like to show that fighting for the health of all moms and babies is important to you and your community.

1. **Send a card to elected officials:** You can write a short note to your elected officials to share your story and tell them why you're fighting for the health of moms and babies. This could include members of Congress, State Representatives and Local Elected Officials.
2. **Write a card to your neighbor, a friend or family member:** You can write a note to encourage them to take action and make a huge impact for moms and babies. Encourage them to take any of these suggested actions to help:
 - register to vote
 - vote in an upcoming election
 - host a postcard party
 - call their elected official(s)

How you can do it?

Invite your friends, family and special people in your life to participate.

- Use our **list of materials** (on the back of this card) to make sure you have what you need ahead of time.
- Start an Unspoken Stories conversation. This [toolkit](#) includes topics and questions to help you host.
- Encourage your guests to **write short versions of their stories** on the postcards or use the sample messages on the back of this card. All I you need is two to three sentences that get your point across.
- **Bonus step:** Once your postcards are finished, take the same action online. Post a photo of you, your group or your postcard, and tag your elected officials, using their social media handles. Visit our [Action Center](#) and "[Find your elected officials](#)" with your ZIP Code to get their handles. Don't forget to use **@MODAdvocacy**, **#MODAdvocacy** and **#UnspokenStories**, so we can repost.
- Have each person [sign up here](#) so we know who participated in this activity.
- **Send** all the cards in the mail.

Additional Option: Send a Note of Hope

Every year 4 million babies are born. This is an exciting and challenging time, but can also be scary when everything doesn't go as planned, and even more so during this uncertain time in our country. Please show your support sending a note of hope.

This could include:

A note to a mom or dad to be or to a family with a baby currently in the NICU. Sharing your advice, experience and words of encouragement. A note to healthcare providers, nurses, and staff who are on the frontlines making sure that moms and babies are receiving the best possible care.

Or, download the template and write your own.

Submit digitally -

<https://www.marchofdimes.org/volunteers/send-a-note.aspx> OR

Download the template -

<https://www.marchofdimes.org/materials/Send-a-note-to-mom-to-be.pdf>

TOOLS AND RESOURCES

- Materials list (on back)
- Message templates (on back)
- [Postcard template](#)
- Find your elected officials, visit the [Action Center](#) and input your zip code, click Go! A list of your representatives should come up.
- [Find your local officials](#)
- [Sign up form](#) and post event [engagement form](#)

MATERIALS

Here are some suggested materials:

1. **Postcards:** You can use the template postcards or make your own out of card stock.
2. **Writing utensils:** Colorful pens, markers, or your favorite pens all work well.
3. **Sample messages:** See the messages below, which you can use as is or adjust to make them your own.
4. **List of local elected officials:** You can visit our Action Center and “Find your elected officials” with your ZIP code to get their names and addresses.
5. **Stamps:** It only costs 35 cents to mail a postcard. You can also collect all the postcards for recipients and mail them in one package.

TEMPLATES

Postcard (with personal story & mission message):

Dear [Elected Official],

As a constituent, I believe that our members [of Congress—delete if sending to local elected officials] must focus on the health of ALL moms and babies. My name is [insert your name] and [insert 1-2 sentences of your personal story].

Because of my own experience and the experiences of so many others I know, I want to make sure you're hearing our voices on the biggest health issues affecting moms, babies and families. And that you're taking these issues to heart and to our government to take action.

[insert an impact stat of...]

Premature birth and its complications are the largest contributors to infant death in the United States and globally.

OR

In this country 1 in 10 babies is born prematurely each year.

OR

Pregnancy-related death has more than doubled over the past 25 years.

OR

Women of color are up to 50 percent more likely to give birth prematurely and their children can face a 130 percent higher infant death rate.

OR “Prioritized Testing for Pregnant Women during COVID-19”

Pregnant women should be considered as a high-risk population. According to the Centers for Disease Control and Prevention (CDC), much remains unknown about COVID-19 and its potential effects on pregnant women. However, pregnant women are known to be at greater risk of severe morbidity and mortality from other respiratory infections such as influenza and SARS-CoV.

OR Tests for COVID-19 are in limited supply. The Infectious Diseases Society of America (IDSA) has recommended prioritizing pregnant women, among other high-risk populations, for testing as long as the shortage exists. Women who are postpartum and their infants should also be prioritized in all testing efforts.”

We need healthy moms and strong babies to make the future brighter for us all.

Sincerely,

[Insert your full name, address and phone number]

Postcard message (neighbor, friend or family member):

Dear [Neighbor, friend or family member],

You know me well and that my story involves...[insert 1-2 sentences of your personal story]. I believe that our members of Congress must focus on the health of ALL moms and babies.

Because of my own experience and the experiences of so many others I've met through March of Dimes, I know I'm not alone in recognizing the health threats to our families. And I need your help to [insert 1-2 sentences with a specific request for action: share your story, vote, etc.].

Please let me know if you have any questions. And let's fight together for the health of all moms and babies.

Sincerely,

[Insert your full name, address and phone number]





SHARE YOUR STORY AND CONNECT

March of Dimes offers many supportive environments online with trusted information and advice, helpful resources and caring people who want to connect with you. No matter what you're looking for, there's a community online just right for you or someone you know who could benefit from these communities.

March of Dimes Community Facebook Group

Families across the nation join the March of Dimes Community group on Facebook to find support, comfort and friendship. They can get advice on the challenges they're experiencing from a caring group and also learn about March of Dimes and local initiatives. Join today at www.facebook.com/groups/marchofdimes.

Unspoken Stories

#UnspokenStories gives voice to experiences of pregnancy from the joys of parenting to the heartbreak of loss. This supportive community is made up of parents, medical professionals, grandparents, would-be parents and friends who want to share with each other, one story at a time. Visit www.unspokenstories.org



Share Your Story

ShareYourStory.org is a welcoming environment for families to share their story and connect with other moms, dads and families who understand first-hand the challenges and triumphs that can happen along the pregnancy journey.



SHARE YOUR STORY AND CONNECT CONT'D...

My NICU Baby® App

Families Having a baby in the Neonatal Intensive Care Unit (NICU) can be overwhelming. The My NICU Baby App from March of Dimes provides the latest information and helpful resources to improve a family's experience during and after their baby's NICU stay. My NICU Baby is available in English, and in Spanish as Mi bebé en la NICU. Download the app for free from the App Store/Google Play. Learn more at www.mynicubaby.org.

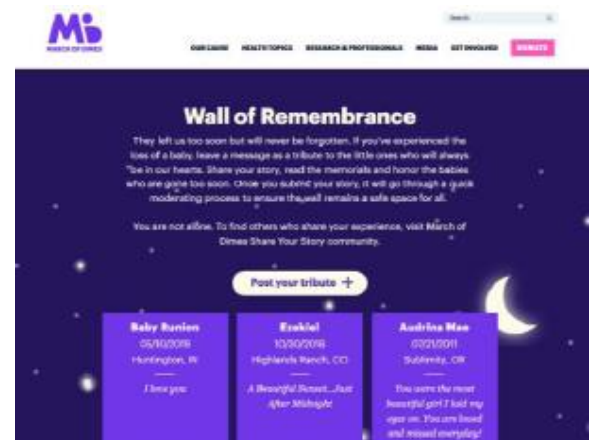


Facebook Mentorship Program for NICU Grad Moms

The Facebook Mentorship Program connects moms who have recently brought their baby home from the NICU with a support system to help find balance as they care for themselves and their babies. They can share with moms who have had similar experiences and get reliable information and helpful resources from March of Dimes. For more information, go to <http://bit.ly/MODMentorship>.

Wall of Remembrance

For those who have experienced the loss of a baby, our Wall of Remembrance offers a space to leave a message as a tribute to the little ones who will always be in our hearts. Visit www.marchofdimes.org/remembrancewall to tell your story, read memorials and honor the babies who are gone too soon.



FACEBOOK MENTORSHIP PROGRAM:



March of Dimes has created a mentorship program through Facebook to connect families from our community, including topics such as pregnancy, loss, NICU, parenting and more.

MENTORSHIP BENEFITS:

- **Support** from someone who understands
- **Connection** with others who had similar experience
- **Advice** on navigating your circumstance
- **Helpful resources** and information from March of Dimes



Platform: March of Dimes Community Facebook group and Facebook Messenger

HOW TO GET STARTED:

1. Using your Facebook account, join the March of Dimes Community Facebook group: www.facebook.com/groups/marchofdimes
2. Click on the mentorship tab and fill out your mentor profile
3. Read our guidelines and helpful resources in the Learning Units tab
5. Reach out to March of Dimes Community admin if you need additional support or information

Interested in learning more?
Contact: Megan Walker
mwalker@marchofdimes.org



All materials provided by March of Dimes are for information purposes only and do not constitute medical advice.

The Facebook Mentorship Program connects moms who have recently brought their baby home from the NICU with a support system to help find balance as they care for themselves and their babies. They can share with moms and other support persons who have had similar experiences and get reliable information and helpful resources from March of Dimes. For more information, go to <http://bit.ly/MODMentorship>.

MARCH FOR BABIES

What is it?

When you March for Babies, you make a statement that you want to live in a world where healthy moms and strong babies are a priority for us all. Together we hope, remember and celebrate at our walk sites nationwide.



Why is it important?

When you join March for Babies you stand with thousands of people across the country who share your commitment to building a brighter future for us all. You raise money to expand programs and educate medical professionals to make sure that moms and babies get the best possible care. You advocate for policies that prioritize their health. You fund research to find solutions to the biggest health threats. And you support moms through every stage of the pregnancy journey, even when everything doesn't go according to plan. March with us to lead the fight for the health of all moms and babies. Because when a society supports every family, we all win. When we come together, even the toughest problems can be solved.

HOW YOU CAN DO IT

1. **Assign a team captain:** Team captains play the most important leadership role in March for Babies.
2. **Sign-up** your team at:
www.marchforbabies.org/thelinksincorporated
3. **Recruit:** Invite other Links members, friends, family and coworkers to sign up and join your team.
4. **Fundraise:** Ask the team to start fundraising, set a team goal and share our tools to boost your team's fundraising.
5. **Collect** donations and motivate others to sign up!
6. **Through your March for Babies fundraising page**, connect your walk to Facebook Fundraisers.
7. **Get ready to March:** Get your team ready and grab your purple!
8. **March:** Walk with tens of thousands of other March for Babies supporters across the country who hope, remember and celebrate.
9. **Celebrate:** Send "thank you" notes to donors, supporters and team mates and celebrate your team's accomplishments.

Check out MarchforBabies.org for resources and tools, to support your fundraising and to any questions.

DO-IT-YOURSELF FUNDRAISING YOUR IDEAS. YOUR FUNDRAISER. YOUR IMPACT.

Form a volunteer-led effort locally either by engaging a fundraising committee or on your own

- Donate your birthday
- Honor a loved one
- Donate your talent or livestream
- Choose your own —the opportunities are endless!

www.marchofdimes.org/diy



VOLUNTEER OPPORTUNITY

THE LINKS, INCORPORATED

ADVOCACY AND RAISING PUBLIC AWARENESS

What is it?

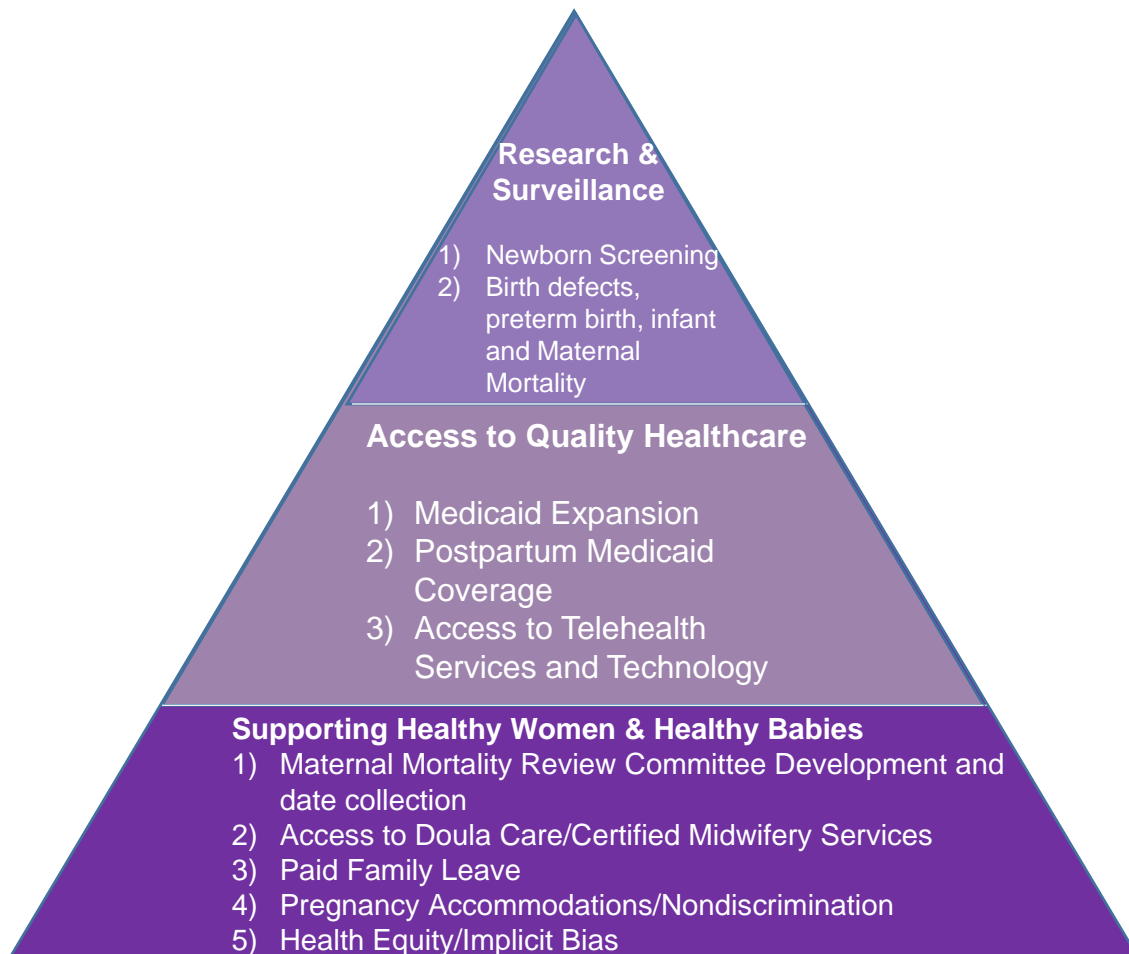
The Links members can collaborate with March of Dimes to include some of our advocacy priorities in your Pumps on the Hill Day efforts.

Why is it important?

As a part of the L.A.M.B.S. program, we are working together to address the maternal and infant health crisis that disproportionately impacts communities of color.

March of Dimes Government Affairs – 2021 Policy Priorities

March of Dimes leads the fight for the health of ALL moms and babies. We advocate for women, infants, children and families across a wide range of issues at the federal and state level. The diagram below, outlines the highest priority issues March of Dimes will champion, to improve health equity, reduce prematurity, prevent maternal mortality, and make measurable strides for the health of moms and babies.



2021 POLICY PRIORITIES CONTINUED

Access to Quality Health Care:

March of Dimes advocates for access to quality and affordable private health insurance and public health coverage, as well as programs that provide key health care services.

Tier 1:

- Protecting coverage for people with pre-existing conditions and the requirement that all plans cover maternity and newborn care
- Improving access to group prenatal care through enhanced payment and other models through the CMS Innovation Center

Tier 2:

- Expanding access to Medicaid, including extending coverage for mothers after childbirth through federal and state legislation
- Opposing regulations to expand on substandard insurance coverage such as short-term limited duration health plans and association health plans
- Opposing harmful Medicaid block grant proposals, work requirements, and other barriers to coverage
- Advocating for Medicaid and private insurance reimbursement for doula care

Supporting Healthy Women and Healthy Babies

March of Dimes supports a broad range of policies and programs to promote health, improve health equity, prevent disease, further patient safety, and prevent infant mortality.

Tier 1:

- Advocating for a comprehensive national response to high maternal mortality and morbidity rates, especially among women of color who face health disparities
- Advancing legislation to enhance and sustain Maternal Mortality Review Committees (MMRCs), perinatal quality collaboratives, extend postpartum coverage, implicit bias training for health providers, rural health access, and access to mental health services

Tier 2:

- Advocating for policies and programs to prevent and treat substance use, including opioids, alcohol, and tobacco, with a focus on the safety and care of pregnant women and infants
- Working closely with key federal agencies and Congress to fully implement the Protecting Our Infants Act and support critical treatment programs for women with substance use disorders and care for babies with neonatal abstinence syndrome
- Advancing policies to support mothers and reduce health disparities in the workplace such as paid family leave, pregnancy accommodations, nondiscrimination, and breastfeeding promotion
- Advocating for national paid family leave and workplace accommodation legislation including the FAMILY Act and the Pregnant Workers Fairness Act
- Promoting policies and practices that address Social Determinants of Health to help reduce health inequities related to housing, transportation, environmental health, food insecurity and access to nutritional foods
- Ensuring coverage of immunizations and supporting efforts by federal agencies and Congress to address vaccine hesitancy and dispel misinformation about immunizations that endanger the public health

2021 POLICY PRIORITIES CONTINUED

Research and Surveillance

March of Dimes advocates for innovative medical research and robust health surveillance programs, which are essential to discovering ways to prevent, diagnose, and treat maternal and child health conditions, track occurrence, and promote health equity.

Tier 1:

- Supporting federal and state legislation to protect and enhance newborn screening, ensure every state tests each newborn for all conditions on the Recommended Uniform Screening Panel (RUSP) by enacting the Newborn Screenings Saves Lives Reauthorization Act
- Promoting surveillance and research on key maternal and child health priorities, including birth defects, preterm birth, health disparities, maternal depression, and infant and maternal mortality

Tier 2:

- Ensuring the creation of the authorized interagency task force on infant mortality
- Continuing to champion funding for pre-term birth research at CDC
- Promoting research to help pregnant and breastfeeding women and their health care providers know what medications are safe for them and their infants by advancing the recommendations of the Task Force on Research Specific to Pregnant Women and Lactating Women (PRGLAC)

Protecting Moms and Babies during the COVID-19 Public Health Emergency

March of Dimes is working to meet the challenges of COVID-19 pandemic and fight for pregnant women, infants and their families to remain as healthy as possible during the public health crisis.

Tier 1:

- Ensuring the unique needs of pregnant women, new mothers, and infants are prioritized in our nation's response to COVID-19
- Ensuring affordable coverage and access to diagnostic testing, treatment, and vaccinations once available without fear of out-of-pocket costs during the COVID-19 pandemic
- Supporting the nation's nonprofit sector by working to expand the SBA *Paycheck Protection Program* (PPP) to ensure all nonprofits serving communities qualify by eliminating the 500-employee cap for the 501(c)(3) nonprofits seeking the small business loans, and make other assistance such as the Federal Reserve's *Main Street Lending Program* more accessible to nonprofits

Tier 2:

- Encouraging Congress to invest more in the nation's public health infrastructure including the Centers for Disease Control and Prevention (CDC), state, local, tribal and territorial core public health infrastructure to ensure we are prepared us for the next public health emergency.
- Supporting the CDC's *Emerging Threats to Moms and Babies* initiative to provide real-time clinical and survey data from all states and jurisdictions on the impact of COVID-19 on pregnant women and their babies.
- Advocating for families struggling during the COVID-19 pandemic by improving emergency paid sick days and paid leave policies, increasing access to nutrition programs, and strengthening home visiting programs.

MARCH OF DIMES LOGOS USAGE GUIDELINES:

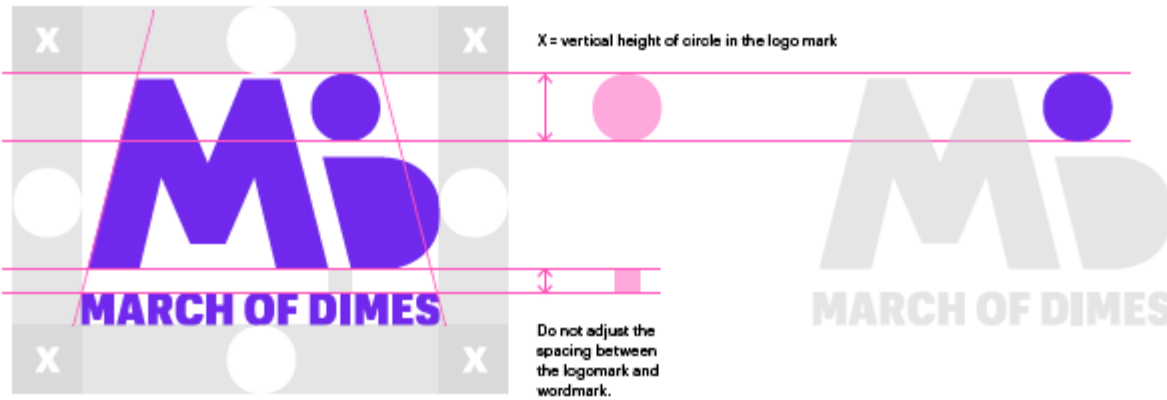
This is a sample. Please follow the guidelines when using the March of Dimes logo on digital and print materials. All pieces should be approved by the national liaison for this project- Megan Walker. If you need assistance or have other questions regarding the partnership please reach out to her at mwalker@marchofdimes.org.

LOGO CLEAR SPACE & MINIMUM SIZE

Clear space and minimum space are important to retain legibility and establish brand clarity.

Note: The same clear space rules may be applied to the horizontal logo.

Clearspace



Minimum Size
Print: 0.5"
Screen: 60 px



Minimum Size
Print: 0.5"
Screen: 60 px



Use the horizontal lookup when vertical space is limited.

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