

## **DRIVE AWARENESS DURING PREMATURITY AWARENESS MONTH.**

**Every mom and baby deserve the best possible start. Unfortunately not all get one.**

### **What is needed:**

Unite around the health crisis of preterm birth – when a baby is born too soon (before 37 weeks of pregnancy) by committing to taking action during November.

Together we can raise awareness by wearing purple, educating others, and donating funds to fight for healthy moms and strong babies.

### **Why it is important?**

This November, you can play a critical role in closing the gap for the 1 in 10 babies born prematurely in this country each year.

It's not just a month. It's a movement. What do people know about the toll prematurity takes? Its impacts on society, businesses and communities? What it costs in babies' lives and health, and how hard it can hit a family? You can do something about it.

## **GET STARTED TODAY:**

### **STEP ONE**

Determine how you'd like to get involved this month!

Here are some ways you can get involved from low - high lift depending on how much time you have to give. Each of these options is high impact! You could also do all three. In the following pages, you'll find resources to make these actions easy to do.



Wear purple and post your involvement on social media.



Host a virtual webinar.



Host an event or informational table.

### **STEP TWO**

Once you know you are getting involved, sign up to let us know you are committed.

**SIGN UP**

Click 



**THE MATERNAL AND INFANT HEALTH CRISIS IN AMERICA IS OFTEN A HIDDEN ISSUE.**

**WEAR PURPLE AND SHARE ONLINE!**

By wearing **purple** and posting on social media, you can bring awareness to this hidden issue. Take a moment to learn more about the issues that moms and babies face, how your state ranks, and share what resonates with you, with others.

- [\*\*MARCH OF DIMES STATE REPORT CARD\*\*](#)
- [\*\*NOWHERE TO GO: MATERNITY CARE DESERTS ACROSS THE U.S. \(2020 REPORT\)\*\*](#)



**SHARE ON SOCIAL MEDIA:**

Take photos! Be sure to tag @marchofdimes and use #PrematurityAwarenessMonth, and #WorldPrematurityDay (on November 17) in your posts!

**Social Media Resources**

- As November draws closer, you can get social media resources connected to November here: <https://thesocialpresskit.com/march-of-dimes>
- Video/image resources are here: <https://videolibrary.marchofdimes.org/>
- We Won't Stop video: <https://www.youtube.com/watch?v=FqSS3kH283Y>

**Sample Messages & Stats**

- The U.S. is facing an urgent maternal and infant health crisis. It's one crisis, not two. This crisis is not just about the health of babies born too soon, it's also about those we've lost, including the moms who have died and those who face serious health challenges before, during and after pregnancy. Learn more at MarchofDimes.org.
- In just one year, more than 22,000 infants die in the U.S. alone, and 1 in 10 are born preterm.
- Premature birth and its complications are the largest contributors to infant death in the U.S.
- The U.S. preterm birth rate is among the worst of highly developed nations and increasing more for women and children of color.
- During the month of November — Prematurity Awareness Month — we aim to break through the noise and drive awareness around the issues facing moms and babies in our country...#ItsNotFine. We must act. Join us. [link to your National Service Partner unique advocacy link]



## THE MATERNAL AND INFANT HEALTH CRISIS IN AMERICA IS OFTEN A HIDDEN ISSUE.

### HOST A VIRTUAL EVENT.

Host a virtual event to bring awareness to this hidden issue. Help your members and community members learn about the maternal and infant health crisis and ways they can support. Bonus points if you all wear purple and share a photo with us on social media!

#### PURPOSE

Go beyond purple and educate people on what this month means. Share stats, stories, and raise awareness.

#### PROMOTE YOUR WEBINAR

Tweak this blurb to get the word out and garner participation!

March of Dimes needs your help in shining a spotlight on the maternal and infant health crisis this Prematurity Awareness Month and on November 17, World Prematurity Day. Join us to learn more about this urgent health crisis and ways you can help lead the fight for the health of all moms and babies.

#### SAMPLE OUTLINE & TIMELINE

Depending on the number of guest speakers, slides, and activities your event could last anywhere between 30-45 min.

| Length    | Activity   | Resource  |
|-----------|--|---|
| 5 min.    | Welcome & Introductions  | Facilitator   |
| 5 min.    | Share a <b>WHY</b> story that helps members connect to the mission         | Member with personal experience or <a href="#">leverage video stories</a> |
| 5-10 min. | Presentation   | Slides (select top slides)  |
| 3 min.    | Activity   | PAM activity  |
| 5 min.    | Share ways members can engage (could do a chat raffle if you have prizes!) | Facilitator   |
| 15 min.   | Questions and Discussion   | Facilitator   |

#### MATERIALS NEEDED:

- Computer and internet access
- Zoom ID/Video/Virtual conference technology
- Logistics support for webinar (optional)
- Content expert to help support (optional)
- Chat raffle prizes (optional)

#### HELPFUL LINKS:

- Prematurity Awareness Month [Website](#)
- **Pre-made [Slides](#) & [Activity](#)**
- [Additional Video Resources](#)

#### RECRUIT PARTICIPANTS:

- Your members!
- Community organizations/centers
- Churches
- Social organizations
- Fraternities, alumni groups
- Post on social media!

#### SHARE

Take photos! Be sure to tag @marchofdimes and use #PrematurityAwarenessMonth, and #WorldPrematurityDay (on November 17) in your posts!



**THE MATERNAL AND INFANT HEALTH CRISIS IN AMERICA IS OFTEN A HIDDEN ISSUE.**

## HOST AN EVENT OR INFO TABLE.

If you are able to safely host in person events in your area, this is a great way to bring awareness to this hidden issue. Help your members and community members learn about the maternal and infant health crisis and ways they can support by setting up an informational table or by hosting an event. Bonus points if you all wear purple and share a photo with us on social media!

## EVENT IDEAS

- Host a lunch and learn.
- Host an informational table.

## LUNCH & LEARN:

Depending on the amount of time you have, here is a sample run of show. Leverage the education materials, additional resources, and takeaways to share more information. Bring in guest speakers that can speak to the maternal and infant health issues and provide ways for people to get involved.

- Welcome and introductions
- Guest speakers
- Share Information
- Wrap up/discussion
- Activities and door prizes (could do throughout event)

## HOST AN INFO TABLE:

Create your own informational table. Grab your pens, markers, and creativity to put together an info table that will engage people!

Here are some ideas we've seen in action:

- Handmade signs with stats, or to encourage people to take pictures.
- Table attendants wear purple – lots of it!
- Table giveaways

## MARCH OF DIMES RESOURCES:

Use these resources at your event or at the table.

[Click here to access.](#) As November draws closer, more resources will be included.

- Outreach materials & Social Media graphics
- National Service Partner Flyers that link to your advocacy action link (National Service Partners Only)
- Key Messaging and Moments in November
- Tips to publicize and promote awareness
- Fundraising ideas (optional)



## SHARE:

Take photos! Be sure to tag @marchofdimes and use #PrematurityAwarenessMonth, and #WorldPrematurityDay (on November 17) in your posts!