

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

Moms and babies deserve the best possible start. For too many families, that's just not the case.

### **What's needed**

Commit to take action this November to unite around the health crisis of preterm birth—when a baby is born before 37 weeks of pregnancy. Together we can raise awareness by wearing purple, educating others and donating funds to fight for healthy moms and strong babies.

### **Why it's important**

Each November, you can play a critical role in closing the gap for the 1 in 10 babies born preterm in this country each year. More than just a month, it's a movement. Prematurity takes a huge toll, impacting society, businesses and communities. It also can severely affect babies' lives and health, and can hit a family hard. You can do something about it.

## **GET STARTED TODAY**

### **STEP ONE**

#### **Choose how you'd like to get involved!**

Here are ways you can get involved 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 help make these actions easy.



Wear purple and post your involvement on social media.



Host a virtual webinar.



Host an event or informational table.

### **STEP TWO**

Once you decide how you're getting involved, sign up to let us know.

**[SIGN UP](#)**

**CONTACT** Patty Gentry **PHONE** (571) 257-1199 **EMAIL** [pgentry@MarchOfDimes.org](mailto:pgentry@MarchOfDimes.org)

**FOLLOW US ON**



## MOMS AND BABIES FACE A MATERNAL AND INFANT HEALTH CRISIS IN AMERICA.

### Wear purple and share online!

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

- March of Dimes Report Card: <https://www.marchofdimes.org/mission/reportcard.aspx>
- [Maternity Care Deserts Across the U.S. \(2020 Report\)](#). [Check back late October for the new release of the report.](#)

### Share on social media

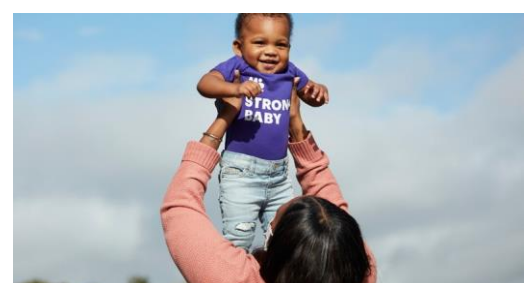
Take photos! Be sure to tag @marchofdimes and use #PrematurityAwarenessMonth and #WorldPrematurityDay (on November 17) in your posts!

### 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/>

### Sample messages and stats

- The U.S. remains among the most dangerous developed nations for childbirth—a crisis fueled by the health equity gap in our health care system that puts women and babies of color at greatest risk.
- In the U.S., 1 in 10 babies is born preterm each year.
- The magnitude of the infant health crisis of preterm birth is illustrated by the March of Dimes Report Card (release on 11/15).
- Learn more on your state's preterm birth rate on the March of Dimes Report Card.
- Our Health Equity Week is a week of action and advocacy to fight prematurity and improve outcomes for all families.
- Join us by donating today to fight for full-term pregnancies and end preventable preterm birth, so all babies and families can have the best possible start.



**MOMS AND BABIES FACE A MATERNAL AND INFANT HEALTH CRISIS IN AMERICA.**

Host a virtual event to bring awareness to this critical issue. Help your members and people in your community learn about the maternal infant health crisis and ways they can offer support. Bonus points if everyone wears purple and shares a photo with us on social media @MarchofDimes!

**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 about this urgent crisis families face and how you can help lead the fight for the health of all moms and babies.”

**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 Resources**

- Prematurity Awareness Month [website](#)
- Pre-made [slides and an activity](#) can be found [here](#).
- [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.

**Sample outline and 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 and 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 (do a chat raffle with prizes)	Facilitator
15 min.	Questions and discussion	Facilitator

## **MOMS AND BABIES FACE A MATERNAL AND INFANT HEALTH CRISIS IN AMERICA.**

Prematurity is an urgent problem that affects families all across the country. If you can safely host in-person events in your area, you'll raise awareness of this critical issue. Help your members and community learn about the maternal and infant health crisis and ways they can offer support. Bonus points if everyone wears purple and shares a photo with us on social media!

### **Event ideas**

- Host a lunch and learn
- Host an informational table

### **Lunch and learn**

This list is a sample run of show you could use. Leverage the educational materials, additional resources and takeaways to share more information. Bring in guest speakers who can talk about maternal and infant health and provide ways people can 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 and social media graphics
- National Service Partner flyers that link to your advocacy action link (National Service Partners only)
- Key messaging and moments in November

### **Share**

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



**PREMATURITY AWARENESS MONTH**

**THANK YOU FOR JOINING THE FIGHT  
FOR THE HEALTH OF ALL MOMS AND BABIES.**

