**Annex A. Social Media Messages for World Prematurity Day**

Messages for sharing on Facebook, Twitter, and on websites/blogs are included below. You may use the messages as shown or adapt to fit your needs. The [**World Prematurity Day Facebook page**](http://www.facebook.com/worldprematurityday) is the social media hub for this campaign and we encourage you to visit the page and share resources. To ensure proper tagging on Facebook, you must retype “@worldprematurityday” or the name of other Facebook pages in your post. For more information on tagging organizations on Facebook, please visit: po.st/8AIv7b. Please use one or both of the following hashtags where applicable: **#worldprematurityday** and **#LetThemThrive**.

## Facebook

**Organizational Messages**

* Did you know that more babies die from premature birth than from epidemics like malaria and HIV/AIDS? Visit and like [@worldprematurityday](http://www.facebook.com/WorldPrematurityDay) to find out how you can help.
* Did you know that premature birth is the leading cause of death in children under 5 worldwide? Find out more about how we can make a difference by joining the movement: @worldprematurityday
* Any baby can be born premature. Help us raise awareness about #worldprematurityday on November 17. Like [@worldprematurityday](http://www.facebook.com/WorldPrematurityDay) to find out how you can help.
* 15 million babies are #borntoosoon around the world. Nearly 1 million babies die due to complications of premature birth, and many who survive face a lifetime of disability. Did you have a preemie? What does Prematurity Awareness Month mean to you? Join us at @worldprematurityday!
* Let them thrive! Join the global movement on #WorldPrematurityDay to support children born preterm.
* The motto of this year’s World Prematurity Day is “Let them thrive! Respectful care for the smallest”. We invite hospitals to welcome parents in the NICU 24/7. Babies have the right to be with their family. #WorldPrematurityDay #LetThemThrive
* #Letthemthrive! Respectful care is associated with family-centred care. Providing space and facilities for the family to stay with their baby, open access to the NICU 24/7, understandable medical information for parents, involvement of parents in daily caregiving are some examples how to bring family-centred care approach into practice. #WorldPrematurityDay
* World Prematurity Day is just two weeks away. Update your profile picture now to show your support for World Prematurity Day without saying a word. <http://po.st/WPDtwb>
* Join Thunderclap to show your support on World Prematurity Day! All you have to do is sign up and Thunderclap will automatically post a message of awareness on November 17. <http://po.st/WPD17>

**Personalized Messages**

* I honor the nearly one million babies #borntoosoon worldwide who died this year. Join me today @worldprematurityday: po.st/8AIv7b
* Premature birth is the leading cause of death in children under 5 worldwide. Check out [@worldprematurityday](http://www.facebook.com/WorldPrematurityDay) to find out how you can help make a difference.
* I honor the 15 million babies who are struggling to survive their premature birth by supporting @worldprematurityday. Post your story to the global map and connect with others around the world. po.st/8AIv7b
* I support World Prematurity Day today and am asking you to honor all babies by liking @worldprematurityday. Find out how you can take action and spread the word about care and prevention to those around the world. po.st/8AIv7b
* I am raising my voice on #worldprematurityday.Join me:<http://po.st/WPD17>

**Africa and Asia Messages**

* #DidYouKnow: According to the@WHO, two of the top 10 countries with the most preterm births are in Africa, including #Nigeria with 773,600 and the Democratic Republic of Congo with 341,400. That’s too many babies #borntoosoon! #worldprematurityday
  + Learn more: po.st/pgrmux
* The number of premature births in Africa and Asia is astounding: over 11 million per year. Compare that number to that of Europe and the U.S, which have about 500,000 preterm births occur annually… #worldprematurityday #borntoosoon
  + Learn more: po.st/NGd4L8
* Africa and Asia have an astounding 11 million premature babies born every year, which is 22 times as many than the U.S. and Europe. #worldprematurityday #borntoosoon
  + Learn more: po.st/NGd4L8
* #DidYouKnow South Asia & sub-Saharan Africa account for half the world’s births, more than 60% of premature babies #worldprematurityday
* #DidYouKnow more than 75% of global newborn deaths occur in #SouthAsia and sub-Saharan #Africa #worldprematurityday #newbornhealth

## Twitter

**World Prematurity Day**

* We can change the face of #premature birth. Join us Nov 17 on #worldprematurityday [*Include image*]
* #worldprematurityday is 11/17. Show your support without saying a word: <http://po.st/WPDtwb>
* Raise your voice on #worldprematurityday for the 15M #borntoosoon: <http://po.st/WPD17>
* 15 million babies are #borntoosoon around the world every year. Low-cost solutions exist and can save lives #worldprematurityday
* What if 1 day, millions of ppl around the world joined together for babies #borntoosoon? Join #worldprematurityday po.st/8AIv7b
* Do you have a personal experience with #premature birth? Help us mark #worldprematurityday by sharing your story: po.st/8AIv7b
* You might be surprised by how your country ranks on #premature birth: po.st/8AIv7b #worldprematurityday [*Include image*]
* Skin-to-skin contact-Kangaroo Mother Care-is extremely effective in helping babies #borntoosoon survive & get healthy #worldprematurityday
* [Country] has just committed to addressing premature birth. Way to go! What will you do? #worldprematurityday [*Include image*]
* Premature birth rates [on.fb.me/1LDEcF0](http://on.fb.me/1LDEcF0) are increasing in almost all countries – what can be done? [on.fb.me/1LDEcF0](http://on.fb.me/1LDEcF0) on.fb.me/1LDEcF0 [on.fb.me/1LDEcF0](http://on.fb.me/1LDEcF0) po.st/8AIv7b #worldprematurityday [*Include image*]
* on.fb.me/1LDEcF0For 45% of all under-five deaths happen during the first 28 days of life due to premature birth. #worldprematurityday
* @.@WHO recommends specific interventions to improve preterm birth outcomes: po.st/8AIv7b #worldprematurityday
* .@WHO recommends *midwife-led continuity of care to prevent  preterm births*: po.st/8AIv7b #worldprematurityday
* .@WHO recommends Kangaroo Mother Care to make preterm babies survive and thrive: po.st/8AIv7b #worldprematurityday  to more specific
* Up to 75% of deaths of preterm babies are preventable with known solutions #worldprematurityday
* Improving care for women & their babies will be a triple return on investment #worldprematurityday #EveryNewborn #EWECisME
* Nov 17 is #worldprematurityday – did you know 15 million babies are born prematurely every year? Join in here: po.st/8AIv7b
* Find out how you can help babies around the world: po.st/8AIv7b #worldprematurityday #marchofdimes
* What if for one day, Nov 17, millions of people around the world joined together for babies #borntoosoon? #worldprematurityday
* 15 million babies are #borntoosoon each year around the globe. Help me spread the word about #worldprematurityday!
* We all know someone affected by premature birth. Join #worldprematurityday to raise awareness: po.st/8AIv7b
* Premature birth is the leading cause of death in children under 5 worldwide #worldprematurityday
* Global efforts to reduce child mortality rates demand urgent actions to prevent preterm birth #worldprematurityday is 11/17 @WHO #EWECisME

## Based on Message Map and 2017 Theme

* Make investments in prevention, diagnosis and treatment of preterm birth to achieve global goal for newborn survival #worldprematurityday
* Accelerate the achievement to end preventable newborn deaths by 2030. #worldprematurityday
* Invest in preterm birth prevention and care to end preventable newborn deaths by 2030. #worldprematurityday
* Investing in preterm birth prevention and care to reduce maternal deaths, stillbirths, and health system costs. #worldprematurityday
* Investing in preterm birth prevention & care will save healthcare systems hundreds of millions of dollars every year. #worldprematurityday
* Deaths from preterm birth complications are the #1 cause of death for children under 5 #worldprematurityday
* Investing on preterm birth prevention and care will relieve the burden on families. #worldprematurityday
* In all countries, preterm birth rates are rising. More than half of all deaths are in India, Nigeria and Pakistan. #worldprematurityday
* Invest in programs that reduce preterm birth associated with lifestyle factors or maternal infections in pregnancy #worldprematurityday
* Address doctors to participate in advanced trainings to learn how to use new preterm technologies & treatments #worldprematurityday
* Integrate preterm birth prevention with other strategies to improve the health of pregnant women #worldprematurityday
* Fund, conduct, and report on research that identifies the risk factors for preterm birth #worldprematurityday
* Support innovation in research and trainings on preterm birth #worldprematurityday
* Help vulnerable newborns thrive by promoting breastfeeding, kangaroo care, and staff training in preterm care #worldprematurityday
* Prioritize the development of new technologies to identify women at high risk of preterm birth #worldprematurityday
* Introduce new technologies into health systems to provide treatment earlier in pregnancy #worldprematurityday
* Ensure that women have access to facilities with staff trained in how to care for preterm babies #worldprematurityday
* Equip health facilities to care for preterm infants #worldprematurityday
* Measure the performance of health facilities and use evidence-based interventions #worldprematurityday
* Preventing adolescent pregnancy reduces risk of premature birth #worldprematurityday #borntoosoon
* Reduce premature births by promoting birth spacing and planned pregnancies #worldprematurityday #borntoosoon
* Good nutrition, including supplementation/fortification w/micronutrients reduces risk of premature birth #worldprematurityday #borntoosoon
* Support better preconception care services for women at higher risk for preterm birth #worldprematurityday #borntoosoon
* Poor environmental conditions & hazards are major causes of illness, disability & #premature deaths #worldprematurityday #EWECisME
* Preterm babies are prone to serious illness & death during neonatal period, proper care is critical @WHO #worldprematurityday #EWECisME
* Infant death & poor health following preterm birth can be reduced via interventions for mother & child @WHO #worldprematurityday #EWECisME
* Preventing, diagnosing, and treating STIs also reduces risk of premature birth #worldprematurityday #borntoosoon
* Quitting tobacco use and reducing exposure to secondhand smoke reduces premature births #worldprematurityday #borntoosoon
* Screen, diagnose, and manage chronic diseases like diabetes and hypertension to reduce premature births #worldprematurityday #borntoosoon
* Kangaroo mother care saves babies: bit.ly/2e8PuGQ #worldprematurityday #borntoosoon
* Did you know? The presence of parents is vital for the development of preterm babies in the hospital! #WorldPrematurityDay #LetThemThrive
* Did you know? In some countries, parents are not allowed to stay with their preterm baby! #WorldPrematurityDay
* Parents should be encouraged & educated by the neonatal staff how to deliver quality care to their baby born too soon #WorldPrematurityDay
* Let them thrive! Respectful care for the smallest also means to encourage mothers to breastfeed their baby #WorldPrematurityDay

## #DYK Messages

* #DYK skin-to-skin contact (Kangaroo Mother Care) is effective in helping babies #borntoosoon survive? #worldprematurityday
* #DYK Newborns have the highest risk of death among children? Over 40% die in the 1st month of life #worldprematurityday
* #DYK Access to contraception could save 90,000 women & prevent 59,000 newborn deaths #worldprematurityday #fp2020 #ICFP2015

## Country Progress Messages

Adapt these messages to another country using the World Prematurity Day country data excel file at the end of this section:

* In [country name], [data in column F, tab 1] babies were born too soon this year & [data in column H, tab 1] children died from preterm birth complications #worldprematurityday

e.g. *In Ghana, 128,000 babies are born too soon this year & 8,400 children died from preterm birth complications #worldprematurityday*

* In [country name], [data in column D, tab 1] out of 100 babies are born too soon resulting in [data in column F, tab 1] preterm births this year #worldprematurityday

e.g. *In Nigeria, 12 out of 100 babies are born too soon resulting in +870,000 preterm births this year #worldprematurityday*

* [Country name] will commemorate #worldprematurityday with a national event hosted by Ministry of Health & major stakeholders

e.g. *South Africa will commemorate #worldprematurityday with a national event hosted by Ministry of Health & major stakeholders.*

Access excel here:



## Regional Messages: Africa and Asia

* #Prematurebirth is a global problem, with more than 60% of them occurring in Africa and South Asia. #worldprematurityday
  + po.st/pgrmux
* Two top 10 countries with the most #pretermbirths are in Africa: #Nigeria (773k) and #DRC (341k). #worldprematurityday
  + po.st/pgrmux
* Of the top 10 countries with the highest rates of #pretermbirths per 100 live births, eight are countries in #Africa. #worldprematurityday
  + po.st/pgrmux
* #Malawi has the highest rate of 19 #pretermbirths per 100 births, along with seven other African countries in the top 10. #worldprematurityday
  + po.st/pgrmux
* Over 11 million #pretermbirths happen in #Africa and #Asia per year, compared to 500k in Europe and North America. #worldprematurityday
  + po.st/NGd4L8
* The highest rate of #pretermbirths by UN region is found in #Africa, where 11.9 percent of births are premature. #worldprematurityday
  + po.st/NGd4L8
* In the lower-income countries, on average, 12% of babies are born too early compared with 9% in higher-income countries. #worldprematurityday
  + po.st/pgrmux

**Regional Messages: South-East Asia**

* In India, 3.3 million babies are born premature. We need quality health care everywhere to save #EveryNewborn. #worldprematurityday
* More than a ¼ of under-5 deaths in India are from complications of premature birth. Learn more: bit.ly/1F1EJxx #worldprematurityday
* In Pakistan, 860,000 babies are born premature. We need quality health care everywhere to save #EveryNewborn. #worldprematurityday
* 1-in-5 under-5 deaths in Pakistan are from complications of premature birth. Learn more: bit.ly/1F1EJxx #worldprematurityday
* Improving #KangarooCare for #EveryNewborn is priority in Punjab, Pakistan: [bit.ly/1kGo4X6](http://bit.ly/1kGo4X6) bit.ly/1kGo4X6 #worldprematurityday

**Birth Spacing and Newborn Health Messages**

* Birth spacing improves newborn and child survival by lengthening inter-pregnancy intervals. #worldprematurityday bit.ly/1XTgA2m
* Spacing births is key to reducing the number of premature births #worldprematurityday
* #Everynewborn survey to define how to measure service readiness for inpt care of small&sick newborns! bit.ly/2eZpEBa #worldprematurityday

**Health Worker Role in Newborn/Preterm Care Messages**

* The lack of health workers needs to be addressed in many countries to help lower premature birth rates #worldprematurityday
* In countries[insert your country, if applicable], #healthworkers have been critical in providing essential newborn care #worldprematurityday

**Celebrity tweet examples that can be used by your organization**

* Nov 17 is #worldprematurityday – did you know 15 million babies are born prematurely every year? Join in here: po.st/8AIv7b
* Find out how you can help babies around the world: po.st/8AIv7b #worldprematurityday #marchofdimes
* What if for one day, Nov 17, millions of people around the world joined together for babies #borntoosoon? #worldprematurityday
* 15 million babies are #borntoosoon each year around the globe. Help me spread the word about #worldprematurityday!
* We all know someone affected by premature birth. Join #worldprematurityday to raise awareness: po.st/8AIv7b
* Premature birth is the leading cause of death in children under 5 worldwide #worldprematurityday

## Website/Blog Posts

Use these messages on your web pages or organizational blogs.

* In honor of the nearly 1 million babies worldwide who die each year because they were born too soon, and the ones who struggle to survive, please "like" [World Prematurity Day](http://on.fb.me/j8AcLi) on Facebook. Help put a face on the problem of premature birth by reading stories from around the world and sharing your own: post a photo with a story of a child, family member or friend affected by premature birth. A global map will allow you to connect with others close to home or far away. Raise your voice for babies born too soon around the world: help spread the word by updating your Facebook status with a message about premature birth. Together we can raise awareness of this serious problem and help more babies start healthy lives.
* On November 17, 2017, World Prematurity Day global partners and parent organizations worldwide will mark the seventh annual World Prematurity Day. “Like” [World Prematurity Day](http://on.fb.me/j8AcLi) on Facebook, where you can put a face on the problem of premature birth, the leading cause of death in children under 5 worldwide , by posting a photo and story to an interactive map connecting people around the world. Use the #worldprematurityday hashtag to join the global conversation on Twitter.