



BORN TOO SOON: Global Action Report on Preterm Birth

Audio:

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Global Action Report on Preterm Birth

March of Dimes Foundation



Born Too Soon

The Global Action Report on Preterm Birth

Dr. Christopher Howson

March of Dimes

For the Born Too Soon team

Prematurity Prevention Network Webinar

10 July 2012



Why was the report necessary?

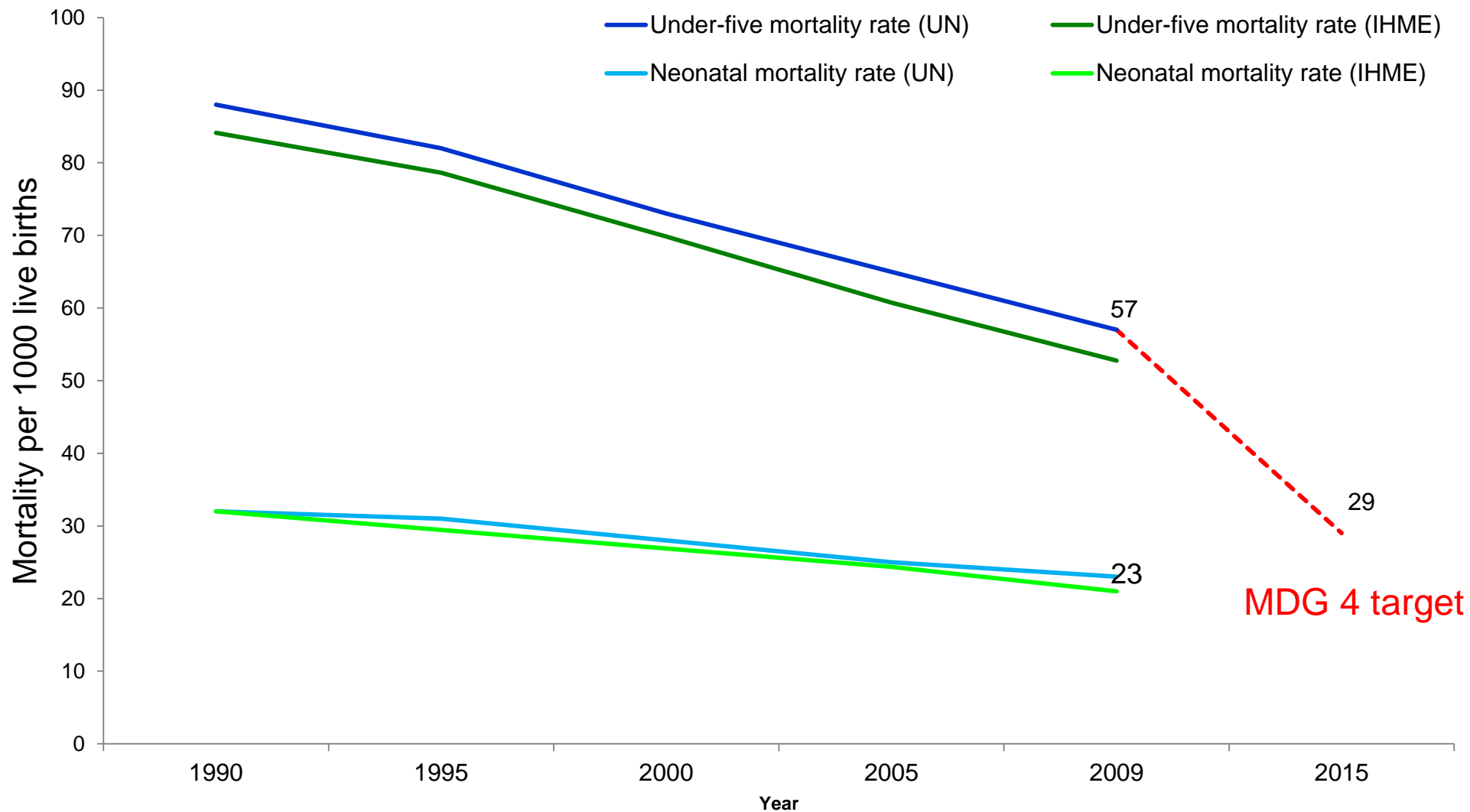
- Anecdotal reports of a problem from developing country partners
- Evidence from many high-income countries showed a high toll of preterm birth



Why was preterm birth being under-reported and undervalued?

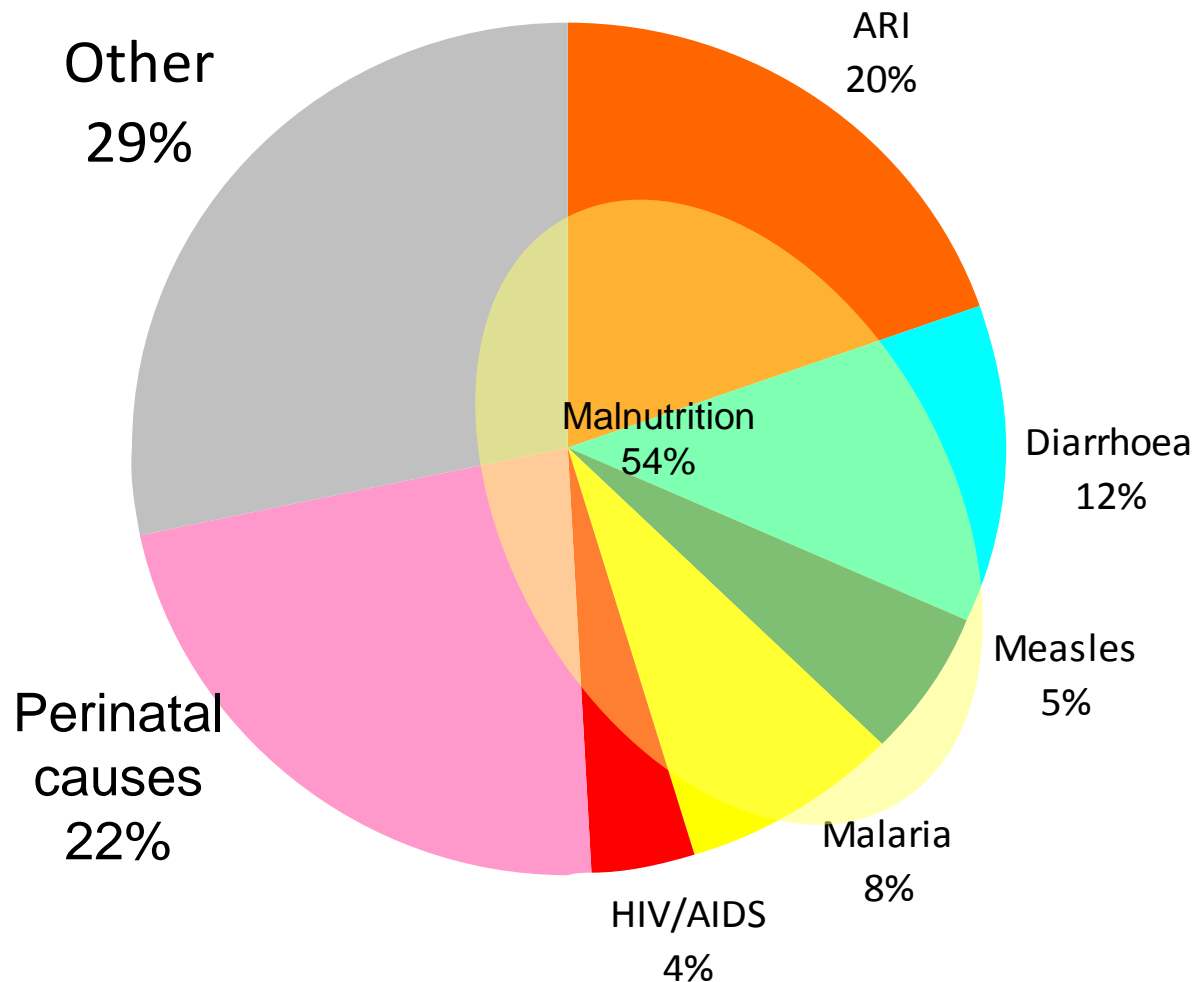
- Lack of evidence on the global, regional and country toll
- Historical inattention to the neonatal period and its specific health needs
- Common misperceptions

Global Progress to MDG 4 for child survival



3.1 million neonatal deaths, 40% of all under-five deaths

Global causes of child death for 2000



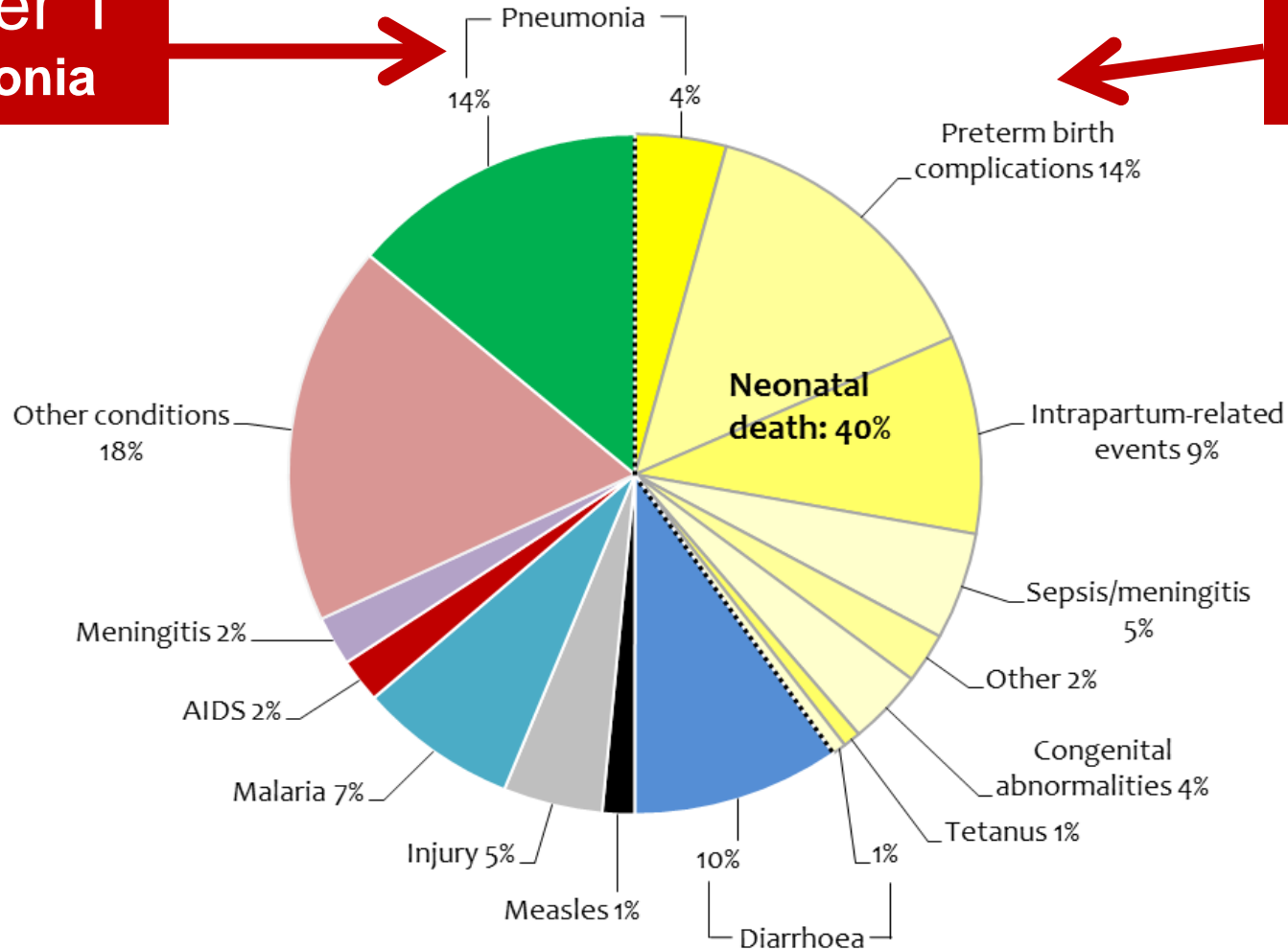
Newborn deaths invisible in 2000

Estimates did not include specific neonatal causes, and were placed within the categories of perinatal causes and other causes

Global causes of child death for 2010

Number 1
Pneumonia

Number 2
Preterm birth



1,077,800

717,200

713,000

Source: Liu et al. 2012. Global, regional and national causes of child mortality in 2000-2010: an updated systematic analysis. The Lancet. DOI:10.1016/S0140-60560-1.

Common misperceptions about preterm birth



Preterm birth is:

- rare
- amenable only to high-tech, high-cost interventions
- would likely draw needed funding away from other high-priority RMNCH interventions

Born Too Soon: a unique report at a critical point in time

- **First ever report with comparable country estimates**



Born Too Soon: a unique report at a critical point in time

- **First ever report with comparable country estimates**
- **A global report in process as well as content**



Born Too Soon - a truly global report



- 4 lead organizations and almost 50 partner organizations including
 - United Nations
 - NGOs
 - Professional organizations
 - Universities
- 45 authors from 11 countries including scientists, epidemiologists and clinicians
- Linked to *Every Woman Every Child*, and forward is written by UN Secretary General Ban Ki-moon



Action agenda for professionals, policymakers and parents

WHY?

Free at www.who.int/pmnch/media/news/2012/preterm_birth_report/en/index.html

Born Too Soon: a unique report at a critical point in time



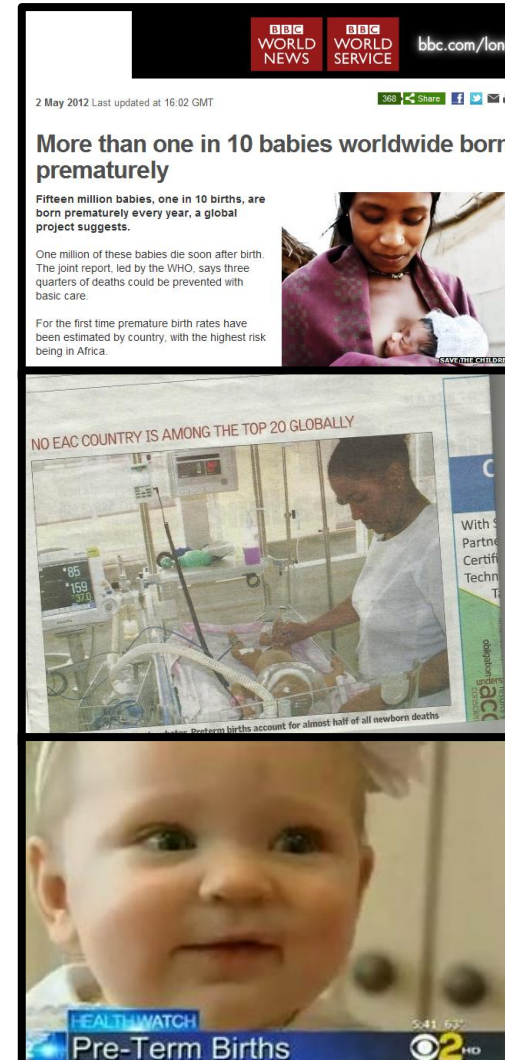
- **First ever report with comparable country estimates**
- **A global report in process as well as content**
- **Preterm birth, a neglected problem**
 - Essential for progress towards 2015, and beyond
 - A problem shared by rich and poor countries alike, and shared problems require shared solutions
 - With more than 1 in 10 live births affected, the tragedy of preterm birth touches us all — no-one is immune

Born Too Soon - global media attention



Born Too Soon
The Global Action Report
on Preterm Birth

- **20 TV/radio broadcasts worldwide**, including BBC, ABC, CBS, NBC, FOX, VOA, Channel 4 UK, Al Jazeera
- **Over 75 articles in US newspapers and magazines**, including front page of New York Times, USA Today, AP, Reuters
- **Over 100 articles in European newspapers and Science magazines**, including The Guardian, Nature, BMJ, and journals in French, German, Dutch, Russian and many other languages
- **Africa and Asian regional coverage**, including Daily Times (Malawi), Ghana Nation, All Kenya News, All Africa, Pakistan Times, Times of India, People's Daily



Global launch was held on 2 May 2012 in New York at the United Nations



Born Too Soon: a unique report at a unique point in time

- **First ever report with comparable country estimates**
- **A global report in process as well as content**
- **Preterm birth, a neglected problem**
 - **Essential for progress towards 2015, and beyond**
 - **A problem shared by rich and poor countries, and shared problems require shared solutions**
 - **With more than 1 in 10 live births affected, the tragedy of preterm birth touches us all—no-one is immune**
- **Actions for accelerating prevention and care are embedded in the RMNCH continuum of care**

What is preterm birth?

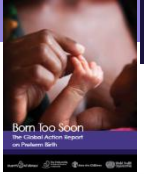
Definition of preterm birth:

*Babies born alive before
37 completed weeks of
pregnancy*

Moderate and late preterm
32 to <37 weeks
83%

Very preterm
28 to <32 weeks
10%

Extremely preterm
< 28 weeks
5%



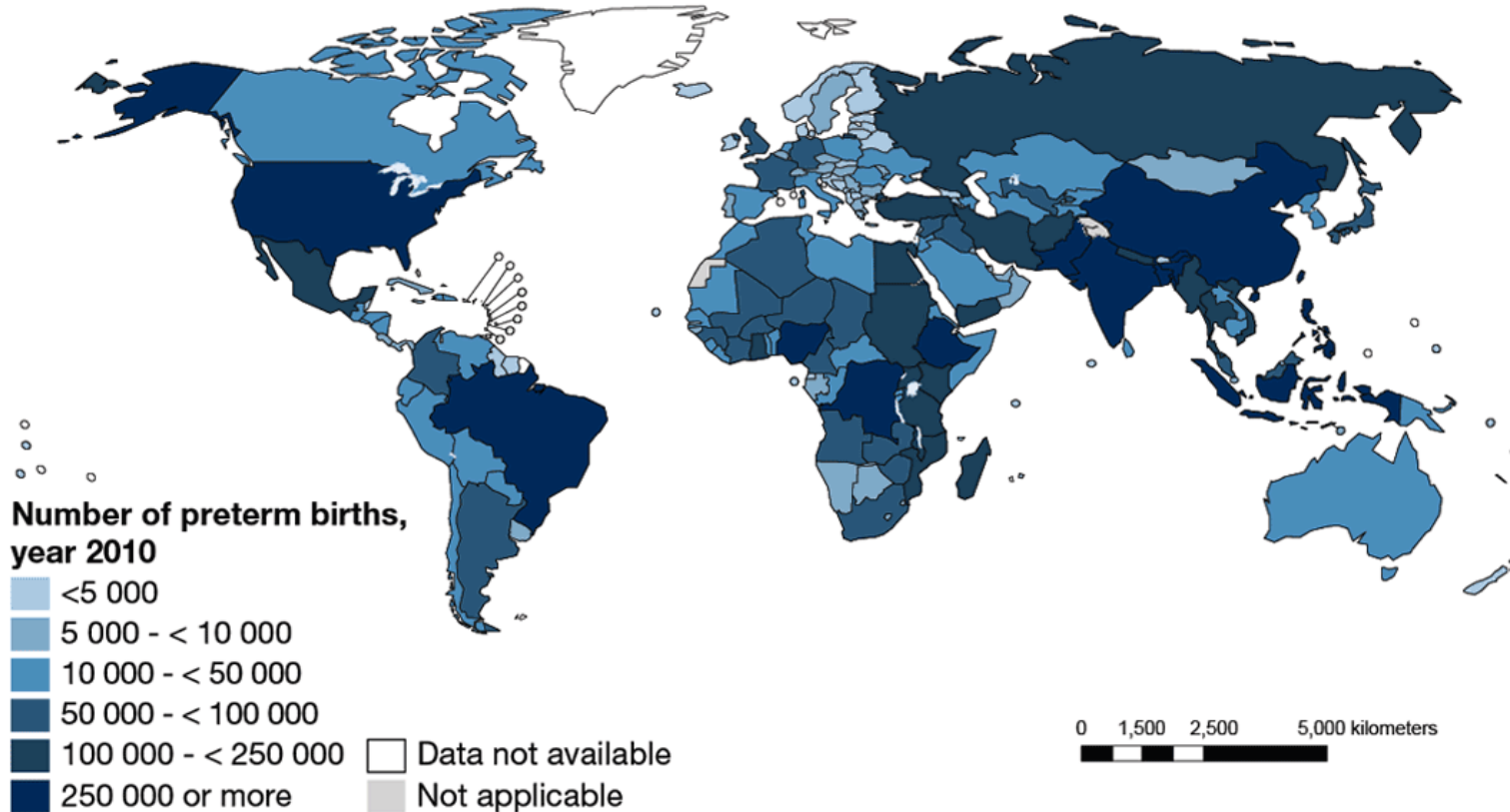
Born Too Soon: 5 main findings

- 1 15 million babies are born too soon every year**
- 2 Preterm birth rates are rising**
- 3 Prevention of preterm birth must be accelerated**
- 4 Premature babies can be saved now with feasible, cost-effective care**
- 5 Everyone has a role to play to meet the targets set**



Born Too Soon

1 Preterm births – where are the biggest numbers?



10 countries account for 66% of the world's preterm births

1. India
2. China
3. Nigeria
4. Pakistan
5. Indonesia
6. United States of America
7. Bangladesh
8. Philippines
9. Dem Rep Congo
10. Brazil

The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

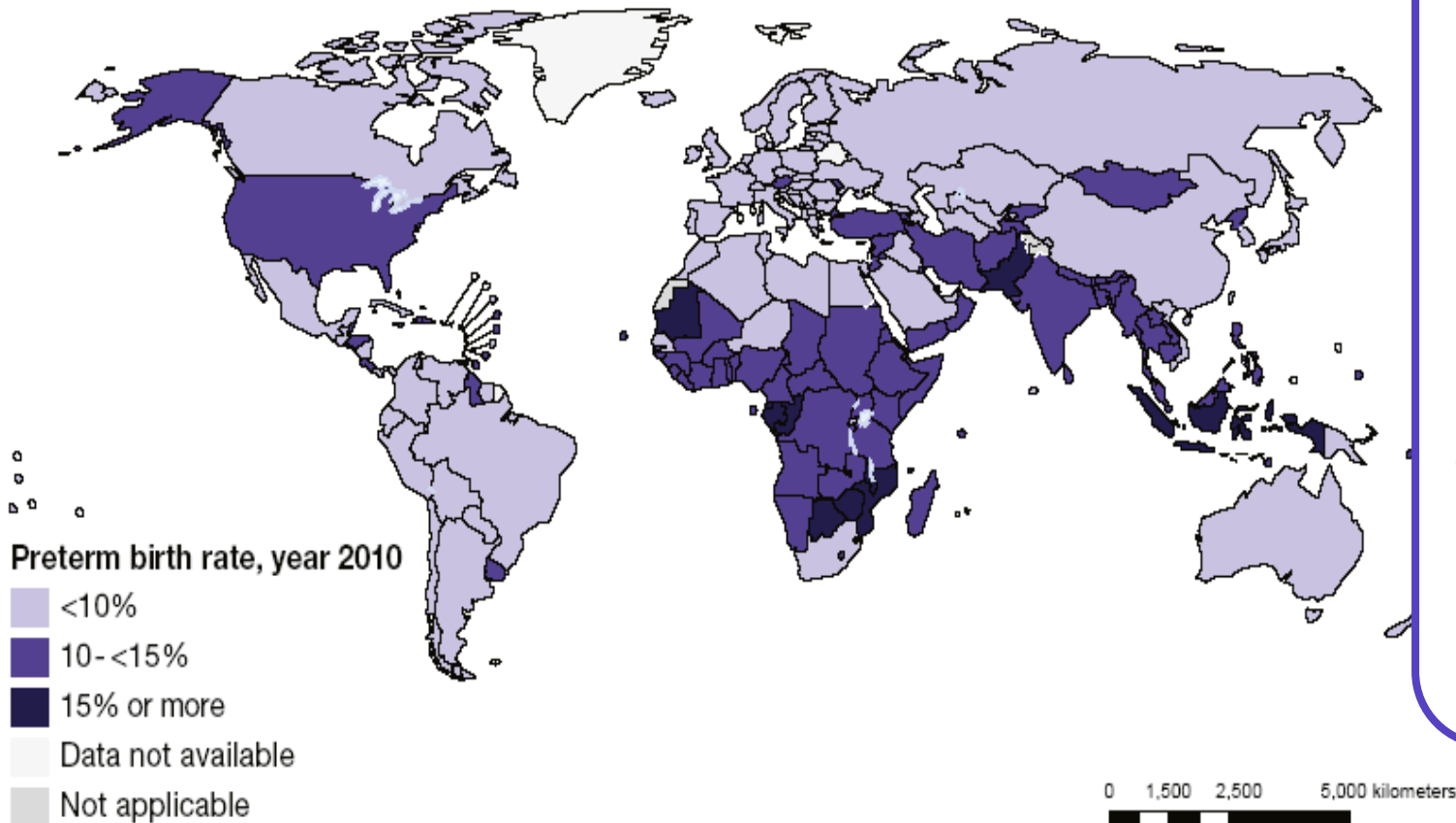
Data Source: World Health Organization
 Map Production: Public Health Information and Geographic Information Systems (GIS)
 World Health Organization



Truly a global problem, affecting all countries, although 60% are in South Asia and sub-Saharan Africa with less care



1 Preterm births – where are the highest rates?



11 countries with preterm birth rates over 15%

1. Malawi
2. Congo
3. Comoros
4. Zimbabwe
5. Equatorial Guinea
6. Mozambique
7. Gabon
8. Pakistan
9. Indonesia
10. Mauritania
11. Botswana
54. United States

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Data Source: World Health Organization



Estimates for 184 countries for 2010
Of the 11 countries with the highest rates, 9 are in Africa



Born Too Soon: 5 main findings

- 1 15 million babies are born too soon every year**
 - 1.1 million babies die annually from complications due to prematurity
- 2 Preterm birth rates are rising**
- 3 Prevention of preterm birth must be accelerated**
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Global Health Perspective – Preterm birth is now a leading cause of neonatal and child death

- Preterm birth is the:
 - Single most important cause of neonatal mortality (35%)
 - Second leading cause of U-5 deaths (14%), after pneumonia

In 2010, 7.6 million children died before their 5th birthday (down from 9.6 million in 2000), evidence of increasing progress related to Millennium Development Goals

However, over 40% of these deaths now occur in the first month of life (the neonatal period)





... And 1.1 million of these preterm babies die



Survival gap

10

90

*Over 90% of extremely preterm babies (<28 weeks) born in high-income countries survive;
yet less than 10% of these babies survive in low-income settings.*



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2

Rates of preterm birth are rising... ... Leading to increased mortality, morbidity and costs

Multi-country trend analysis:

WHERE? 65 countries in “Developed” regions (Europe, North America, Australasia) and South America with >10,000 births per year

Incomplete and inconsistent trend data for the rest of the world

WHEN? 1990-2010

65 countries Preterm birth rate trends

REDUCING RATES

- 3 countries

NO MEASUREABLE CHANGE

- 14 countries (<0.5% annual change)

INCREASING RATES*

- 48 countries with increases of up to 2.8% per year

* From 7.5% (2 million PTB in 1990) to 8.6% (2.2 million PTB in 2010)

Note: Based on Millennium Development Goal regions

Source: Blencowe et al National, regional and worldwide estimates of preterm birth rates in the year 2010 with time trends since 1990 for selected countries: a systematic analysis and implications



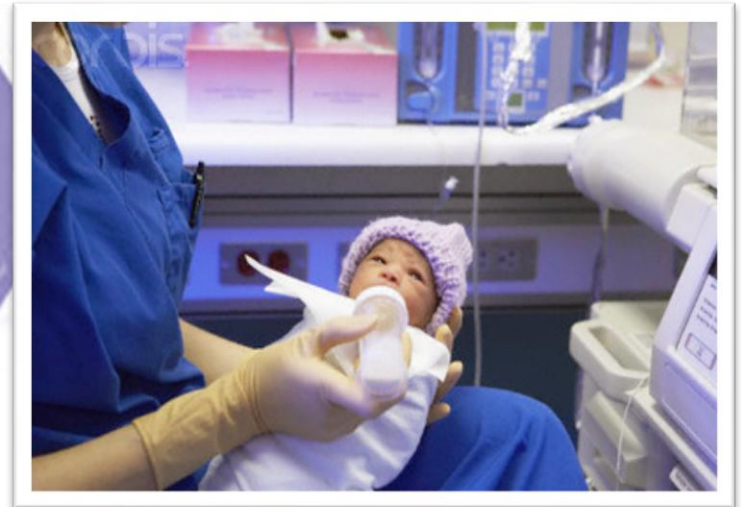
The Situation Worldwide

The four worlds that preterm babies are born into



High-income countries
Access to full intensive care
(1.2 m preterm babies)

15 million
preterm
births
per year



Middle-income countries
Neonatal care units
(3.8 m preterm babies)



Low-income countries
Home birth and care at home
(5.6 m preterm babies)



**Low-income countries, facility care, but
limited space, staff and equipment**
(4.4 m preterm babies)

Behind every statistic is a story...



“We held our daughter in our arms... we shed our tears, said goodbye and went home to tell our little boy that he wouldn’t have a sister.”

— Doug, USA



“I felt devastated watching my newborn fight for his life, yet our beautiful baby, Karim, with the help of his dedicated medical support team, continued to fight and survive.”

— Mirvat, Lebanon

“Weighing less than a packet of sugar, at only 2.2 lbs (about 1kg), Tuntufye survived with the help of Kangaroo Mother Care.”

— Grace, Malawi





Actions



Dual track to reduce the burden of preterm birth ...acting along the continuum of care

Prevention of preterm birth

- **Preconception** care package especially family planning
- **Antenatal** care package
- Effective **childbirth** care
- Policy support including smoking cessation and employment safeguards of pregnant women

Management of preterm labor

- Tocolytics to slow down labor
- Antenatal corticosteroids
- Antibiotics for pPROM

Premature baby care

- Essential and extra newborn care, especially feeding support
- Neonatal resuscitation
- Kangaroo Mother Care
- Management of premature babies with complications especially respiratory distress syndrome, infections and jaundice
- Comprehensive neonatal intensive care

Reduction of preterm birth

Mortality reduction among babies born preterm



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3 Prevention of preterm birth must be accelerated *Care before and between pregnancy*



Invest and implement:

- Family planning strategies, including birth spacing and provision of adolescent-friendly services
- Prevention and management of STIs, CDs
- Education and health promotion for girls and women
- Promotion of healthy nutrition (under-/overweight)
- Reduction of life-style risks like smoking, intimate partner violence against women

Inform and innovate

- Consensus around a preconception care package
- Further understanding on what can be done to prevent preterm birth and reduce risks before and between pregnancies.



3 Prevention of preterm birth must be accelerated

Care during pregnancy and childbirth



Photo: Aubrey Wade/Save the Children

Invest and implement:

- Antenatal care for all pregnant women
- Management of pregnant women at higher risk of preterm labor
- Effective management of preterm labor with provision of essential equipment and drugs
- Reduce non-medically indicated early induction of labor and cesarean
- Promotion of healthy behaviors and addressing lifestyle risks during pregnancy

Inform and innovate

- Discovery research on what makes pregnant women go into preterm labor
- Better measurement of antenatal care services to improve coverage, equity and quality

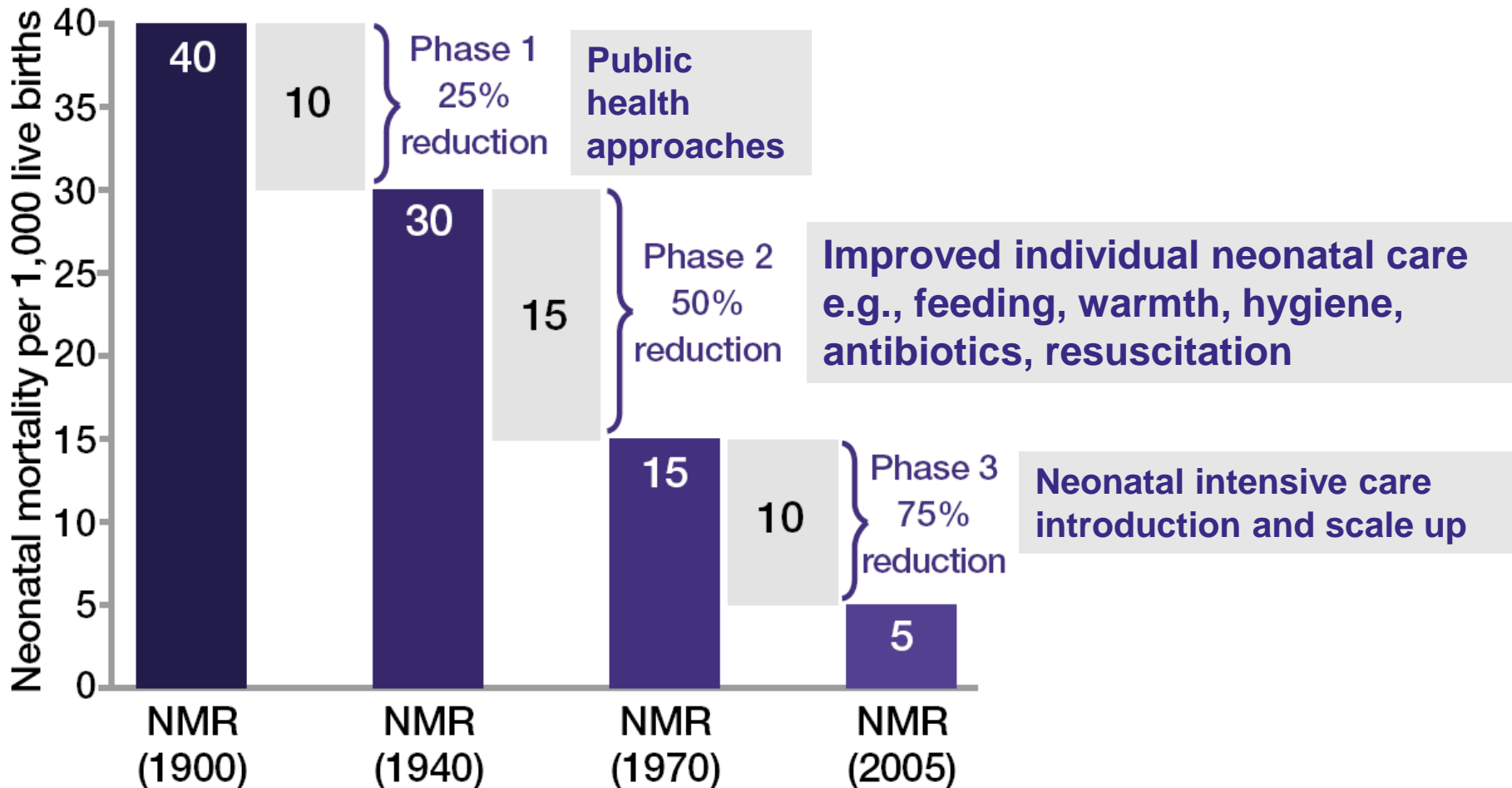


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4 Many premature babies can be saved before intensive becomes available...



Over 60% reduction can be achieved before neonatal intensive care and history shows the impact would be huge

Data sources for UK and US historical data: (CDC, 2012, Office for National Statistics, 2012, NIH, 1985, Smith et al., 1983, Jamison et al., 2006, Lissauer and Fanaroff, 2006, Baker, 2000, Philip, 2005, Wegman, 2001). With thanks to Boston Consulting Group



4 Premature babies can be saved now with feasible, cost-effective care ...

Home and low levels of health system

- Essential newborn care (warmth, cleanliness, feeding)
- Support for early breastfeeding and cup feeding if needed
- Facilitated referral, transport schemes

COMMUNITY LEVEL/HOME



Hospital

- Kangaroo Mother Care
- Neonatal resuscitation with bag and mask if needed
- Supportive care for RDS (e.g. safe oxygen therapy)
- Other supportive care (e.g. NG tube feeding, IV fluids if needed)
- Treatment of infections with antibiotics

FACILITY LEVEL/OUTREACH



Referral hospital

- Increased nursing and medical support
- Phased intro of intensive care (e.g. CPAP ventilation or IPPV)
- Surfactant (note is now off patent)

REFERRAL LEVEL/DISTRICT



Over 75% of the 1.1 million deaths due to preterm complications could be saved without intensive care (e.g. Kangaroo Mother Care, antenatal steroids)

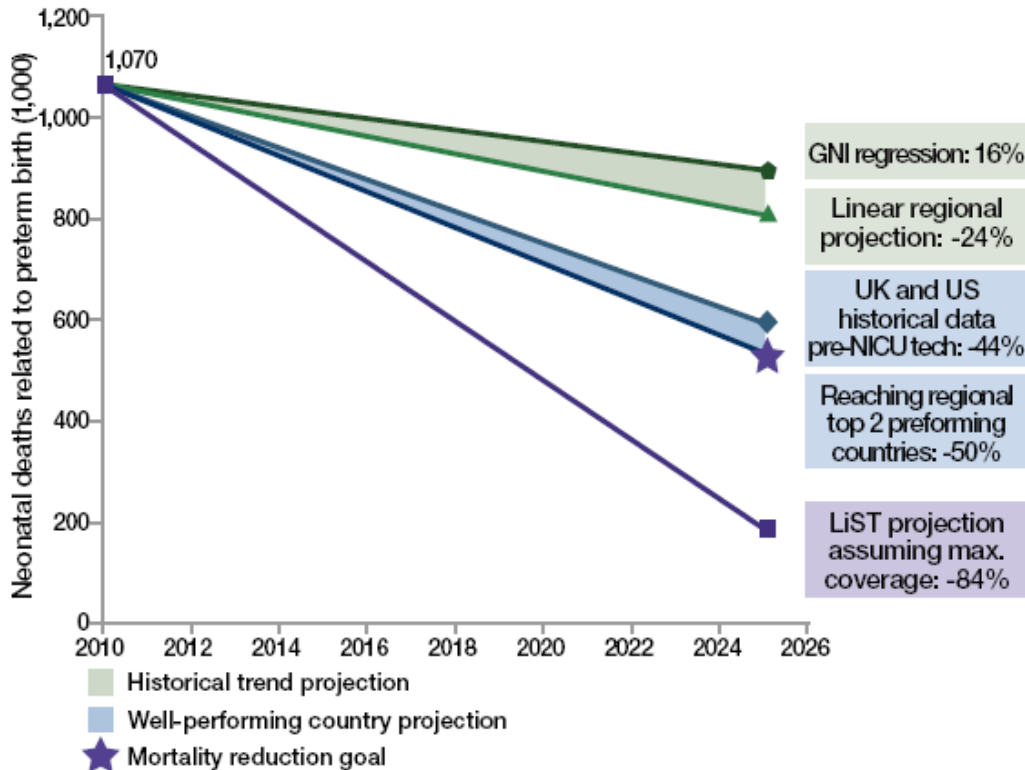


Mortality Reduction Goal for 2025



4 Goals for reducing mortality

Analyses to define goal



Goals for reduction of preterm birth mortality by 2025

- For countries with neonatal mortality rate level ≥ 5 per 1,000 live births, reduce the mortality due to preterm birth by 50% between 2010 and 2025
- For countries with a current neonatal mortality rate < 5 per 1,000 live births, to eliminate remaining preventable preterm deaths, focusing on equitable care for all and quality of care to minimize long-term impairment

After the publication of this report, a technical expert group will be convened to establish a goal for reduction of preterm birth rate by 2025, for announcement on World Prematurity Day 2012.

Over 500,000 babies will be saved each year when we reach our target

Source: Analysis conducted by Mortality Reduction Goal Group and Boston Consulting Group using multiple data sources (Liu et al., 2012; EIU GDP projections 2010 to 2030; WorldPopulation Prospects, 2010; UN Department of Economic and Social Affairs; LiST analysis). Note: Analysis is for countries with NMR of more than 5 per 1,000 live births; other countries are excluded. Interventions in the LiST analysis included KMC, antenatal corticosteroids, antibiotics for pPRoM, skilled birth attendance, and others.



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5 Everyone has a role to play...

... To support a robust research agenda

... for both prevention and care





5 Everyone has a role to play... ... and 31 organizations have made commitments

WHO commits to regularly providing analyses of global preterm birth levels and trends

University of Malawi commits to improving care of newborns by introducing technologies and enhancing Kangaroo Mother Care

GAPPS commits to leading global efforts to discover causes of preterm birth through the Preventing Preterm Birth initiative

Save the Children commits to catalyzing scale up of effective interventions such as kangaroo mother care, in the highest burden countries



The Bill & Melinda Gates Foundation commits to reducing preterm birth with grants of \$1.5 billion from 2010 to 2014

The Home for Premature Babies plans to establish a branch in every province in China to support families affected by preterm birth

The Council of Neonatal Nurses commits to raising awareness about the dangers of premature birth

UNFPA commits to strengthening midwifery in 40 countries and emergency obstetric and newborn care in 30 countries

The March of Dimes commits its Prematurity Campaign through 2020, devoting \$20 million annually to research

Linked to Un Secretary General's Global Strategy for Women and Children

Accessing the information

DOWNLOAD AND USE THE MATERIALS

Full report:

www.who.int/pmnch/media/news/2012/preterm_birth_report/en/index.html

Full report, wall chart and interactive map of preterm births:

www.marchofdimes.com/borntoosoon

Additional materials, resources, videos:

<http://www.healthynewbornnetwork.org/topic/preterm-birth>

SOCIAL MEDIA MOBILIZATION

Facebook

#BornTooSoon

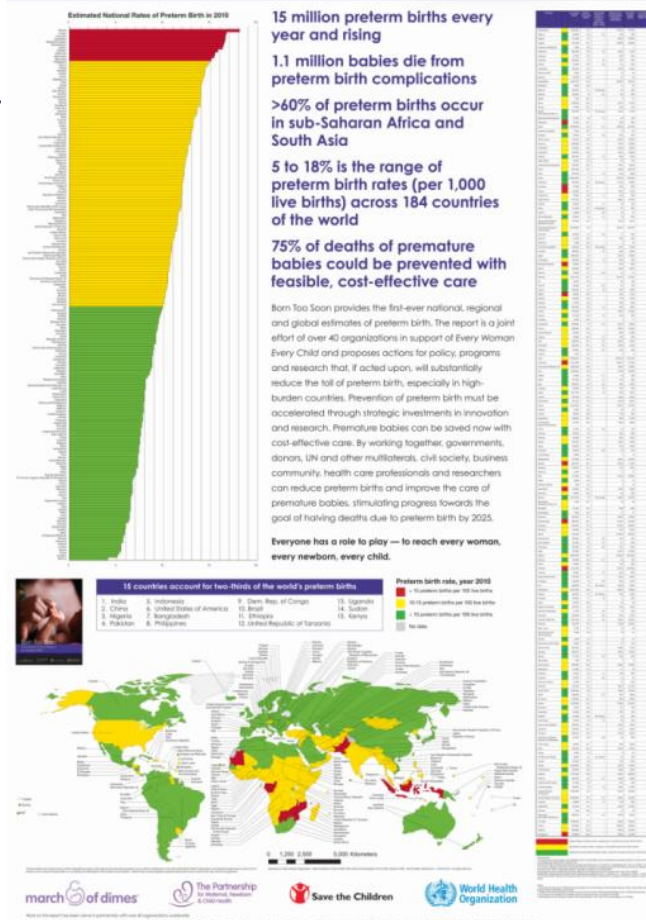
MAKE A COMMITMENT

Every Woman Every Child commitments to preterm birth:

www.everywomaneverychild.org/borntoosoon



Born Too Soon The Global Action Report on Preterm Birth





Next Steps



Key Next Steps

- **Leverage policy platforms to highlight PTB opportunities**
 - CD to 2015, USAID Call to Action, Family Planning Summit, China Launch, EWEC Commodities Commission Report release, FIGO, WPD 2012



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 - critical pathways, resource requirements



Key Next Steps

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 - critical pathways, resource requirements
- **Understand funder landscape and engage donors around prevention research agenda**
- **Set a developed country target for 2025 for rate reduction**



Born Too Soon brings data and tools, commitment and the opportunity to transform survival and health for the world's preterm babies

Will we deliver?

Download the Report by logging in at: www.prematurityprevention.org
and clicking on the 'Global Initiatives' tab



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- via Webinar 'Questions' box

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Those who registered will be notified of when and where to find it in the next coming weeks.

