

**world  
prematurity  
day** november 17



**World Prematurity Day 2017  
Advocacy and Social Media Toolkit**

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## About World Prematurity Day

Every year, 15 million babies are born prematurely – more than one in ten of all babies around the world. World Prematurity Day is a key moment to focus global attention on the leading cause of child deaths under age 5 – complications from preterm birth – which account for *nearly 1 million deaths each year* (UNICEF). Without a major push to reduce these deaths, we will not reach the Global Goal, endorsed by 193 countries, to end all preventable newborn and child deaths by 2030.

While World Prematurity Day is an opportunity to call attention to the heavy burden of death and disability and the pain and suffering that preterm birth causes, it is also a chance to talk about solutions. The multitude of events organized around the globe on World Prematurity Day remains the heart of the effort. Each year, an increasing number of countries have observed World Prematurity Day by organizing national and local events, including public art installations, parliamentary hearings, health professional meetings, and marches.

World Prematurity Day supports the values and goals of the *Every Newborn Action Plan* – an initiative of the *Every Woman Every Child* movement – which mobilizes global multi-sectoral support to save the lives and improve the wellbeing of mothers and their babies.

This toolkit and additional resources are available in the WPD 2017 Dropbox here: [bit.ly/WPD-2017-Global](https://bit.ly/WPD-2017-Global). Visit [www.facebook.com/worldprematurityday](https://www.facebook.com/worldprematurityday) to share your World Prematurity Day experience and plans, download social media resources, and share social media links among your networks.

## **2017 Motto and Subthemes**

We invite you to use the World Prematurity Day 2017 motto: **“Let them thrive!”** You may select a subtheme based on the needs of your event or campaign. Suggested subthemes include:

- Quality care for the smallest
- Improving care for the smallest
- Respectful care for the smallest

## Get Involved: Ideas for Action

The goal of the campaign is to increase awareness, reach and engagement around the world about the issues of premature birth, newborn health and survival. This can be accomplished through your participation in a variety of ways, such as organizing an activity or event, and sharing the messages provided in this toolkit in your social media channels.

## Simple Things You Can Do to Support World Prematurity Day

- **Add your voice** and sign-up to automatically post a message of support and awareness of prematurity through your social media community on World Prematurity Day. Go to: <http://po.st/WPD17>
- **Change your profile picture** by adding a World Prematurity Day profile picture on Facebook and Twitter, helping to raise awareness without saying a word. Go to: <http://po.st/WPDtwb>
- **Post in social media** leading up to and on World Prematurity Day using #worldprematurityday.
- **Go purple!** by wearing purple, lighting your home or office purple, light a purple candle in your window or coming up with your own ways to turn the world purple in support of prematurity awareness. Share on social media with #worldprematurityday.
- **Hang up a sock-line** with 9 white baby socks and one smaller purple baby sock as a symbol to raise awareness for prematurity.
- **Take the Kangaroo Mother Care Challenge** and post photos on social media using #KMCchallenge – for details check out [www.healthynewbornnetwork.org/resource/kangaroo-mother-care-challenge-brief/](http://www.healthynewbornnetwork.org/resource/kangaroo-mother-care-challenge-brief/)
- **Add your event to the EFCNI Changemaker Map**, an interactive map to show what has been achieved globally in order to change the situation for preterm infants and their families.
- **Access materials** for promotion including fact sheets, country data, and social media images. Go to the [WPD Facebook page](#) and [bit.ly/WPD-2017-Global](http://bit.ly/WPD-2017-Global).
- **Share your activity!** Don't forget to tell us about your activities by completing the [SurveyMonkey form](#)

## Activity Ideas for Partners, Organizations, Institutions and Governments

### All partners

- Light public buildings or monuments in purple to symbolize World Prematurity Day
- Light your house or window in purple
- Wear purple clothing and organize your communities to do the same in the workplace, at schools, at hospitals, etc.
- Hang up a line with 9 white and a smaller purple baby sock to symbolize your commitment for preterm babies and their families
- Organize local events, promote media attention and drive social media efforts to recognize World Prematurity Day
- Organize press conferences and issue press releases and discussion items for national media
- Organize social media campaigns
- Host public talks, exhibitions of preemie “sock-lines” in market squares, stage a purple balloon or butterfly release, hold art contests for premature children, have parents of preterm children lead information sessions, create posters and lead public petitions

### **Parent advocacy groups and NGOs**

- Organize events that generate media interest, such as massive gatherings of people born preterm, leading public preterm sock or hat-knitting parties, or petitions for political action
- Coordinate activities at hospitals—information sessions, purple week, posters, party for preterms, KMC challenge, and linking with other awareness campaigns happening such as breastfeeding campaigns, etc.
- Month-long activities, media tour, social media outreach for the month of November, communicating with health professional groups for messaging and meeting associations in parliament, and petitions to government
- Organize local media support for pro bono distribution of videos such as *A little, but important, issue*
- Mount a photo exhibition
- Hold public concerts, breakfasts, dinners, shows, other charity events
- Organize local celebrities to release statements about prematurity to the media
- Conduct information sessions at health centers or hospitals by parents of preterm children
- Spread the word about your World Prematurity Day activities on your homepage; you can
  - Explain World Prematurity Day
  - Announce your goal for this year's World Prematurity Day
  - Inform about your contribution and your activities and/or events
  - Call for donations
  - Announce your collaboration partner
- Update your organization's Facebook and Twitter status: Describe the problem of premature birth in your country, or promote World Prematurity Day events. Then ask people to get involved by "liking" the WPD Facebook page and sharing their story.

### **Health professionals, associations and academic and research training institutes**

- Organize workshops and seminars to discuss key issues preventing and caring for preterm birth
- Collaborate with government officials to organize professional events and hearings on preterm birth and newborn survival
- Draft statement of action and support and distribute to all national societies and alliances
- Work with staff at hospitals and health facilities to organize a "Week of Purple," holding education and information sessions, or organizing celebration events for preterm infants

### **Governments**

- Make or renew a commitment of action on preterm birth and newborn survival as part of your commitment to the *Global Strategy for Women's, Children's and Adolescents' Health* through the *Every Woman Every Child* platform: [www.everywomaneverychild.org/commitments](http://www.everywomaneverychild.org/commitments)
- Learn more about the *Every Newborn* effort and global action plan: [www.everynewborn.org](http://www.everynewborn.org)
- Host workshops and events to discuss preterm birth and newborn health together with all partners including UN, donors, health professional associations and civil society

## The Media as an Endorser

Involving the media in your event and making them aware of your World Prematurity Day campaign is important to spreading the word. As multipliers, they have the ability to spread your messages among a vast target group. Types of media to contact include online media, national and local newspapers, magazines, radio, and websites/blogs. See the below excerpt for additional guidance. More information is available [here](#) from EFCNI.



**Planning is key:** think about which information and which interview partners might be of value for your local media.



**Good interview partners** for the media could be ex-preterm babies, parents, health professionals, chair or board members of your organisation, or persons of interest. Choose persons from your organisation and possibly also parents willing and able to talk about their story.



Please note that whatever option you choose, you always have to have **detailed written information on your organisation, World Prematurity Day, and your event** for the media.



Develop a schedule for contacting journalists. If you are planning an event: Send your press release a couple of weeks in advance. A couple of days before your event call the respective journalists and share your story. Act sensitively when following-up.



Don't forget to **contact online media and blogs**. Compile twitter names of some of the journalists and send them direct tweets with the information about the preterm birth situation in your country, your activity and event.

Source: [EFCNI World Prematurity Toolkit](#)

## Tracking for Results

Let everyone know that you care! It is important to spread the news about your activities and events. In 2016, more than 70 countries marked World Prematurity Day with a range of national and local events, including public art installations, parliamentary hearings, health professional meetings, and marches. If you are organizing an event, we would love to hear about it. Please complete the [SurveyMonkey form](#) or send your information to [worldprematurityday@efcni.org](mailto:worldprematurityday@efcni.org)

## Messages for World Prematurity Day 2017

### Social Media Engagement

The [World Prematurity Day Facebook page](#) is the social media hub for this campaign and is designed to collect and share stories and news and spread messages about World Prematurity Day and preterm birth. We encourage participants to share premature birth stories from around the world, and parents can share their stories on [this interactive map](#) to help put a face on the issue of premature birth. The Facebook page will also feature photographs and messages from global events being held around World Prematurity Day.

If your organization is going to be developing visual products for World Prematurity Day and you would like to add them to the online media toolkit, please contact [Leigh-Anne Lefurge](#). If you would like to post to the World Prematurity Day Facebook page, please add your request to the [Google Doc](#).

### Key Facebook URLs

By using the following URLs to share key World Prematurity Day messages, you help administrators track our reach.

- WPD FB Page (main wall): [po.st/8Alv7b](https://www.facebook.com/po.st/8Alv7b)
- WPD 'the problem': [po.st/HrKPm9](https://www.facebook.com/po.st/HrKPm9)
- WPD 'take action': [po.st/BeJl6e](https://www.facebook.com/po.st/BeJl6e)
- WPD 'your story': [po.st/9lQ44l](https://www.facebook.com/po.st/9lQ44l)

### 2017 Messages/Hashtags

The message map below displays key messages related to preterm birth and the 2017 theme. Please use this message map to guide your communications and as inspiration for your activities. Sample messages are also included below that can be used on social media in support of World Prematurity Day. Additional messages can be found in Annex A. You may use the messages as shown or adapt them to fit your needs. Please use the hashtags **#WorldPrematurityDay** and **#LetThemThrive**.

#### Facebook Examples:

Please prepare Facebook messages in line with the global theme and your chosen subtheme:

- Let them thrive! Join the global movement on [#worldprematurityday](#) to support children born preterm.
- 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](#)
- Premature birth can happen to anyone. Help us raise awareness about [#worldprematurityday](#) on November 17. Like [@worldprematurityday](#) to find out how you can help.

- Today is World Prematurity Day. Welcome parents in your hospital 24/7. Babies have the right to be with their family. #WorldPrematurityDay #LetThemThrive

### Twitter Examples:

Please prepare tweets in line with the global theme and your chosen subtheme:

- Let them thrive! The presence of parents is vital for the development of preterm babies in hospital. #worldprematurityday
- We can change the face of #premature birth. Join us Nov 17 on #worldprematurityday #LetThemThrive[*Include image*]
- 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 people around the world joined together for babies #borntoosoon? Join #worldprematurityday [po.st/8Alv7b](https://po.st/8Alv7b)
- Do you have a personal experience with #premature birth? Help us mark #worldprematurityday by sharing your story: [po.st/8Alv7b](https://po.st/8Alv7b)

Message Map: embedded below and available at: [bit.ly/WPD-2017-Global](https://bit.ly/WPD-2017-Global)



WPD2017 Message  
Map FINAL Oct24.pc

## Resources to Support Your Activities

Free resources are available at the following links.

### **Photos:**

- Social media photos and banners from March of Dimes ([bit.ly/WPD-2017-Global](https://bit.ly/WPD-2017-Global))
- Photos from MCSP Ethiopia (credit Karen Kasmauski/MCSP) ([MCSP Flickr](#))
- Photos from Save the Children (credit Save the Children) ([bit.ly/WPD-2017-Global](https://bit.ly/WPD-2017-Global))
- Social media banners and logos from [EFCNI](#)

### **Fact Sheets and Videos:**

- Fact sheet and resources from [EFCNI](#)
- Every Premie's [Country Profiles](#) on Preterm and Low Birth Weight Prevention and Care for 24 countries
- Bliss [Youtube video](#) on family-centred care

### **Training Materials:**

- Essential Steps for Improving Newborn Survival [eLearning course](#) (MCSP)
- [Essential Care for Small Babies](#) and [Essential Care for Every Baby](#) courses (AAP)
- Helping Babies Survive: Threatened Preterm Birth [Training Module](#) (MCSP)

- The Small Baby Series, developed by the Global Health Media Project, includes short teaching videos demonstrating lifesaving practices to care for small babies (available in English, French and Spanish)

#### Joint Statements:

- Kangaroo Mother Care Joint Statement (English and French)
- Preterm Birth Joint Statement (English and French)
- Quality of Care Joint Statement (English and French)

#### Technical Materials:

- Do No Harm Technical Briefs developed by Every Premie—SCALE to provide stakeholders with evidence-based information regarding safe and effective inpatient care in low resource settings as an important step to avoid harm and improve health outcomes for newborns:
  - Safe and effective oxygen use for inpatient care of newborns
  - Safe and effective infection prevention for inpatient newborn care
  - Safe and effective thermal protection for inpatient care of newborns
  - Safe and effective human milk feeding for inpatient care of newborns
- Newborn Health Technical Briefs developed by the Maternal and Child Survival Program (MCSP) presenting most recent WHO guidelines on:
  - Basic newborn resuscitation
  - Optimal feeding of low-birthweight infants in low- and middle-income countries
  - Making every baby count: Audit and review of stillbirths and neonatal deaths
- Continuum of Care Matrix for the Prevention of Preterm Birth, Management of Preterm Labor and Delivery, and Care of the Preterm and Small Newborn, developed by Every Premie—SCALE
- Family-Led Care model being implemented in Malawi by Every Premie—SCALE
- Cochrane Review on midwife-led continuity models versus other models of care for childbearing women (additional files at [bit.ly/WPD-2017-Global](http://bit.ly/WPD-2017-Global))

#### Events:

- BabyPremie and Me Conference: Facilitating a platform for education in the best practices in pregnancy, breastfeeding and nutrition, Kangaroo Mother Care, Family-Centred Care, and viral aspects of neonatal care and management. Provided by LittleBigSouls International. Details at [www.babypremieandme.com](http://www.babypremieandme.com) and [www.littlebigsouls.org](http://www.littlebigsouls.org).
- Further events also being done by LittleBigSouls:
  - Community outreach and awareness
  - Walk for Premies advocating the WPD theme
  - NICU Training in hospitals
  - Pregnant and New Mothers Workshop
  - Purple light up Campaign

- Online social media banners and logos

#### **Additional websites for more information:**

- EWEC *Global Strategy for Women's, Children's and Adolescents' Health*  
<http://globalstrategy.everywomaneverychild.org>
- WHO recommendations on interventions to improve preterm birth outcomes  
[www.who.int/reproductivehealth/topics/maternal\\_perinatal/preterm-birth-guidelines/en](http://www.who.int/reproductivehealth/topics/maternal_perinatal/preterm-birth-guidelines/en)
- BMC Every Woman Every Newborn Supplement: [www.everynewborn.org/launch-of-the-every-woman-every-newborn-supplement](http://www.everynewborn.org/launch-of-the-every-woman-every-newborn-supplement)
- Every Newborn Progress Report 2015 [www.everynewborn.org/enap-country-progress-tracking-tool-released/](http://www.everynewborn.org/enap-country-progress-tracking-tool-released/)
- The Lancet Midwifery series: [www.thelancet.com/series/midwifery](http://www.thelancet.com/series/midwifery)
- The Lancet Every Newborn series: [www.lancet.com/series/everynewborn](http://www.lancet.com/series/everynewborn)
- The Lancet article on leading causes of death of children under 5 in 2014 (updated estimates in press):  
[www.thelancet.com/journals/lancet/article/PIIS0140-6736\(14\)61698-6/abstract](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(14)61698-6/abstract)
- The Lancet Maternal Health series: [www.thelancet.com/series/maternal-health-2016](http://www.thelancet.com/series/maternal-health-2016) (The focus on under intervention and over intervention in “Too Much, Too Soon and Too Little, Too Late” is particularly useful)
- LINC: [www.healthynewbornnetwork.org/blog/powerful-cross-sector-push-global-action-prevent-preterm-birth](http://www.healthynewbornnetwork.org/blog/powerful-cross-sector-push-global-action-prevent-preterm-birth)
- March of Dimes: <https://www.marchofdimes.org/mission/global-programs.aspx>
- Newly released UN report on Child Mortality

#### **Attachments:**

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

**Annex B. Global and Country-Level Preterm Birth Estimates**

#### **Acknowledgements:**

We would like to thank the World Prematurity Day Coordinating Committee for their planning efforts and the Advocacy Toolkit Subcommittee for their contributions to this toolkit. To join next year's World Prematurity Day Coordinating Committee, please contact Nicole Thiele.