

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** 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/8Alv7b. Please use one or all of the following hashtags where applicable: **#worldprematurityday**, **#WorkingTogether**, and **#Health4All**.

1. Facebook

Organizational Messages

- Did you know that more babies die from premature birth than from malaria, HIV/AIDS and diarrhea combined? Visit and like [@worldprematurityday](https://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](https://www.facebook.com/worldprematurityday)
- Any baby can be born premature. Help us raise awareness about #worldprematurityday on November 17. Like [@worldprematurityday](https://www.facebook.com/worldprematurityday) to find out how you can help.
- 15 million babies are #borntoosoon around the world. Over 1 million children 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](https://www.facebook.com/worldprematurityday)!
- Let’s work together! Join the global movement on #WorldPrematurityDay to support children born preterm. #WorkingTogether
- The motto of this year’s World Prematurity Day is “Working together: Partnering with families in the care of small and sick newborns”. We invite hospitals to welcome parents in the NICU 24/7. Babies have the right to be with their family. #WorldPrematurityDay #WorkingTogether
- Families and health providers working together leads to better health outcomes and experience of care. Improved quality of care, better bonding and attachment, improved success with exclusive breast milk feeding, and enhanced staff satisfaction are some examples of the benefits provided by engaging parents in inpatient care of their preterm, small or sick newborn. #WorldPrematurityDay #WorkingTogether
- 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. bit.ly/2OcQN4p

Personalized Messages

- I honor the one million babies #borntoosoon worldwide who died this year. Join me today [@worldprematurityday](https://www.facebook.com/worldprematurityday): po.st/8Alv7b

- Premature birth is the leading cause of death in children under 5 worldwide. Check out [@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/8Alv7b](#)
- 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/8Alv7b](#)
- I am raising my voice on [#worldprematurityday](#). Join me: [po.st/8Alv7b](#)

Data Messages

- [@WHO](#) delivers on [#EWECisMe](#) commitment to generate [#pretermbirth](#) estimates every 3 yrs. Updated estimates for 2014 available [@LancetGH](#)
 - Learn more: [bit.ly/2RwfN8L](#)
- [#DidYouKnow](#): more than 1 in 10 babies are born too soon each year globally. In Africa, the rates are even higher (13% for Northern Africa and 12% for sub-Saharan Africa). That's too many babies [#borntoosoon!](#) [#worldprematurityday](#)
 - Learn more: [bit.ly/WHOpreterm2014](#)
- [#DidYouKnow](#): According to the [@WHO](#), the United States and Brazil are among the top 10 countries with the highest number of preterm births. [#worldprematurityday](#)
 - Learn more: [bit.ly/WHOpreterm2014](#)
- The number of premature births in Africa and Asia is astounding: over 12 million per year. Compare that number to that of Europe and the U.S, which have about 1 million preterm births occur annually... [#worldprematurityday](#) [#borntoosoon](#)
 - Learn more: [bit.ly/WHOpreterm2014](#)
- 5 countries account for 45% of preterm births globally: India, China, Nigeria, Bangladesh and Indonesia. [#worldprematurityday](#) [#borntoosoon](#)
 - Learn more: [bit.ly/WHOpreterm2014](#)
- [#DidYouKnow](#) [#Bangladesh](#) has the highest rate of [#pretermbirths](#) 19 per 100 births. [#worldprematurityday](#)
 - [bit.ly/WHOpreterm2014](#)
- [#DidYouKnow](#) Asia & sub-Saharan Africa account for 80% of preterm births. Nearly a quarter of preterm births occur in [#India](#) [#worldprematurityday](#)
- [#DidYouKnow](#) global preterm birth estimates have risen slightly from 2000 to 2014 [#worldprematurityday](#) [#borntoosoon](#)

2. 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: bit.ly/2OcQN4p
- Raise your voice on #worldprematurityday for the 15M #borntoosoon: bit.ly/2OcQN4p
- 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/8Alv7b](https://www.pinterest.com/pin/8Alv7b)
- Do you have a personal experience with #premature birth? Help us mark #worldprematurityday by sharing your story: [po.st/8Alv7b](https://www.pinterest.com/pin/8Alv7b)
- You might be surprised by how your country ranks on #premature birth: [po.st/8Alv7b](https://www.pinterest.com/pin/8Alv7b) #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 are increasing in almost all countries – what can be done? [po.st/8Alv7b](https://www.pinterest.com/pin/8Alv7b) #worldprematurityday [Include image]
- 47% of all under-five child deaths happen during the first 28 days of life. Preterm birth complication is the leading cause of under-5 child mortality. #worldprematurityday
- .@WHO recommends specific interventions to improve preterm birth outcomes: [po.st/8Alv7b](https://www.pinterest.com/pin/8Alv7b) #worldprematurityday
- .@WHO recommends midwife-led continuity of care to prevent preterm births: [po.st/8Alv7b](https://www.pinterest.com/pin/8Alv7b) #worldprematurityday
- .@WHO recommends Kangaroo Mother Care to make preterm babies survive and thrive: [po.st/8Alv7b](https://www.pinterest.com/pin/8Alv7b) #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/8Alv7b](https://www.pinterest.com/pin/8Alv7b)
- Find out how you can help babies around the world: [po.st/8Alv7b](https://www.pinterest.com/pin/8Alv7b) #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/8Alv7b](https://www.pinterest.com/pin/8Alv7b)
- 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

- .@WHO released updated estimates of preterm birth, delivering on its commitment to the Every Newborn Action Plan. bit.ly/WHOpreterm2014
- .@WHO estimates show that rates of preterm birth are rising in most countries with adequate data. bit.ly/WHOpreterm2014
- Share your story! New blog series tells the story of transforming care for small and sick newborns. bit.ly/2JAXBrO

Based on Message Map and 2018 Theme

- Families and health providers working together leads to better health outcomes and survival rates #worldprematurityday
- This #worldprematurityday, support health providers and families to partner in the care of their preterm, small and sick newborns
- Involving families in hospital care leads to better bonding and attachment #worldprematurityday #workingtogether
- Involving families in care improves success of exclusive breast milk feeding #worldprematurityday #workingtogether
- Everybody benefits when parents are empowered as primary caregivers of their preterm baby #worldprematurityday #workingtogether
- Help vulnerable newborns thrive by promoting breastfeeding, kangaroo care, and staff training in preterm care #worldprematurityday
- 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 #WorkingTogether
- 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
- Involving families in hospital care improves post-discharge care for small babies #worldprematurityday #workingtogether
- Health providers see better outcomes for preterm babies when parents' role and capacity is expanded #worldprematurityday #workingtogether
- Improve outcomes for small and sick babies by championing policies to support family engagement in the health system #worldprematurityday
- Equip health facilities to care for preterm infants and involve parents in care #worldprematurityday
- Want more info on involving parents in care? Check out Every Premie's technical brief: bit.ly/2Q5nRwZ #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? 47% 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
- #DYK rates of preterm birth are rising? #worldprematurityday #workingtogether
- #DYK families working with health providers leads to better health outcomes for preterm babies? #worldprematurityday #workingtogether

Prevention Messages

- Make investments in prevention, diagnosis and treatment of preterm birth to achieve
- Invest in preterm birth prevention and care to end preventable newborn deaths by 2030. #worldprematurityday
- Investing in preterm birth prevention & care will save healthcare systems hundreds of millions of dollars every year. #worldprematurityday
- Investing on preterm birth prevention and care will relieve the burden on families. #worldprematurityday
- Integrate preterm birth prevention with other strategies to improve the health of pregnant women #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
- 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
- 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
- To address preterm birth we need to invest in better quality and volume of data, especially from low resource settings. #worldprematurityday

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, 104,900 babies are born too soon this year & 7,900 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, 11 out of 100 babies are born too soon resulting in +803,000 preterm births this year #worldprematurityday*
- [Country name] will commemorate #worldprematurityday with a national event hosted by Ministry of Health & major stakeholders
e.g. *Malawi will commemorate #worldprematurityday with a national event hosted by Ministry of Health & major stakeholders.*

Access excel here:



World Prematurity
Day 2018 national e:

Regional Messages: Africa and Asia

- #Prematurebirth is a global problem, with more than 80% of them occurring in Africa and Asia. #worldprematurityday
 - bit.ly/WHOpreterm2014
- Two top 10 countries with the most #pretermbirths are in Africa: #Nigeria (803k) and #Ethiopia (378k). #worldprematurityday
 - bit.ly/WHOpreterm2014
- Half of the top 10 countries with the highest rates of #pretermbirths per 100 live births, are countries in #Asia. #worldprematurityday
 - bit.ly/WHOpreterm2014
- #Bangladesh has the highest rate of #pretermbirths 19 per 100 births.
#worldprematurityday
 - bit.ly/WHOpreterm2014
- Over 12 million #pretermbirths happen in #Africa and #Asia per year, compared to 1 million in Europe and North America. #worldprematurityday
 - bit.ly/WHOpreterm2014
- The highest rate of #pretermbirths by UN region is found in #NorthAfrica, where 13% of babies are born too soon #worldprematurityday
 - bit.ly/WHOpreterm2014

Regional Messages: South-East Asia

- In India, 3.5 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. #worldprematurityday
- In Pakistan, 454,000 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/1kGo4X6 #worldprematurityday
- Improving #KangarooCare for #EveryNewborn is priority in Punjab, Pakistan: bit.ly/1kGo4X6 #worldprematurityday

Birth Spacing and Newborn Health Messages

- Birth spacing improves newborn and child survival by lengthening inter-pregnancy intervals. #worldprematurityday
- Spacing births is key to reducing the number of premature births #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/8Alv7b
- Find out how you can help babies around the world: po.st/8Alv7b #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/8Alv7b
- Premature birth is the leading cause of death in children under 5 worldwide #worldprematurityday

3. 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 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, 2018, World Prematurity Day global partners and parent organizations worldwide will mark World Prematurity Day. “Like” World Prematurity Day 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.