

world
prematurity
day november 17



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World Prematurity Day 2020 Advocacy and Social Media Toolkit

World Prematurity Day 2020
Together for babies born too soon – Caring for the future
#WorldPrematurityDay20

Table of Contents

About World Prematurity Day	2
2020 Theme	3
2020 Message map.....	3
Get Involved: ideas for action.....	4
Support World Prematurity Day.....	5
Activity ideas for organisations, institutions and governmental bodies.....	7
Creating respectful World Prematurity Day celebrations	9
The Media as an Endorser.....	10
Tracking for Results	11
Education and Information Resources	11
Acknowledgements	14

About World Prematurity Day

Every year, 15 million babies are born preterm (i.e. before 37 completed weeks of pregnancy) – more than one baby out of ten, worldwide. World Prematurity Day is a key moment to focus global attention on the burden of preterm birth, leading to long term morbidity and infant mortality. Preterm birth is in fact the leading cause of child deaths under the age of 5. In 2015, complications from preterm birth accounted for *nearly 1 million deaths globally*. And as data continues to show, in the majority of countries with adequate data collection, preterm birth rates are rising. Without a major push to address prematurity, we will not reach the Sustainable Development Goal for health¹ that clearly wants to end maternal and child deaths as a result to poor newborn and maternal care.

World Prematurity Day is an opportunity to call attention to the heavy burden that preterm birth causes on parents, families, friends and on former preterm born children. Yet, World Prematurity Day is not only about problems, it is also a chance to talk about solutions! The multitude of events organised around the globe on World Prematurity Day remains the heart of the effort. Each year, an increasing number of countries join World Prematurity Day by organising national and local events, including public art installations, parliamentary hearings, health professional meetings, and charity or awareness marches.

This toolkit shall help you organise your own World Prematurity Day event. It will be available on the Healthy Newborn Network (HNN) site together with further informative resources. Please also visit www.efcni.org/activities/campaigns/wpd/wpdmaterial/ to download social media resources, and visit the global Facebook page www.facebook.com/WorldPrematurityDay to share social media links among your networks.

This Toolkit provides

- Messages for social media
- Social media graphics and banners
- Links to further informative and educational resources

Links to other movements

World Prematurity Day supports the values and goals of the *Every Newborn Action Plan*, which is a resolution of the 67th World Health Assembly and initiative of the *Every Woman Every Child* movement, a global multi-sectoral effort to save the lives and improve the wellbeing of mothers and their babies. World Prematurity Day also supports the *Nurturing Care for Early Childhood Development: A Framework for Helping Children Survive and Thrive to Transform Health and Human Potential* launched at the 71st World Health Assembly.

¹ <https://www.un.org/sustainabledevelopment/health/> (30.10.2020)

Two key reports from 2019 relating to World Prematurity Day include:

- The report "*Nurturing Care for Small and Sick Newborns: Evidence Review and Country Case Studies*" aims to summarize the evidence and best practices on nurturing care approaches for small and sick newborns focusing on core elements of developmentally supportive care, which is disease-independent but vital to promoting healthy growth and well-being.
- The report "*Survive and thrive: transforming care for every small and sick newborn*" calls for investing in quality inpatient neonatal care and designating facilities for specialized and intensive newborn care. Governments, health professionals, parents and other partners are encouraged to join this movement in supporting continued investment in health systems that respond to the needs of the most vulnerable to achieve the vision of a better world for every mother and newborn.

2020 Theme

We invite you to use the World Prematurity Day 2020 theme:

World Prematurity Day 2020
Together for babies born too soon – Caring for the future

2020 Advocacy message guide

An advocacy message guide providing background knowledge about the need to raising awareness for preterm birth as well as recommendations and advice for the following three sub-topics

- **Supporting families**
- **Supporting healthcare professionals**
- **Strengthening healthcare systems**

is available at the HNN page at: www.healthynewbornnetwork.org/event/world-prematurity-day-2020/

The Advocacy message guide serves as a means of information to help you align your own campaign or messages by providing arguments around these three relevant topics. Please feel free to select the topic and arguments that fit the needs of your country/region best.

The **Why?** section in the message guide shows what the problem is represented to be – the **How?** -section provides possible solutions for that problem. You can set up your communication strategy by choosing a statement from the **Why?** -section and then answer by using a **How?** response.

Additionally, you will find brief information on **COVID-19** and **support of families in underserved, marginalised populations, including in humanitarian settings**.

Please feel free to use this guide for your communications or as inspiration for your activities. **Sample messages** that can be used on social media in support of World Prematurity Day **can be found further below in this toolkit**. You may use the messages as shown or adapt them to fit your needs. And, of course, feel free to share your own messages and information!

Get Involved: ideas for action

The goal of the campaign is to increase awareness, reach and engagement around the world about the issues of preterm birth, closely linked to maternal and newborn health, helping the children survive and thrive. This can be accomplished through your participation in a variety of ways, from sharing the messages provided in this toolkit in your social media channels to organizing an activity or event.

For inspiration and ideas what events and activities others realised in the past, please visit the [summary of events worldwide](#) from EFCNI.



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How to support World Prematurity Day

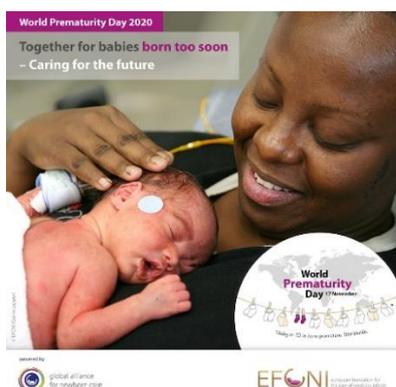
Facebook and Instagram



- **Post and share posts on social media** leading up to and on World Prematurity Day. You may post own messages and pictures or use the messages and pictures provided in the [Advocacy Message Guide](#) and this [Toolkit](#)



- **Tag other @organisations** or individuals for maximum visibility and awareness
- **Invite and encourage other organisations and individuals to join** around World Prematurity Day, make them aware where to find the material for the campaign
- **The global World Prematurity Day Facebook page is the social media hub for this campaign.** It collects and shares stories and news and spread messages about World Prematurity Day and preterm birth. You want to link your Facebook post to the World Prematurity Day Facebook page? Then don't forget to tag this page in your post adding [@WorldPrematurityDay20](#)
- Always use the hashtag [#WorldPrematurityDay2020](#) and add [@WorldPrematurityDay](#) in your social media posts!



Messages for your social media posts:

- » [#WorldPrematurityDay2020](#) – Together for babies born too soon – Caring for the future. Take action now *[add partner handles]*
- » Active involvement with long, direct periods of care and the physical and emotional closeness of baby and parents during birth, delivery and hospitalisation can have great benefits on the short- and long-term health of the baby. [#WorldPrematurityDay2020](#) *[add partner handles]*
- » Engage parents from the beginning with good communication, education, participation in care giving, and decision-making. [#WorldPrematurityDay2020](#) *[add partner handles]*
- » Evidence based, high-quality treatment and care provided in a timely, people centred manner and by a well-trained, specialized multidisciplinary team and with safe staffing levels improve health outcomes of hospitalised babies. [#WorldPrematurityDay2020](#) *[add partner handles]*
- » Pain affects the baby's brain development with potentially long-term effects: Avoid discomfort and painful procedures where possible and apply interventions that relieve pain during necessary painful procedures. [#WorldPrematurityDay2020](#) *[add partner handles]*
- » Provide specific training and supportive supervision to advance skills and competencies, including safe use of WASH (Water, Sanitation and Hygiene) and IPC (Infection, prevention and control) facilities. [#WorldPrematurityDay2020](#) *[add partner social media handles]*

Twitter



- Join the Twitter Chat on Friday, 16 November 2020 9 a.m. EST
- Use hashtags **#WPD20chat** and **#WorldPrematurityDay2020**
- **Tweet and re-tweet** leading up to and on World Prematurity Day. You may tweet own messages and pictures or use the messages and pictures provided in the **advocacy message guide** and **this toolkit**
- **Invite others, individuals or organisations** to join the World Prematurity Day Campaign and Twitter Chat



Messages for your tweets:

- » Skin-to-skin contact as early and as continuously as possible has positive and protective effects on the preterm baby's health. #WorldPrematurityDay2020
- » Early breastfeeding and providing mother's own milk have a positive impact on the preterm baby's short- and long-term physiological and neurodevelopmental outcomes. #WorldPrematurityDay2020
- » Engage parents of preterm babies from the beginning with good communication, education, participation in care giving, and decision-making. #WorldPrematurityDay2020
- » Empower fathers to participate in #NurturingCare and be included in the family unit in facilities #WorldPrematurityDay2020
- » Develop and implement programs for financial and social support of families with low social, financial status. #WorldPrematurityDay2020
- » Newborn health is closely linked to numbers of qualified nurses and/or midwives working per shift in a newborn unit. #WorldPrematurityDay2020
- » Each level of newborn care needs to have the necessary staff per shift, equipment, commodities, supplies and diagnostics to ensure safe care for babies born too soon. #WorldPrematurityDay2020
- » Establish clean, functional health centers supporting safe delivery; empower women to demand and access quality health services from clean and safe healthcare facilities. #WorldPrematurityDay2020
- » Adapt international maternal and newborn care standards and make them available in facilities. #WorldPrematurityDay2020

For **all your social media communication**: For maximum visibility and to encourage others to join, always use the hashtag **#WorldPrematurityDay2020**, **AND tag the social media handles of the participating organisations!**



Your website

- Promote World Prematurity Day on your **website**. Add a section to your start page or create a themed sub-page
- For **visuals**, you may use the graphic material provided in the toolkit
- Explain **WHY** you join World Prematurity Day
- Promote **HOW** you join by showing your own contributions and activities

Activity ideas for partners, organisations, institutions and governments

Parent groups and NGOs

- 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
- Organise 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.
- Organise local celebrities to release statements about preterm birth to the media
- Conduct information sessions at health centers or hospitals by parents of preterm children
- Hold public concerts, breakfasts, dinners, sports events, shows, other charity events
- Mount a photo exhibition
- Organize local media support (with testimonials (parents, healthcare professionals from your region))
- 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 or call to actions to government

Health professionals, associations and academic and research training institutes

- Organise workshops and seminars to discuss key issues preventing and caring for preterm birth
- Collaborate with government officials and parent groups 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

Governmental bodies

- 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 Every Woman Every Child platform:
www.everywomaneverychild.org/commitments
- Learn more about Every Newborn effort and global action plan: 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



... and always

Go purple! by wearing purple, lighting your home or office purple, light a purple candle in your window, inviting to a purple meal, or coming up with your own ways to turn the world purple for this day in support of preterm birth awareness. **Share on social media with #WorldPrematurityDay2020**

Hang up a sock-line with 9 (white) baby socks and one smaller (purple) baby sock as a symbol to raise awareness for preterm birth. **Share on social media with #WorldPrematurityDay2020**

Submit a blog to HNN telling your story of transforming care for small and sick newborns: hnnwashington@gmail.com

Share your activity! Don't forget to tell us about your activities by completing the shared [Google Doc here](#) or **send a short message**, ideally with photos of your activity/event to worldprematurityday@efcni.org

Creating respectful World Prematurity Day events

The objective of World Prematurity Day is to send out a positive message of hope and self-confidence. It is of great importance to find a sensitive balance between “celebrating” this day and respecting those parents/families who might wish to stand back from these activities. Also, in case of festivities or any sort of gathering held in a clinical setting, the health conditions of the baby and the medical needs, as well as their personal rights and the emotional turmoil of their parents must be prioritised above all else.

If you should organise an event in a hospital setting, please inform parents well in advance and ensure that they are informed of their right to opt out of any of your planned activities at any time, especially in case the medical situation of their infant has deteriorated or changed and they wish not to engage in the planned activities anymore.



- **CORONA UPDATE:** If you should plan to gather in a hospital setting make sure that safety and hygiene precautions can be met at all times! Neither members of staff nor patients nor patient families should be put at risk by World Prematurity Day activities! If your local infrastructure does not meet distancing requirements and other COVID-19 precautions, opt for digital meetings, webinars, photo flashmobs and the like.
- Create spaces of privacy especially for parents with an infant that is extremely preterm and/or very ill.
- Avoid any kind of bright lighting (e.g., flash photography, fairy lights, etc.) as well as unnecessary additional noise in the NICU.
- Do not decorate the NICU in a way that might be a hindrance for the members of staff to pursue their daily work.
- Respect the infants’ medical needs on the day of the planned activities and ensure that no infant suffers additional stress due to over-handling or over- stimulation during the planned activities. Do not use the infants in the NICU for this occasion (e.g., do not dress them up).

The Media as an Endorser

Even under this year's special circumstances, it is important to let the media participate in your activities and draw their attention to your World Prematurity Day campaign.

Involve press and other media representatives in your campaign and inform them about your plans and activities early on so that your country, region, members, etc. will know about your activities promoting World Prematurity Day.

Also, contact influencers on social media and bloggers. Compile a list of Twitter accounts owned by journalists and send them direct tweets with information about the preterm birth situation, your activities and/or this year's event.

Research on Instagram which accounts deal with topics such as preterm birth or neonatal health; via a direct message or the commentary function you can make them aware of your action and of World Prematurity Day.



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.

Tracking for Results

Let everyone know that you care! It is important to spread the news about your activities and events. Help us showing our unity to give preterm babies their voice! In the past, approximately 100 countries participated in World Prematurity Day via social media. Special events such as parliamentary hearings, exhibitions, flash mobs, healthcare professionals' meetings and more were held in over 80 countries. If you are organising an event, we would love to hear about it. **Please complete the [Google Doc](#) or send your information directly to worldprematurityday@efcni.org.**

Education and Information Resources-

We invite you to use the diverse material provided by the different organisations for World Prematurity Day free of charge. Please note the following for the appropriate use of the material:

- Do not alter the images / graphics
- Do not alter the general layout and design of templates where you can add your individual messages or logos
- Use credit notes for photos, graphic material etc. and don't delete any credit note already inserted on the material
- Use any World Prematurity Day material offered only for raising awareness and for information. Do not use the material for fundraising requests, marketing or sales purposes of products or services

Free resources are available at the following links:

Fact Sheets and Videos:

- [World Prematurity Day Fact sheet](#) and resources from [EFCNI](#)
- Every Premie—SCALE's [Country Profiles](#) on Preterm and Low Birth Weight Prevention and Care for 24 countries
- PCI's USAID-funded Every Premie-SCALE' Family-Led Care program improving the health outcomes for preterm babies around the world, including in Malawi, where mothers are taught the importance of the Kangaroo Mother Care to help ensure their babies' survival. ([Family-Led Care for the Small Newborn](#))

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:

- [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 Preemie—SCALE
- [Family-Led Care model](#) being implemented in Malawi by Every Preemie—SCALE
- [Cochrane Review](#) on midwife-led continuity models versus other models of care for childbearing women (additional related files at [HNN Toolkit](#))
- [EFCNI](#) brochures, factsheets, and posters with the most important information in a nutshell concisely highlight key points and answer the most important questions on the specific topic; position papers developed in close collaboration with renown experts for specific projects, contain recommendations and reflect the current scientific consensus. [All material for free download.](#)

Additional websites for more information:

COVID-19

- [Q&A: Pregnancy, childbirth and COVID-19 \(WHO 2020\)](#)
- [Newborn and Perinatal Health COVID-19 Resources \(HNN 2020\)](#)
- [Q&A, further information and expert interviews \(EFCNI 2020\)](#)
- [Q&A, further information and expert interviews \(GLANCE 2020\)](#)
- [Worldwide “Zero Separation” campaign \(GLANCE 2020\)](#)
- [Worldwide survey among parents on experiences under COVID-19 \(GLANCE 2020\)](#)
- [Hygiene baseline pre-COVID-19 global data snapshot \(WHO UNICEF JMP\)](#)

Standards of Care for inpatient care

- [Standards for improving the quality of care for small and sick newborns in health facilities](#) (WHO, 2020)
- [European Standards of Care for Newborn Health](#), standards in 11 topics of newborn health (EFCNI, 2018)
- [Standards for Improving Quality of Maternal and Newborn Care in Health Facilities](#) (WHO, 2016)

Additional information on preterm birth and maternal / newborn health in different contexts

- [Webinar series on Transforming care for small and sick newborns](#), organized by the WHO and UNICEF, in collaboration with the Network for Improving Quality of Care for Maternal, Newborn and Child Health.
- [Survive and thrive: transforming care for every small and sick newborn](#) (WHO 2019)
- [Information about prevention, preterm birth, follow-up and continuing care](#) (EFCNI)
- [NURTURING CARE FOR SMALL AND SICK NEWBORNS: EVIDENCE REVIEW AND COUNTRY CASE STUDIES](#), (Every Premie-Scale, 2019)
- [Wash in Health Care Facilities](#) (UNICEF Scoping Study in Eastern and Southern Africa, 2019)
- [Data on the situation of \(WASH\) Water, Sanitation and Hygiene in healthcare facilities](#) (JMP 2019)
- [Respectful Maternity Care Charter: The Universal Rights of Women and Newborns](#) (The White Ribbon Alliance)
- [Barriers affecting demand for reproductive, maternal, newborn and child health services in developing countries](#) (Save the Children, 2020)
- [Roadmap to Accelerate Progress for Every Newborn in Humanitarian Settings 2020–2024](#) (Save the Children, WHO, UNHCR, UNICEF, 2020)
- [Every Woman Every Child Global Strategy for Women’s, Children’s and Adolescents’ Health 2016–2030](#)
- [Protect the progress: rise, refocus and recover. 2020 progress report on the Every Woman Every Child Global Strategy for Women’s, Children’s and Adolescents’ Health \(2016–2030\)](#)
- [Newborn Health in Humanitarian Settings Field Guide](#) (Save the Children, UNICEF 2018)

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



Acknowledgements

We would like to warmly thank the World Prematurity Day Coordinating Committee for their great planning efforts and their contributions to the development of the slogan, subthemes, messages and the different material and additional resources. To join next year's World Prematurity Day Coordinating Committee, please contact [World Prematurity Day Coordinating Committee](#)

The World Prematurity Day Coordinating Committee includes the following organisations in alphabetical order: EFCNI, including the EFCNI Parent Advisory Board, GLANCE; Jhpiego; LittleBigSouls; March of Dimes; National Premmie Foundation; Prematuridade; ProjectConcern International (PCI); Save the Children; UNICEF; USAID; White Ribbon Alliance; WHO; World Vision