

World Prematurity Day

November 17, 2019



Social Media Toolkit



About

Every year, 15 million infants are born preterm worldwide. Inequalities in survival rates and outcomes vary widely around the world. Half of the premature babies born at or below 32 weeks in low-income settings don't survive due to a lack of receiving care such as warmth, breastfeeding support, and basic care for infections and breathing difficulties. Although #BornTooSoon, **these newborns aren't too late to receive respectful and dignified care.**

The 15 million premature births are 15 million opportunities to deliver quality, respectful care that gives them the best chance at a healthy life. Their best chance begins when we ensure the mother has access to quality, equitable and dignified care that is consistently given throughout pregnancy and childbirth. When we ensure women are supported throughout pregnancy and childbirth, we set women AND newborns up for a healthy life.

[The Respectful Maternity Care Charter: Universal Rights of Women and Newborns](#) articulates the rights of women and newborns while receiving maternity care within a healthcare facility. Women and newborns' experiences with caregivers can empower and comfort or inflict lasting damage and emotional trauma, particularly when newborns are separated from their families in the first hours of life.

With #RMC4All, we can ensure women and their newborns are set up for a healthy life with the #RespectfulCare they deserve.

Join us on World Prematurity Day, November 17, to speak up and [endorse the Respectful Maternity Care Charter](#) in support of moms and babies. Join us on Facebook, Twitter and Instagram to ignite conversations on #WorldPrematurityDay and every day. Don't forget to tag @WRAGlobal and use #BornTooSoon, #KnowYourRights and #DemandYourRights in your posts.

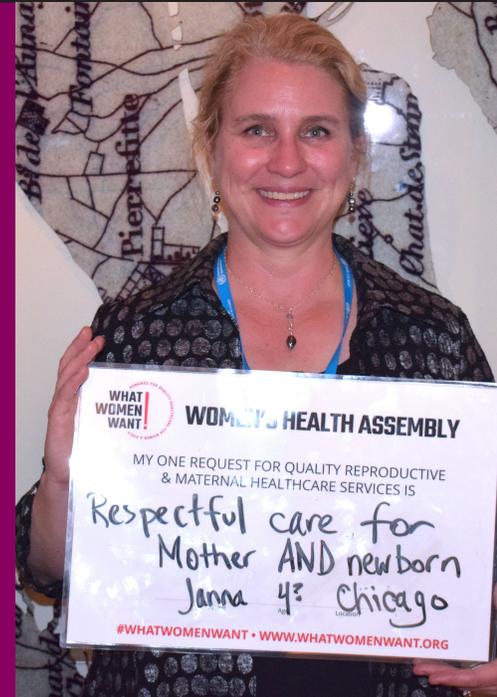
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Handles

- @WRAGlobal White Ribbon Alliance
- @MarchofDimes March of Dimes
- @EFCNIwecare EFCNI
- @PremmFoundation National Premmie Foundation
- @HealthyNewborns Healthy Newborn Network
- @MCSPGlobal USAID-MCSP
- @PMNCH The Partnership for Maternal, Newborn and Child Health

Hashtags

- #BornTooSoon
- #WorldPrematurityDay
- #RMC4All
- #RespectfulCare



Sample Posts

Babies born prematurely are human beings with a right to #RespectfulCare. Join us in supporting #NewbornRights by endorsing the #RMC4All Charter today!

<https://www.whiteribbonalliance.org/rmc-charter-endorsement/>

*Babies born prematurely
have a right to #RespectfulCare*

It's #WorldPrematurityDay! Together, we can ensure babies #BornTooSoon receive the #RespectfulCare they deserve. Join us by endorsing the #RMC4All Charter today!

<https://www.whiteribbonalliance.org/rmc-charter-endorsement/>

Newborns have a right to name, nationality and citizenship. Birth certificates must be provided to all newborns, #BornTooSoon or right on time. #WorldPrematurityDay

"Prematurity is not a death sentence"

Every year, 15 million babies are #BornTooSoon. Prematurity is not a death sentence, together we can bring awareness to the critical needs of mothers and newborns while ensuring they receive #RespectfulCare #WorldPrematurityDay

Premature births are largely preventable. We need bold, courageous multi-sector collaboration that challenges current standards of care to reduce the number of newborns #BornTooSoon. Together, with the support of diverse sectors, **one day we won't need #WorldPrematurityDay.**

Sample Graphics

IT'S NEVER TOO
SOON FOR
RESPECTFUL
CARE



#BornTooSoon

#WorldPrematurityDay

IT'S NEVER TOO
SOON FOR
RESPECTFUL CARE

#WORLDPREMATURITYDAY



IT'S NEVER TOO
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CARE

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