

Born Too Soon: Providing the right care, at the right time, in the right place.

World Prematurity Day 2019 Social Media Messages

This toolkit provides key information to use in your social media around World Prematurity Day 2019. It includes key online platforms, handles and hashtags to use, key weblinks and examples messages to use or adapt. We encourage you to visit the **World Prematurity Day Facebook page and share resources on Twitter, LinkedIn and Instagram**. Feel free to post in English or in your own language. Access the full advocacy toolkit and more information at: bit.ly/HNN-WPD2019

2019 Theme

They refer to this year's motto: ***Born Too Soon: Providing the right care at the right time, in the right place***. The three sub-themes are: *Ensure High Quality Care for Every Baby Everywhere; Nurturing Care for the Best Start in Life, and Empower Women and Adolescent Girls to Deciding for their Health*. Access the bit.ly/HNN-WPD2019 for additional ideas.

Handles/Hashtags

#WorldPrematurityDay #BornTooSoon #Health4All #PretermBirth #NurturingCare #EveryNewborn #EveryChildAlive #RMC

Twitter Handles:

Global partners: @WHO @UNICEF @HealthyNewborns @PMNCH @WPDEFCNI @EFCNI @MarchofDimes @SavetheChildren @USAIDGH @every_newborn @GlobalGoalsUN @WRAGlobal @PCIGlobal

Weblinks

Main weblinks:

- World Prematurity Day Facebook page: [po.st/8Alv7b](https://www.facebook.com/WorldPrematurityDay)
- HNN World Prematurity Day resource page: bit.ly/HNN-WPD2019

Sub-theme: *Ensure High Quality Care for Every Baby Everywhere*

- Survive and Thrive: Transforming care for every small and sick newborn report: bit.ly/care4everynewborn
- Child Mortality report: www.childmortality.org
- Midwifery-led care: www.evidentlycochrane.net/midwife-led-continuity-of-care/
- The Roadmap to Accelerate Progress for Every Newborn in Humanitarian Settings: bit.ly/NewbornHumanitarianRoadmap

Sub-theme: *Nurturing Care for the Best Start in Life*

- Nurturing Care for Early Childhood Development: bit.ly/2Pwlhzx
- Nurturing Care for Small and Sick Newborns: Evidence review and country case studies: bit.ly/2Vxgr9r

Sub-theme: *Empower Women and Adolescent Girls to Deciding for their Health*

- Respectful Maternity Care Charter: Universal Rights of Women and Newborns: bit.ly/RMC-Charter2019
- www.whiteribbonalliance.org/rmcresources/

Main Messages

- #BornTooSoon - Providing the right care at the right time and in the right place. Take action on #WorldPrematurityDay 2019 bit.ly/HNN-WPD2019 [add partner handles]
- Nov 17 is #WorldPrematurityDay – #DYK 15 million babies are born prematurely every year? Share your #BornTooSoon story: po.st/8Alv7b
- Do you have a personal experience with #PretermBirth? Help us mark #WorldPrematurityDay by sharing your story: po.st/8Alv7b

Sample Messages by Sub-Themes

Ensure High Quality Care for Every Baby Everywhere

- >1 million deaths per year from #PretermBirth - the leading cause of under-5 child death worldwide #WorldPrematurityDay Take action bit.ly/HNN-WPD2019
- We could prevent 86% of newborn deaths due to prematurity if known solutions reached #EveryNewborn #WorldPrematurityDay bit.ly/care4everynewborn
- 140 million birth per year – 2.5 million neonatal death annually. Ensure high quality care for every baby everywhere #WorldPrematurityDay
- 47% of all under-five #child deaths happen during the first 28 days of life. #PretermBirth complication is the leading cause. #WorldPrematurityDay #BornTooSoon #EveryChildAlive
- The most vulnerable babies are those in marginalized groups, rural areas, urban slum environments and humanitarian settings. Girls are more vulnerable in South Asia #WorldPrematurityDay #BornTooSoon #Health4all
- Midwife-led continuity of care reduces preterm birth by 24%. #WorldPrematurityDay #BornTooSoon #MidwivesMatter <https://www.evidentlycochrane.net/midwife-led-continuity-of-care/>
- Invest in care for women and newborns in humanitarian and fragile settings bit.ly/NewbornHumanitarianRoadmap #WorldPrematurityDay #BornTooSoon
- More innovative service-delivery approaches & cost-effective health-care technologies will save lives #WorldPrematurityDay #BornTooSoon
- Engage communities around adherence of quality service and access to care, especially amongst the most vulnerable populations #WorldPrematurityDay #BornTooSoon

Provide Nurturing Care for the Best Start in Life

- #NurturingCare ensures the best start in life & will help babies survive & thrive #BornTooSoon #WorldPrematurityDay
- The #NurturingCare Framework presents evidence and actions needed to promote child survival and development. Learn more on #WorldPrematurityDay at www.who.int/maternal_child_adolescent/child/nurturing-care-framework/en/
- Zero separation maintains infant-parent unity and protects the family bond #WorldPrematurityDay #NurturingCare
- #NurturingCare: Simple, cost-effective ways to promote developmentally supportive care: gentle touch, skin-to-skin care, #kangaroocare, early #breastfeeding, age-appropriate stimulation and interaction, protection from noise and bright light, or nesting #WorldPrematurityDay
- Partnership between health providers and parents is necessary to provide #NurturingCare, and improves outcomes for babies #WorldPrematurityDay
- Empower fathers to participate in #NurturingCare and be included in the family unit in facilities #WorldPrematurityDay
- Ensure communication between health providers and families on preterm babies' special needs, and provide physical and emotional support to the family #WorldPrematurityDay

Empower Women and Adolescent Girls to Deciding for their Health

- Women and adolescent girls have the right to decide whether, when and with whom they want to have children #WorldPrematurityDay #Health4all #RMC
- #Health4all: Respectful care before, during and after #pregnancy should become a standard #WorldPrematurityDay #RMC
- Give all #women and adolescent #girls information and access to care, including family planning and knowledge around risk factors #WorldPrematurityDay #Health4all
- Implement high quality, equitable healthcare to #women and #girls, including #midwife-led continuity of care, and nutrition throughout their life-course, irrespective of their pregnancy intentions #WorldPrematurityDay #Health4all
- #Women have the right to access quality care for #preterm babies #WorldPrematurityDay #Health4all #RMC
- #genderinequalities still impact the ability of #women and #girls to achieve good health outcomes and realize their human rights and full potential #WorldPrematurityDay #RMC

Photo tiles

To obtain the original graphic, please click on the respective photo



https://www.healthynewbornnetwork.org/hnn-content/uploads/2019_WPD_socialmedia_born_too_soon.jpg



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