The Alabama Department of Public Health and The March of Dimes Prematurity Summit

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Montgomery, Alabama
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March of Dimes
National Perspective: Prematurity Prevention

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Judy Lilley

• Financial Disclosure
  – No relevant financial relationships with any commercial interests

Founding Principles - 1938

• Bringing science into service for people
• Building public trust
• Gathering the power of volunteers

Our Story

• For more than 75 years, the March of Dimes has been helping families
• We successfully overcame the threat of polio and one day, every family will know the joy of a healthy baby
Mission Statement: To improve the health of babies by preventing birth defects, premature birth and infant mortality.

Our Accomplishments
- Polio
- Nobel Prize
- Surfactant
- Folic Acid
- Legislation
- Newborn Screening
- Prematurity
- Global Impact

March of Dimes Chapters
- 48 chapters
- 1,400 staff
- Endless volunteers

Volunteers and staff together identify needs, set priorities and select local grantees.

Why Focus on Prematurity
- Scope of the Problem – 450,000 babies born too soon each year in the U.S.
- Severity of the Problem – It’s a leading cause of newborn death, cerebral palsy, learning disabilities, hearing loss and blindness
- U.S. Ranking – The United States has the highest premature birth rate of any industrialized country

Prematurity Campaign Launch
January 2003

Why Focus on Prematurity
- Cost of the Problem – Employers pay $12 billion annually in excess health care costs for premature babies, and the U.S. spends $26 billion total. Premature babies cost 12 times as much as a healthy baby.
Prematurity Campaign Partners

- American Congress of Gynecologists (ACOG)
- American Academy of Pediatrics (AAP)
- Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN)
- Association of Maternal & Child Health Programs (AMCHP)
- Association of State and Territorial Health Officials (ASTHO) Center (ASTHO)
- The National Association of County and City Health Officials (NACCHO)

Preterm Birth is Costly

Annual Societal Economic Costs Associated with Preterm Birth, U.S. 2005

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lost Household and Labor Market Productivity</td>
<td>$61.7 billion (22%)</td>
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<tr>
<td>Maternal Delivery</td>
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Total Costs = $26.2 billion annually

Immediate Short Term Medical Care for Preterm Infants: $16.9 billion (65%)


- 1970-1980: Rates remained in steady 9% or below.
- 1980-1990: Rates started to climb from 9% to over 10%.
- 1990-2000: Rates continued to climb to nearly 12%.
- 2000-2013: Rates peaked at nearly 13%.

Prematurity Awareness Month

- November 6: Issue Premature Birth Report Cards
- November 1 – 30:
  - Awareness campaigns
  - Social media (Twitter, Facebook)
  - Public relations outreach
  - Print ads
  - Billboard
  - Emails
  - Collaborate with global organizations and parent groups
- November 17: World Prematurity Day

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Elimination of Non-medically Indicated (Elective) Deliveries Prior to 39 Weeks

Outcomes and Lessons Learned

- A total of 29,030 scheduled singletons at 34 weeks of gestation or higher were delivered in the participating hospitals between January 2011 and December 2011
- The rate of elective early term deliveries fell significantly from 27.8 to 4.8% (83% decline)
- Multistate, hospital-based quality improvement programs can be remarkably effective at reducing early elective deliveries of babies
- Best practices model for other hospitals
March of Dimes 39 + Weeks QI service package

• Developed based on lessons learned from the Big 5 Hospital Network
• Complements the Toolkit and supports hospitals in implementing a 39 + weeks QI initiative

March of Dimes 39 + Weeks QI service package

• 15-month project that includes:
  – Secure web-based data portal called the Perinatal Quality Improvement portal (PQIp)
  – Webinars focused on implementation guidance
  – Access to experts
  – Grand Rounds
  – Discount on consumer education materials

ASTHO Challenge

• March of Dimes forms new partnership with State Health Departments through challenge from Dr. Howse
  – In the ASTHO Challenge, Dr. Howse asked State ASTHO officials to agree to partner with MOD to reduce the rate of Prematurity to 11.2% by 2014
  – This represented a minimum 8% reduction

Prematurity Report State Activity

Alabama

• Reducing infant mortality is a priority for Alabama. Strategies, programs, policies, and specific initiatives to address the many factors that contribute to infant mortality are ongoing within the state. Factors that are believed to have contributed to the decrease in the infant mortality are as follows:
  • Efforts to reduce elective early term deliveries prior to 39 weeks without a medical indication
  • Increased levels of prenatal care and

Prematurity Report State Activity

• Better family planning with the utilization of long acting reversible contraceptives.” The infant mortality rate for births with less than a two-year interval was 11.4 per 1,000 live births versus a rate of 6.8 for births of a two-year or greater interval between births.

• Also, Alabama actively participates in the CoIN initiative that was launched July 2012. A CoIN director was appointed to coordinator the efforts within the state and nationally. A state team was created for each of the five strategies (Early Elective Deliveries, Interconception Care, Perinatal Regionalization, Safe Sleep, and Smoking Cessation). Therefore, we continue to work on all five strategies.
Consumer Awareness
• 39+ Weeks PSA
• Consumer Ed Materials
• Promotional Items
• Strong Start
• Co-branding Opportunities

Healthy Babies are Worth the Wait: Consumer Education

- The Gestational Age Women Considered it Safe to Deliver

“Babies aren’t fully developed until at least 39 weeks in the womb. If your pregnancy is healthy, wait for labor to begin on its own.”

Campaign Components

- Educational materials
- Advertising, marketing, publicity
  - TV and print ads
  - State Health Department co-branding
  - Transit / Outdoor digital billboards
  - Banner ads
  - Mobile app – Cinemama

TV PSA Time Lapse Pregnancy

www.marchofdimes.com/39weeks
HBWW™ Birth Day Print PSA

Digital Billboard

Educational Materials

Brain Development Material

Why the Last Weeks of Pregnancy Count
Healthy Babies Are Worth the Wait Community Program

- March of Dimes community program aimed at reducing preterm birth
- Partnership among key entities: March of Dimes chapter, health department, clinic/hospital, and the community
- Includes these critical elements: clinical & public health interventions, provider & patient education, and community awareness
- Efforts are focused on results and include process and pregnancy outcome measures

But We Still Have More Work...

Preterm Birth Rates by Gestational Age

Prematurity Research Centers

- Brilliant Minds
- Team Science
- A Great Endeavor
- The Time is Right

Our Future is Bright

- "We are recruiting investigators not heretofore in this field. We have engineers and computer scientists applying the latest technologies, like imaging and bioinformatics, working with academic obstetricians and pediatricians to discover the causes of preterm birth."

- Dr. Joe Leigh Simpson
  Sr. Vice President, Research & Global Programs, March of Dimes
Preterm Birth Prevention is Working

- Eliminate EEDs before 39 weeks
- Progesterone Therapy
- Reform ART Practices
- 100% Access to “Maternity” Care
- Eliminate Material Smoking