

March of Dimes National Perspective: Prematurity Prevention

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Regional Director of Communication
March of Dimes Foundation**

**AL Prematurity Awareness Summit
November 15, 2014**



Judy Lilley

Financial Disclosure

- No relevant financial relationships with any commercial interests.



about the
march of dimes

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.



march of dimes



Community

Our programs help moms-to-be have full-term pregnancies and healthy babies.



Advocacy

We advocate to help moms and babies get care and services to improve their health.



Research

We research the serious problems that threaten our babies and work on preventing them.



Education

Our websites provide the latest pregnancy health information in English and Spanish.



Support

We offer information and comfort to families with a newborn in intensive care.

Mission Statement: To improve the health of babies by preventing birth defects, premature birth and infant mortality.

our accomplishments



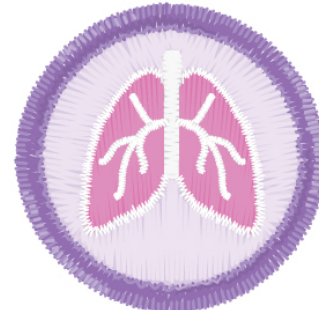
Polio



Nobel
Prize



Support



Surfactant



Folic Acid



Double Helix



Legislation



Newborn
Screening

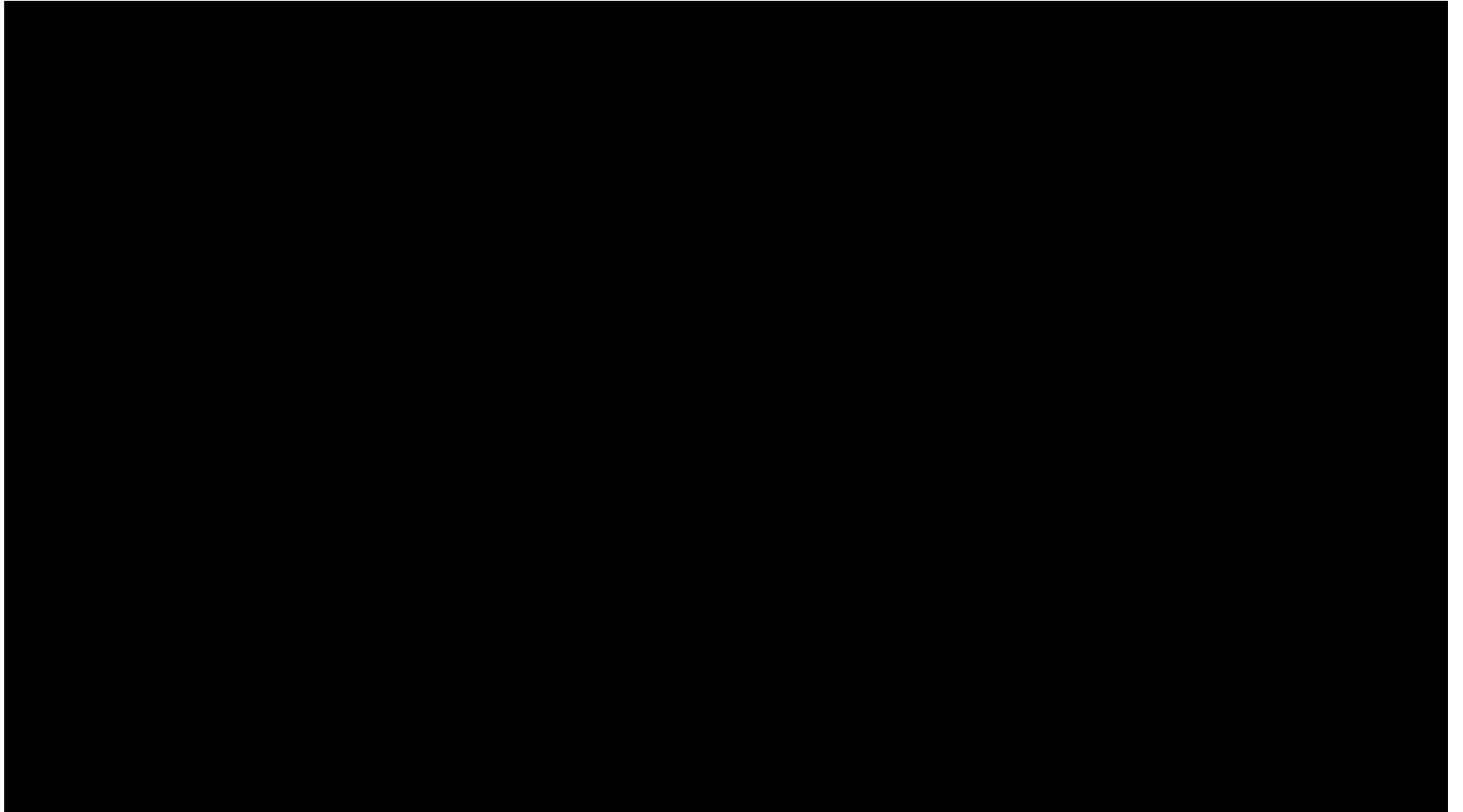


Prematurity



Global Impact

our impact



march of dimes chapters

- 48 chapters
- 1,400 staff
- Endless volunteers



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.
- **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 launch

january 2003



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, US 2005

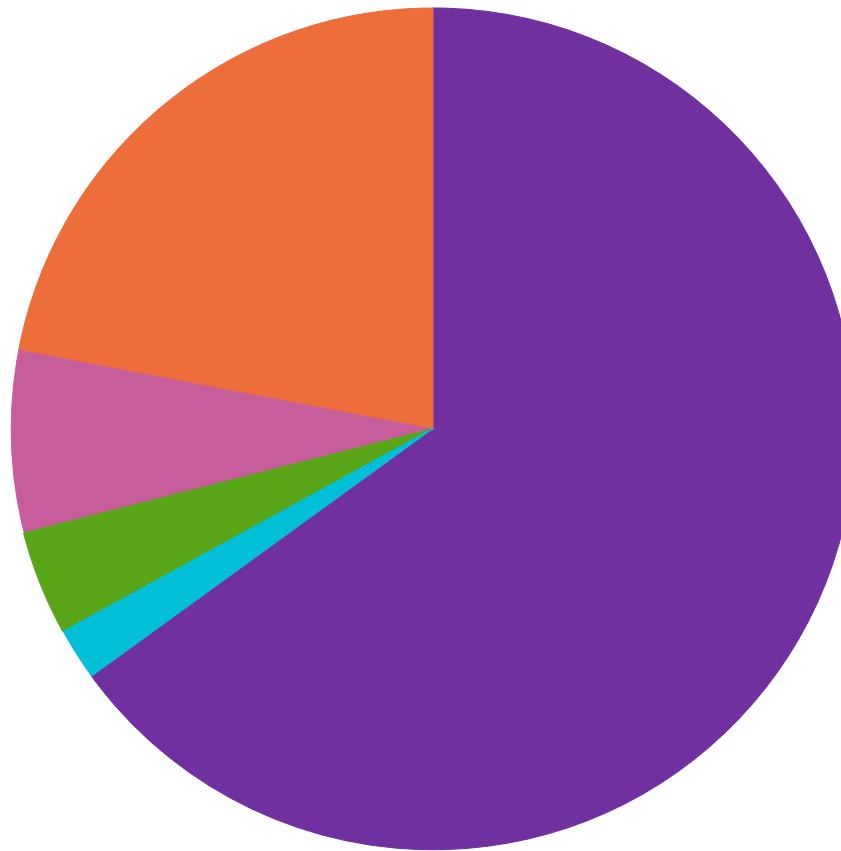
Total Costs = \$26.2 billion annually

**Lost Household and
Labor Market
Productivity**
\$5.7 billion (22%)

Maternal Delivery
\$1.9 billion (7%)

Special Education
\$1.1 billion (4%)

Early Intervention
\$611 million (2%)



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

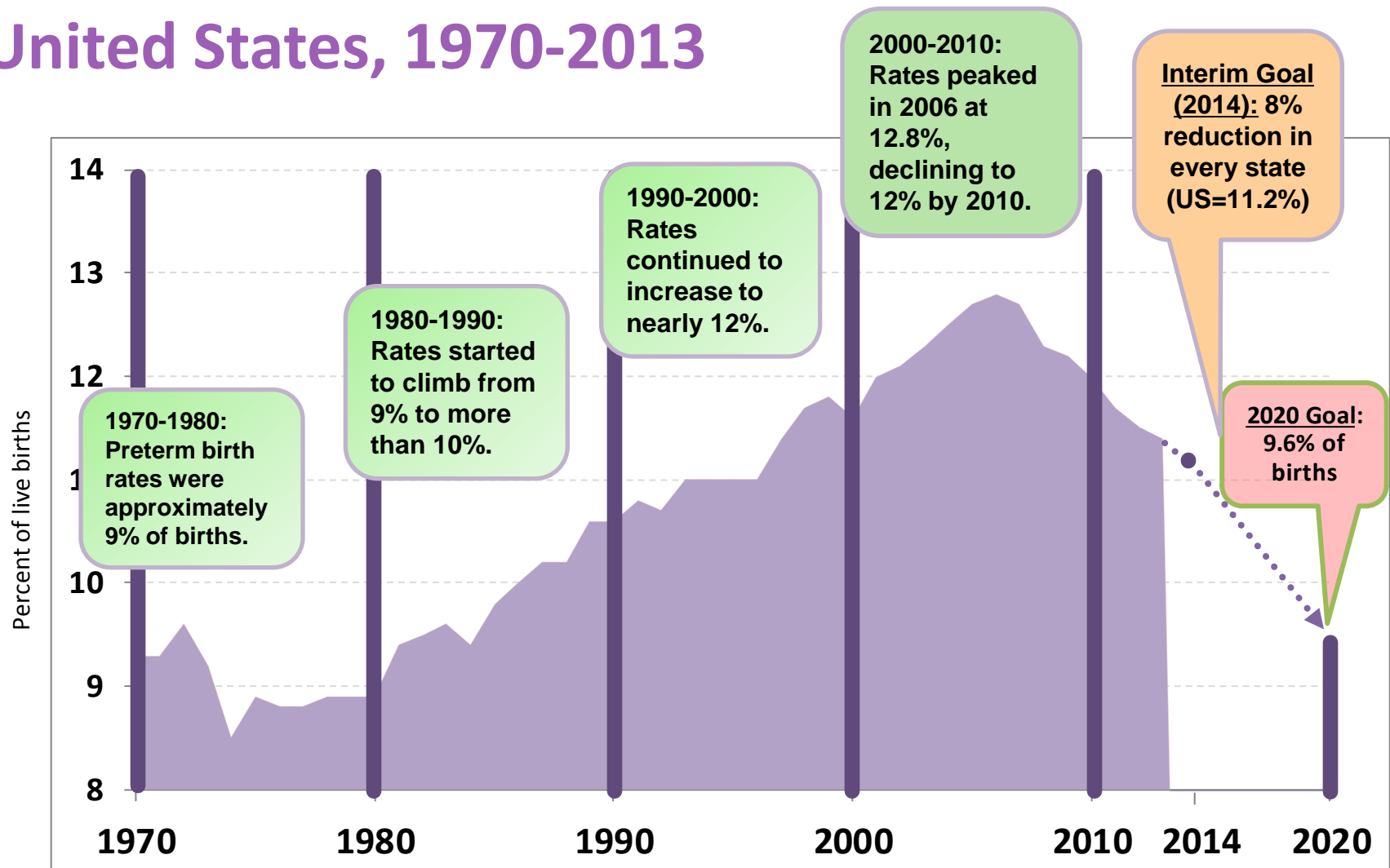
Preterm is less than 37 completed weeks gestation.

Source: Institute of Medicine, 2007. Preterm Birth: Causes, Consequences, and Prevention. National Academy Press, Washington, D.C. Published and unpublished analyses

Prepared by the March of Dimes Perinatal Data Center, 2007.

preterm birth

United States, 1970-2013



Preterm is less than 37 completed weeks gestation. Beginning in 1981, weeks of gestation have been imputed for records with missing day of last menstrual period (LMP) when there is a valid month and year. Reporting areas before 1985 vary, and rates are based on a sample of births; therefore, differences between years should be interpreted with caution.

Source: National Center for Health Statistics, final natality 1970-2012, preliminary data 2013.

Prepared by March of Dimes Perinatal Data Center, May 2014.

prematurity awareness month

November

- **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**

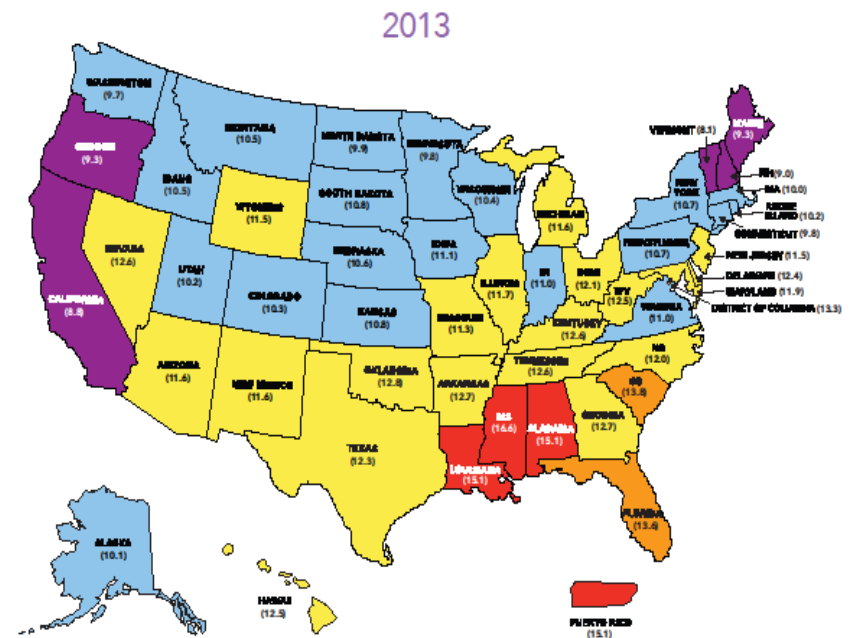
xfinity.

the future of awesome



1-800-XFINITY
comcast.com

march  of dimes



 A
 B
 C
 D
 E



39+ Weeks QI Service Package

- Grand Rounds
- March of Dimes Data Portal
- Webinars
- Educational Materials
- Access to Experts
- Hospital Recognition

State Health Dept. Collaboration

- 8% ASTHO Challenge – signing on “pledge”
- Partnering on prevention programs
- Co-branding consumer education and awareness



HBWW Community Programs

5 Ps...

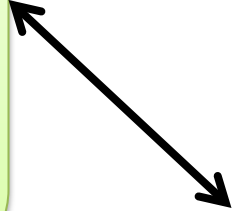
- Partnerships
- Provider Initiatives
- Patient Support
- Public Engagement
- Progress Measurement

Consumer Awareness

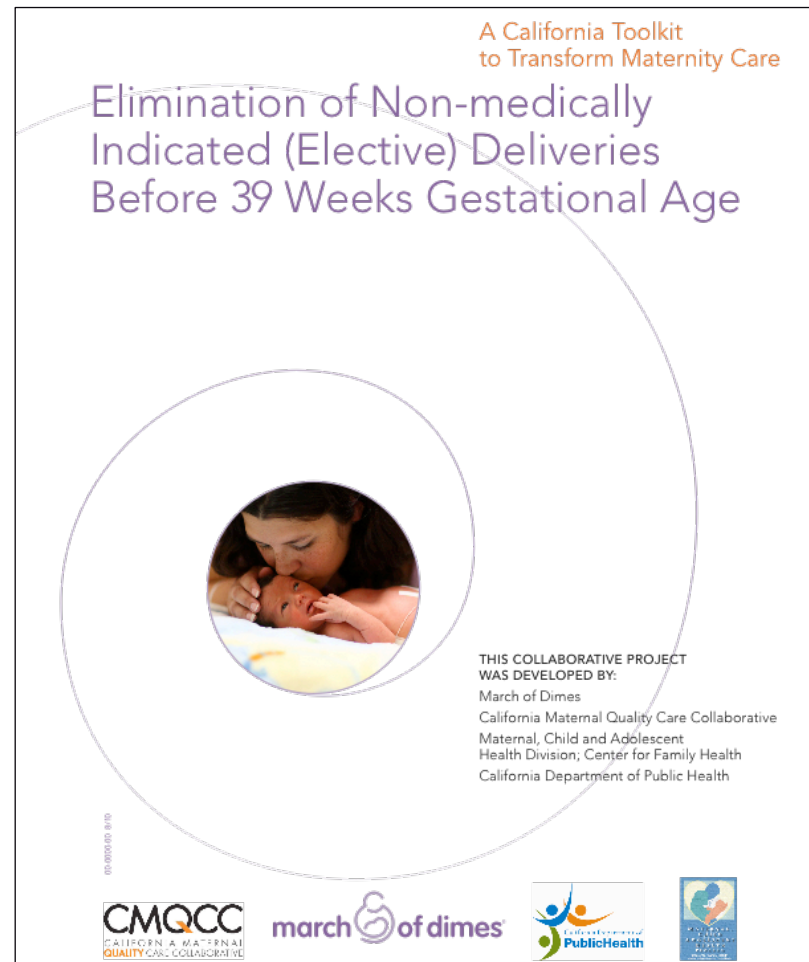
- 39+ Weeks PSA
- Consumer Ed Materials
- Promotional Items
- Strong Start
- Co-branding Opportunities

39+ Weeks QI Service Package

- Grand Rounds
- March of Dimes Data Portal
- Webinars
- Educational Materials
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- Hospital Recognition



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



big 5 states – data by states

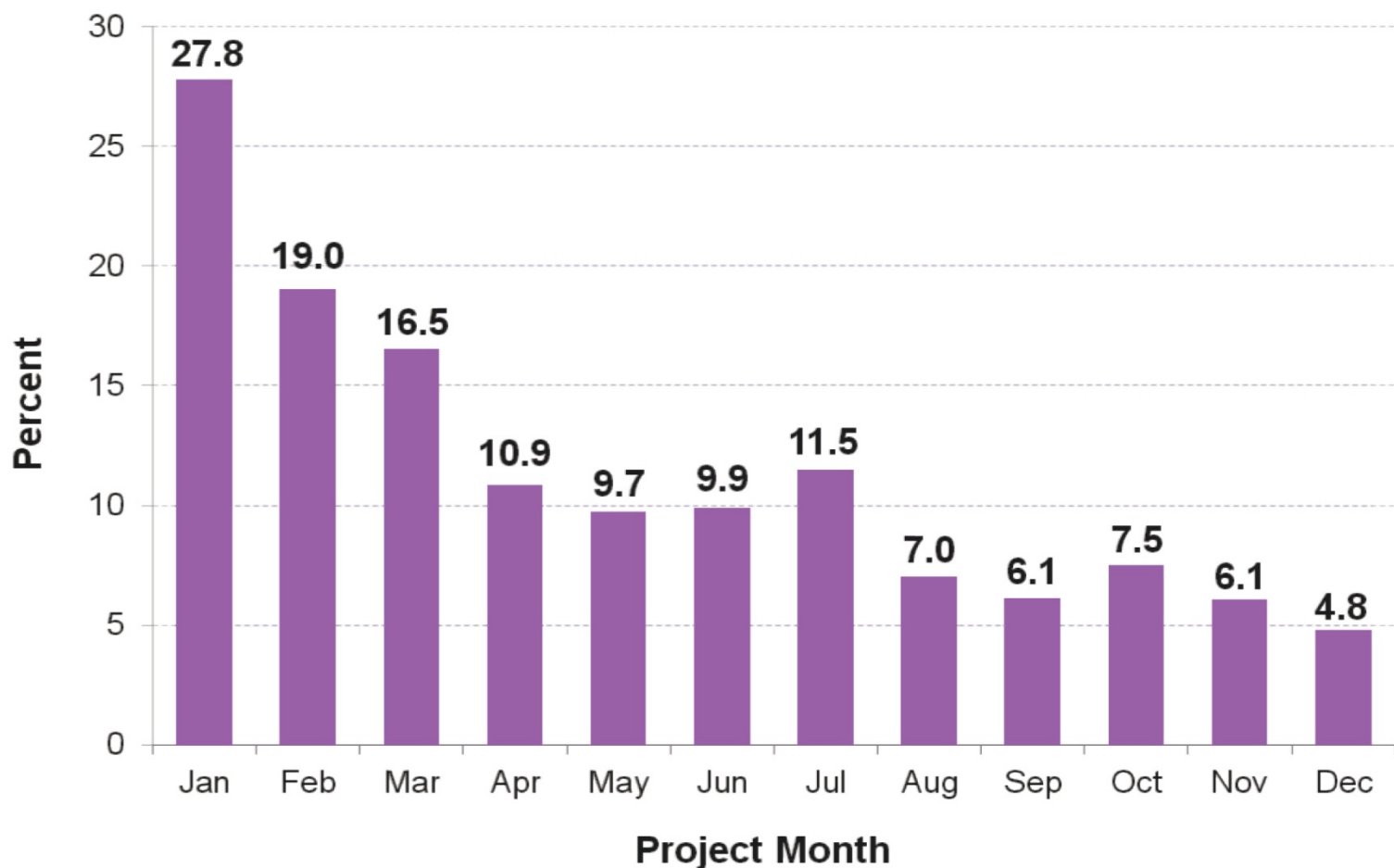
	Birthing Hospitals	Births	Preterm Births	C-Sections
California	~300	510,198	50,355 9.9%	168,417 33.0%
Texas	220	386,118	50,696	135,599
New York	138	244,375	28,124 11.5%	84,377 34.7%
Florida	119	214,590	28,551	81,046
Illinois	122	165,200	20,052 12.2%	51,435 31.2%
Source: National Center for Health Statistics, 2010 final natality data				

A Multistate Quality Improvement Program to Decrease Elective Deliveries Before 39 Weeks of Gestation

Bryan T. Oshiro, MD, Leslie Kowalewski, BS, William Sappenfield, MD, MPH, Caroline C. Alter, MS, Vani R. Bettegowda, MHS, Rebecca Russell, MSPH, John Curran, MD, Lori Reeves, MPH, Maribyn Kacica, MD, MPH, Nelson Andino, MPA, Peyton Mason-Martí, MPH, Dennis Crouse, MD, PhD, Susan Knight, MA, Karen Littlejohn, MMHS, Sharyn Malatok, MPA, Donald J. Dudley, MD, and Scott D. Berns, MD, MPH

- Published in the April 8 online edition of *Obstetrics & Gynecology* Vol. 121, No. 5, May 2013.

Early Elective Deliveries Decrease



Scheduled singleton early term (37-38 completed weeks gestation) non-medically indicated inductions and cesarean deliveries fell 83 percent during a one-year quality improvement program in 25 hospitals in CA, FL, IL, NY, & TX in 2011, funded in part by the March of Dimes. Source: Oshiro BT et al. A Multistate Quality Improvement Program to Decrease Elective Deliveries Before 39 Weeks of Gestation. *Obstet Gynecol*, May 2013.

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

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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
- 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

State Health Dept. Collaboration

- 8% ASTHO Challenge – signing on “pledge”
- Partnering on prevention programs
- Co-branding consumer education and awareness



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
- 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 6.9 for births of a two-year or greater interval between births.
- Also, Alabama actively participates in the CoIIN initiative that was launched July 2012. A CoIIN 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.

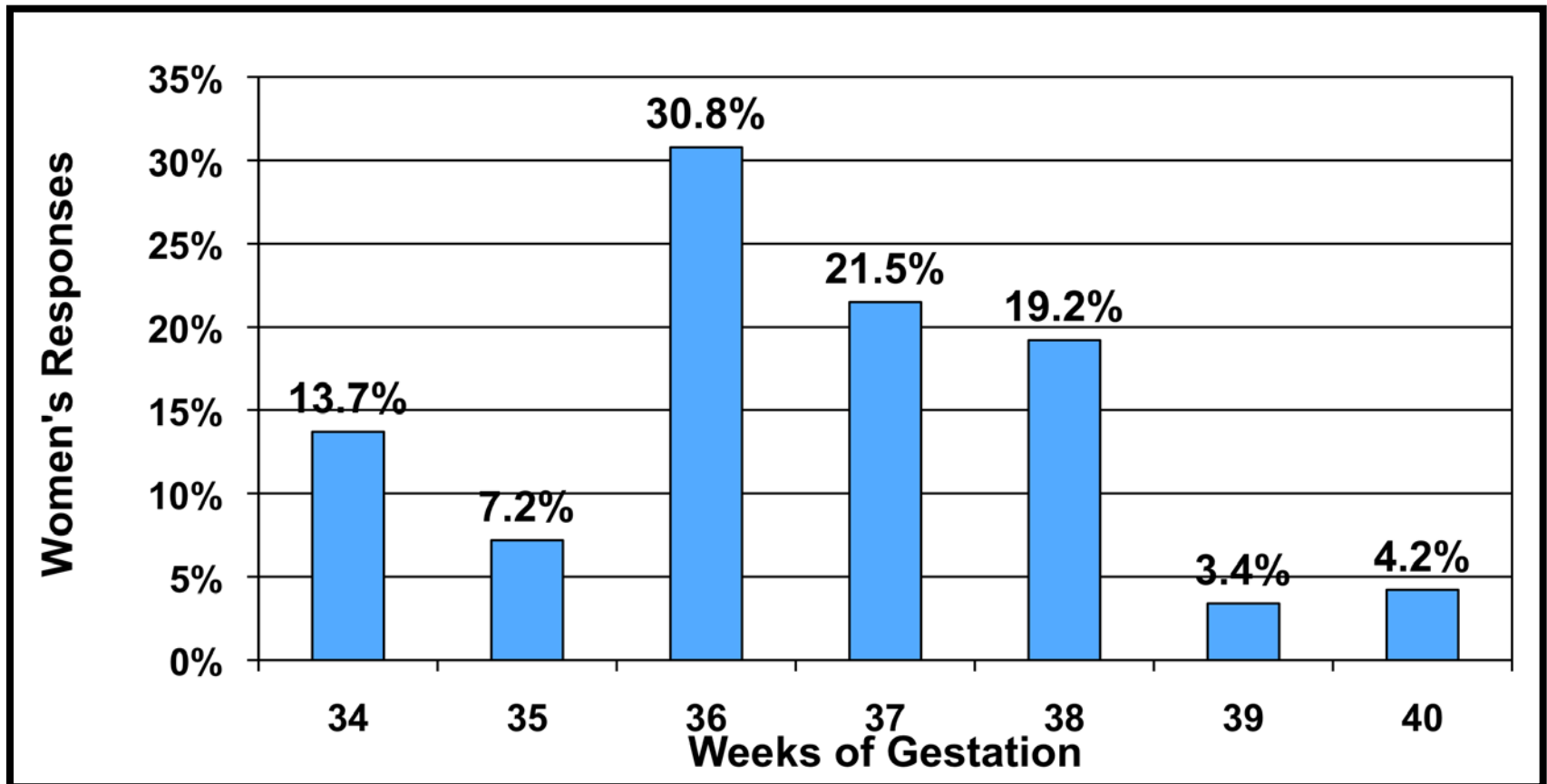


Consumer Awareness

- 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



Consumer Messages

I'm READY to have this baby! What's the big deal?
Babies need at least 39 weeks to grow before they are born.

Sometimes inductions are medically necessary. But many births are being scheduled early for non-medical reasons.

In the last 2 decades, the number of inductions has **MORE THAN DOUBLED**.

If you and your baby are healthy, wait for labor to begin on its own. Here's why...

Your due date may NOT be exactly right!
It could be off by as much as 2 weeks.

Babies aren't fully developed until 39 completed weeks of pregnancy.

- ✓ brain
- ✓ lungs
- ✓ liver

At 35 weeks, baby's brain weighs just **two-thirds** of what it does at 39 weeks.

Babies born even a FEW WEEKS early can have serious health problems.
They may need help breathing, feeding and keeping warm and can have serious problems that require care in a NICU.

Induction of labor may cause PROBLEMS.

- ✓ stronger, more painful contractions
- ✓ infection in mom or baby
- ✓ changes in baby's heart rate
- ✓ uterine rupture, in rare cases

Inducing your labor may not work. It can **DOUBLE** your chance of needing a c-section.

C-section after labor starts not on time: 12%

C-section after induction: 24%

A c-section is MAJOR SURGERY.
It takes 4 to 6 weeks to fully recover.

Talk to your health care provider. Be INFORMED. Ask questions.

For more information, go to: marchofdimes.com/39weeks

march of dimes
A Division of the Red Cross

*"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
- Social media outreach
 - Twitter hashtag and chats
 - Facebook
- Search engine marketing
- OB/GYN offices
 - Message on monitors in 2,500 waiting rooms

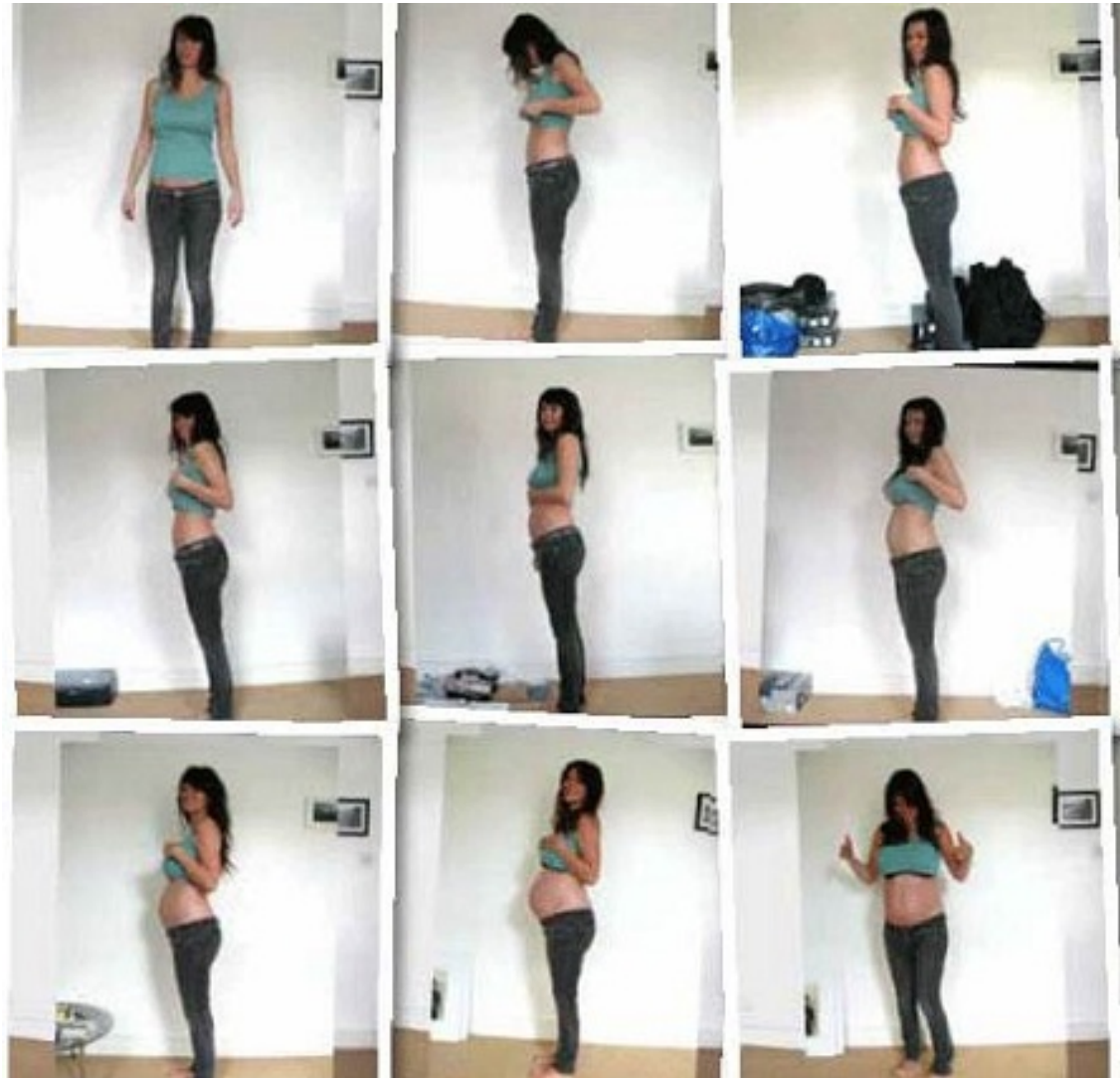


say cheese

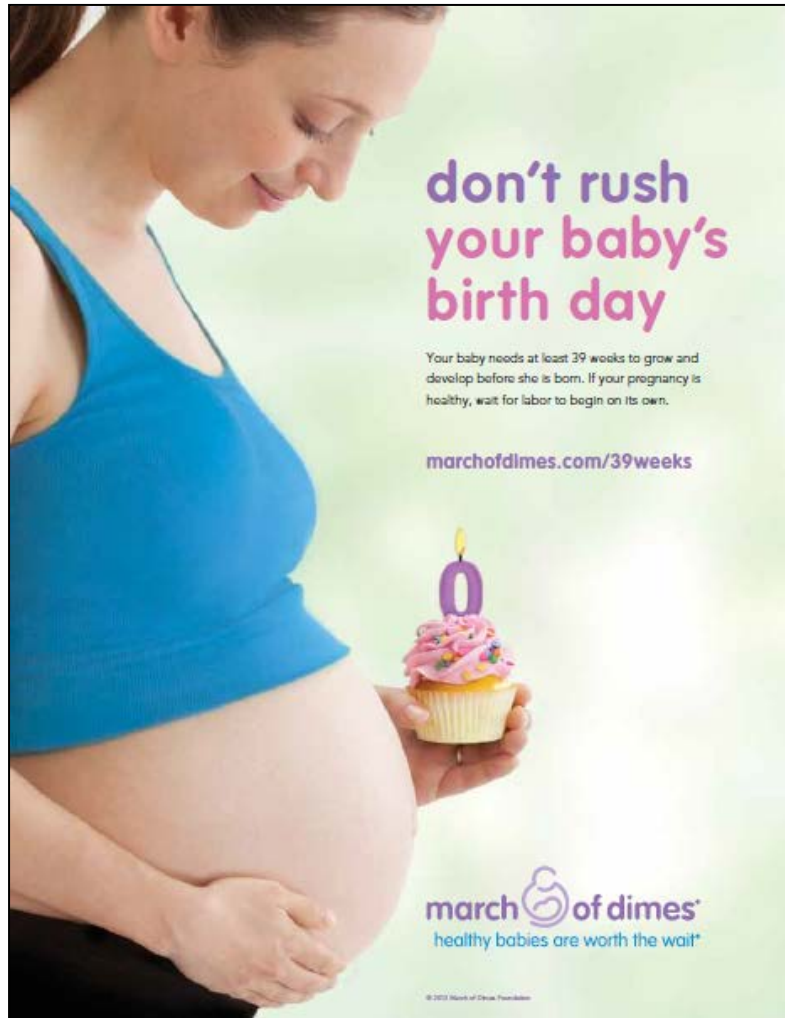
Line up your daily photo with the simple belly grid. CineMama even helps with tools to edit new and existing photos.

TV PSA time lapse pregnancy

www.marchofdimes.com/39weeks



HBWW™ birth day print PSA



digital billboard



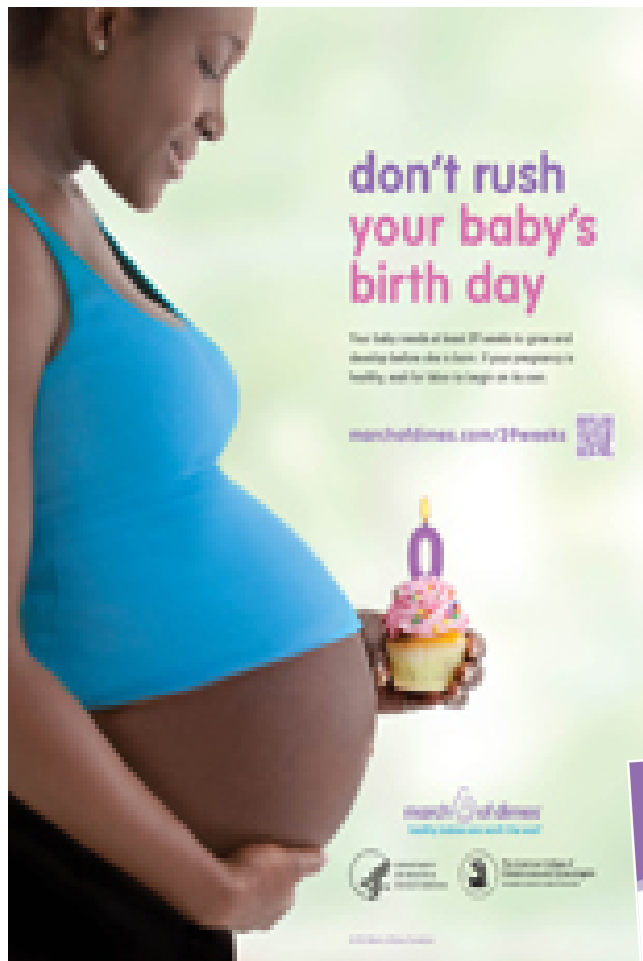
don't rush your
baby's birth day

don't rush your
baby's birth day

marchofdimes.com/39weeks

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healthy babies are worth the wait®

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twitter.com/modhealthtalk



EDUCATIONAL MATERIALS

brain development material

provider card

If your pregnancy is healthy, it's best to stay pregnant for at least 39 weeks.

A baby's brain at 35 weeks weighs only two-thirds of what it will weigh at 39 to 40 weeks.



35 weeks 39 to 40 weeks

your baby's
or balance,
il functioning.
r baby's brain

ring and
than babies

y to have
an't coordinate
ing as well as

ave breathing
when a baby

y to die of
SIDS). SIDS is
unexpectedly,

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To order our catalog or multiple copies of our materials, call 1-800-347-4430 or visit marchofdimes.com/catalog.
English: #37-2229-07 Late-preterm Brain Development Card, 5/12
Spanish: #37-2235-08 Tarjeta del desarrollo cerebral - prematuro: así a término

March of Dimes materials are for informational purposes only and are not to be used as medical advice. Always seek medical advice from your health care provider. Our materials reflect current scientific recommendations at time of publication. Check marchofdimes.com for updated information. Modeled after a fetal brain card developed by the Healthy Babies Are Worth the Wait® Partnership.

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consumer flyer

If your pregnancy is healthy, it's best to stay pregnant for at least 39 weeks.

Lots of important things are happening to your baby in the last few weeks of pregnancy:

- 1 Important organs, like your baby's brain, lungs and liver, are still developing and growing.
- 2 Your baby's eyes and ears are still developing, too. Babies born too early are more likely to have vision and hearing problems later in life.
- 3 Your baby is still learning to suck and swallow. Babies born early sometimes can't do these things.

39 weeks gives babies all the time they need to grow before they're born. Talk to your provider about things you can do to help you and your baby get to at least 39 weeks. Births scheduled before 39 weeks should only be for medical reasons. If your pregnancy is healthy, wait for labor to begin on its own.



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healthy babies are worth the wait®
marchofdimes.com

For our catalog or multiple copies of our materials, call (800) 347-4430 or visit marchofdimes.com/catalog.
1-877-2022-10 Late Preterm Brain Development Flyer, 4/12
1-877-2022-10 Folleto del desarrollo cerebral prematuro así a término

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March of Dimes Foundation

DEPARTMENT OF HEALTH & HUMAN SERVICES

The American College of Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PARTNERSHIP

why the last weeks of pregnancy count



Your baby needs time

- Important things are happening to your baby in the last weeks of pregnancy. His brain and lungs are still growing.
- If your pregnancy is healthy, and you're planning to schedule your baby's birth, wait until at least 39 weeks. This gives your baby all the time he needs to grow.
- Babies born too early may have more health problems at birth and later in life than babies born full term.

About the March of Dimes

The March of Dimes helps moms have healthy pregnancies and healthy babies. Visit marchofdimes.com or nacersano.org for the latest information and resources.



To order our catalog or multiple copies of our materials, call 1-800-367-6436, #37-3269-07 Why the Last Weeks of Pregnancy Count 10/08

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Why the Last Weeks of Pregnancy Count



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health education center™

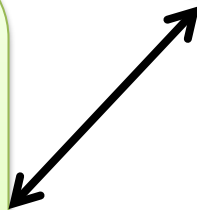
marchofdimes.com



HBWW Community Programs

5 Ps...

- Partnerships
- Provider Initiatives
- Patient Support
- Public Engagement
- Progress Measurement



Healthy Babies Are Worth the Wait community program

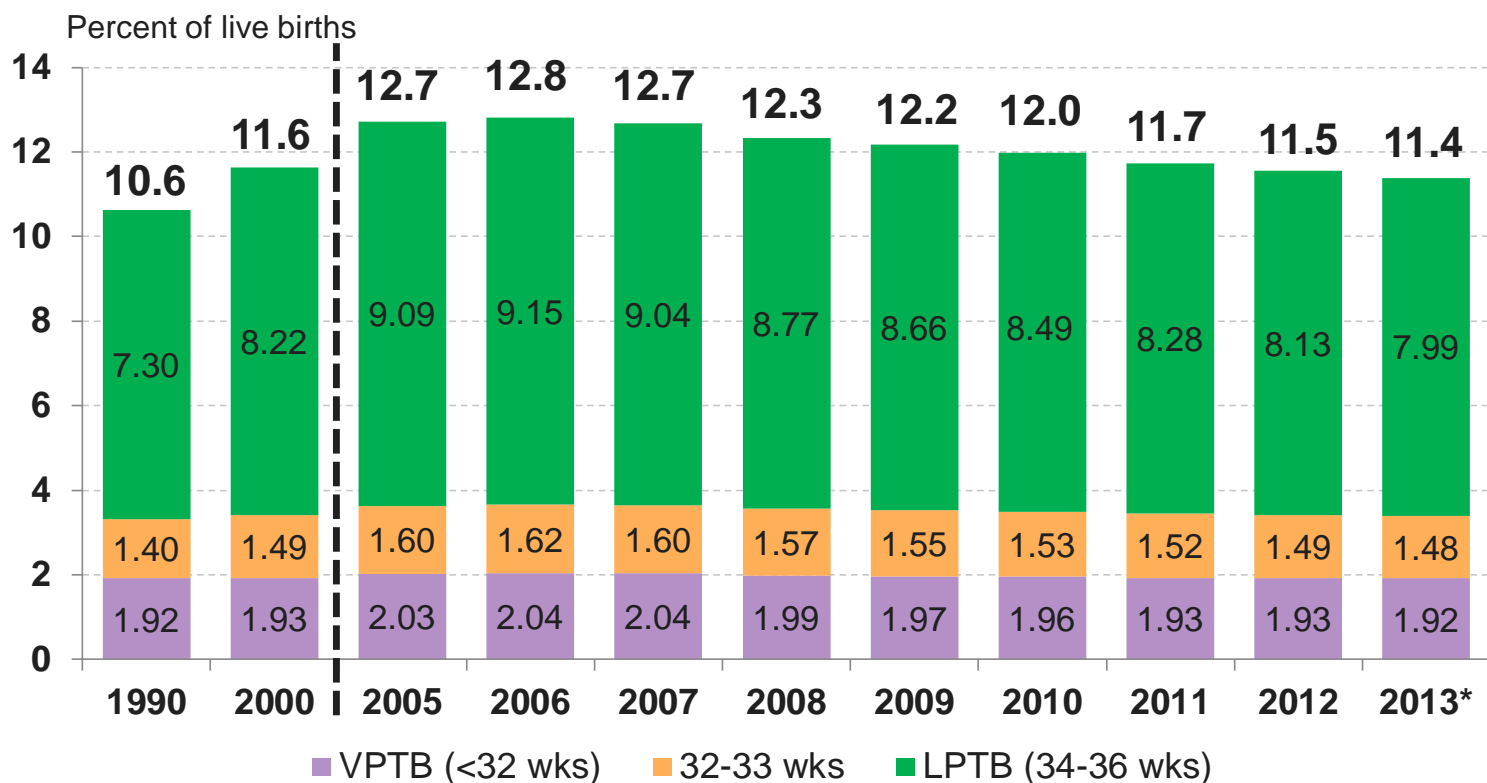
- March of Dimes community program aimed at reducing preterm birth.
- Partnership among key entities: March of Dimes chapter, health department, clinic/hospital, and the community.
- Includes these critical elements: clinical & public health interventions, provider & patient education, and community 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

United States, 1990, 2000, 2005-2013



* Preliminary Data

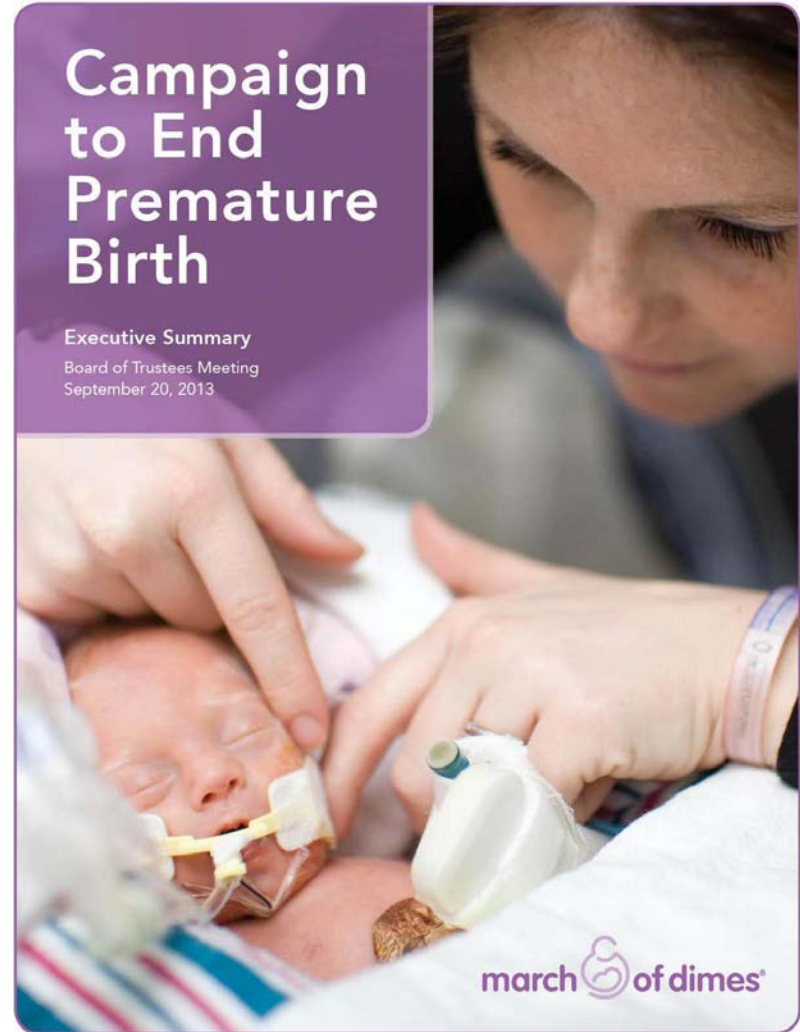
Source: National Center for Health Statistics, 1990-2012 final natality data and 2013 preliminary data

Prepared by March of Dimes Perinatal Data Center, May 2014



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

prematurity research centers



new this month....

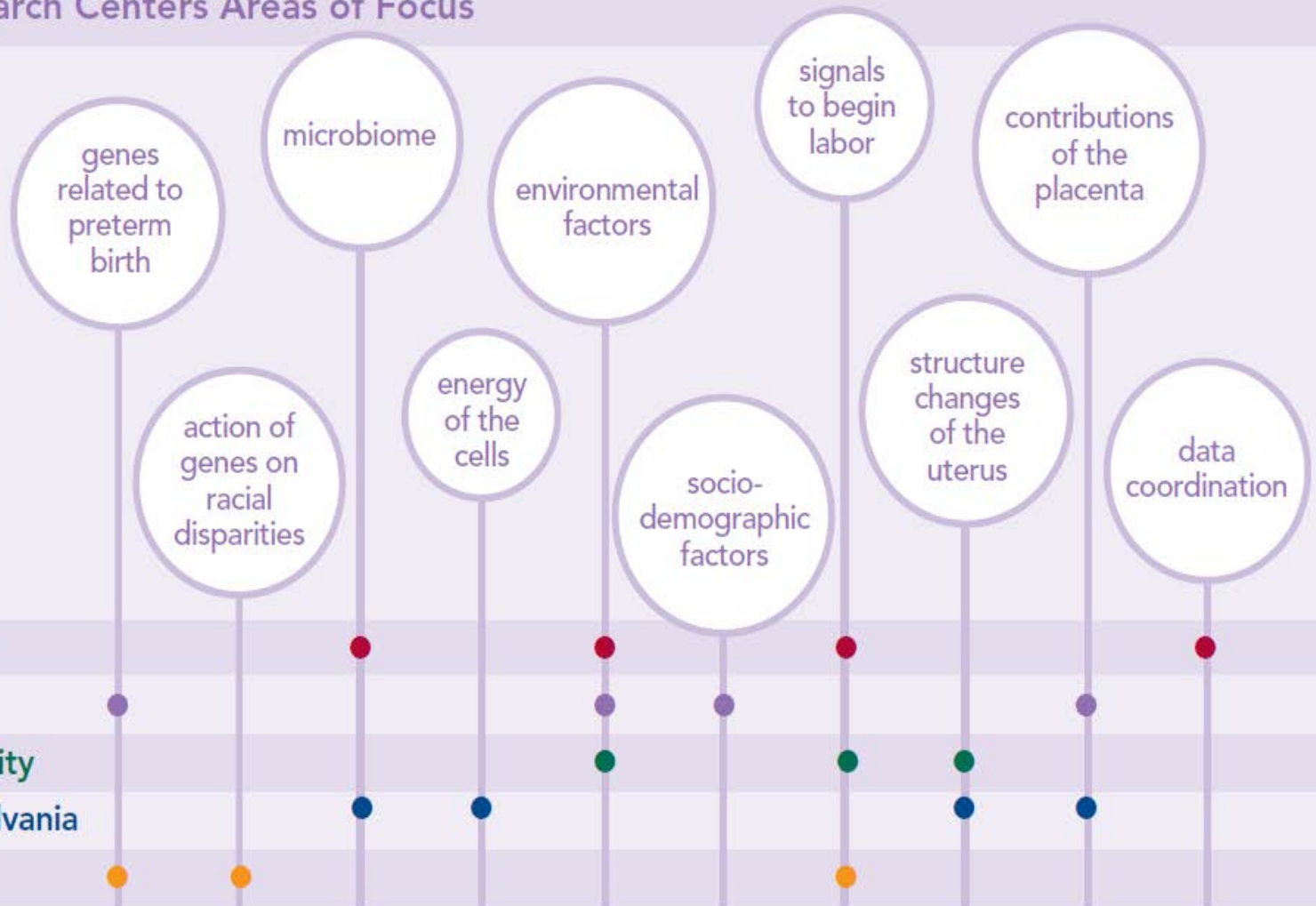


prematurity research centers

areas of focus

Prematurity Research Centers Areas of Focus

This chart shows the areas of inquiry each Center is pursuing, along with their overlapping disciplines. Only by addressing a range of potential causality can we hope to unlock the mystery of premature birth.



preterm birth prevention is working

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



Alabama 2014 Report Card





thank

you
march of dimes