

***March of Dimes
National Prematurity Campaign and
the PREEMIE Act (Public Law 109-
450)***

**Dr. Jennifer L. Howse
President, March of Dimes**



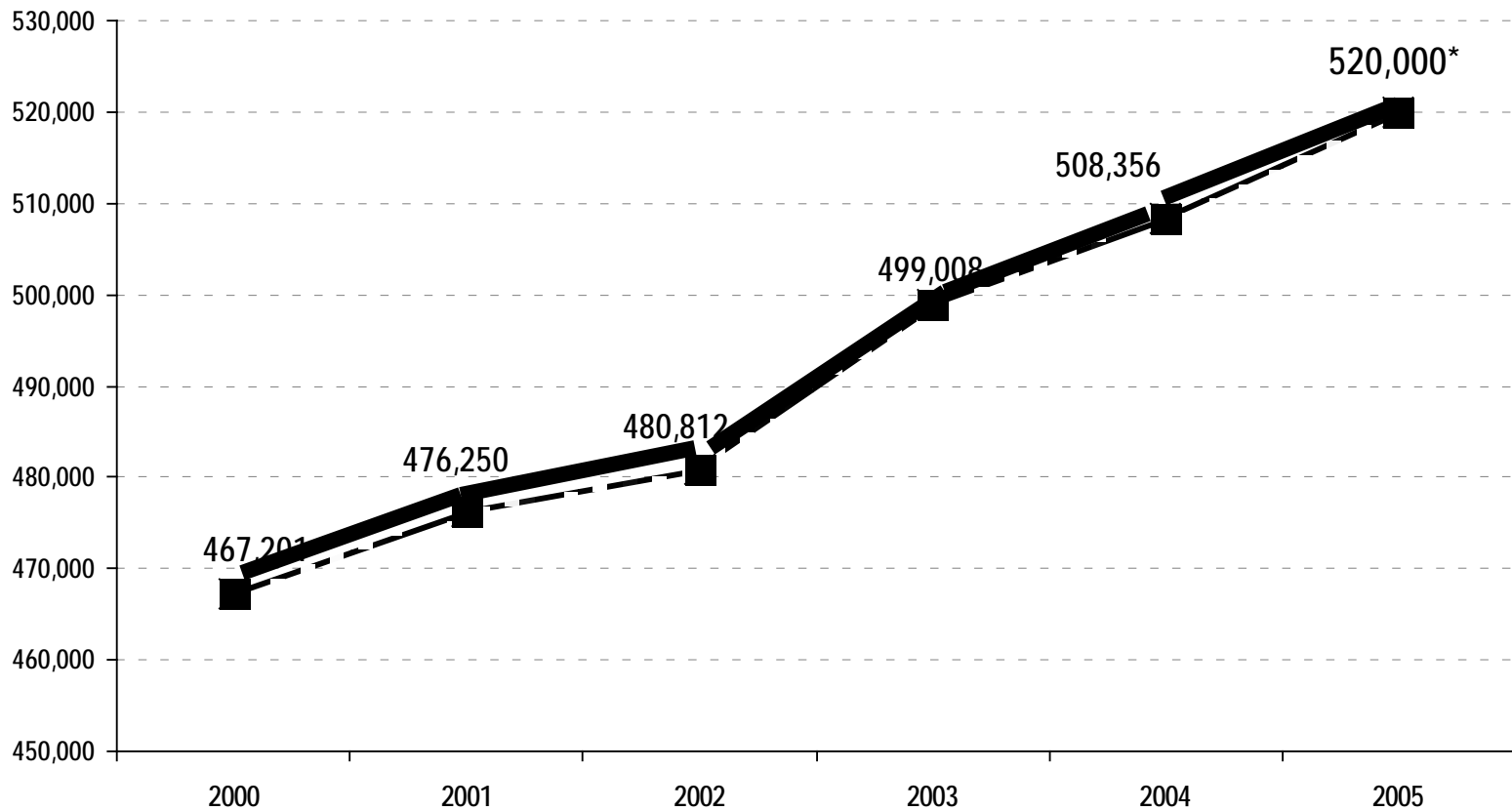
**March
of Dimes®**

**Secretary's Advisory Committee on
Infant Mortality**

June 14, 2007



Prematurity is Common

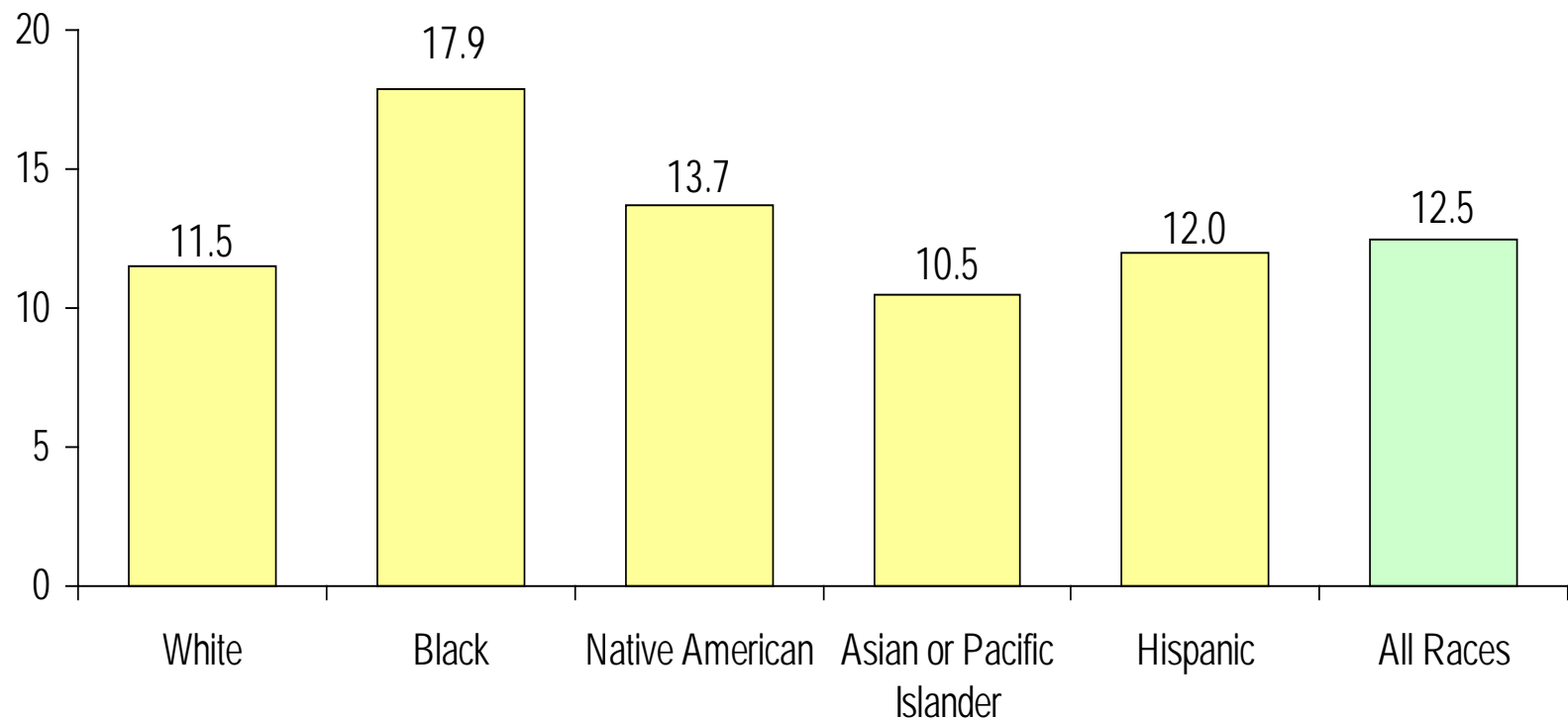


U.S. Babies Born Premature 2000-2005



*2005 preliminary birth data provided by the National Center for Health Statistics
Source: National Center for Health Statistics, final natality data

Preterm Births (<37 weeks) by Maternal Race/Ethnicity, US, 2004

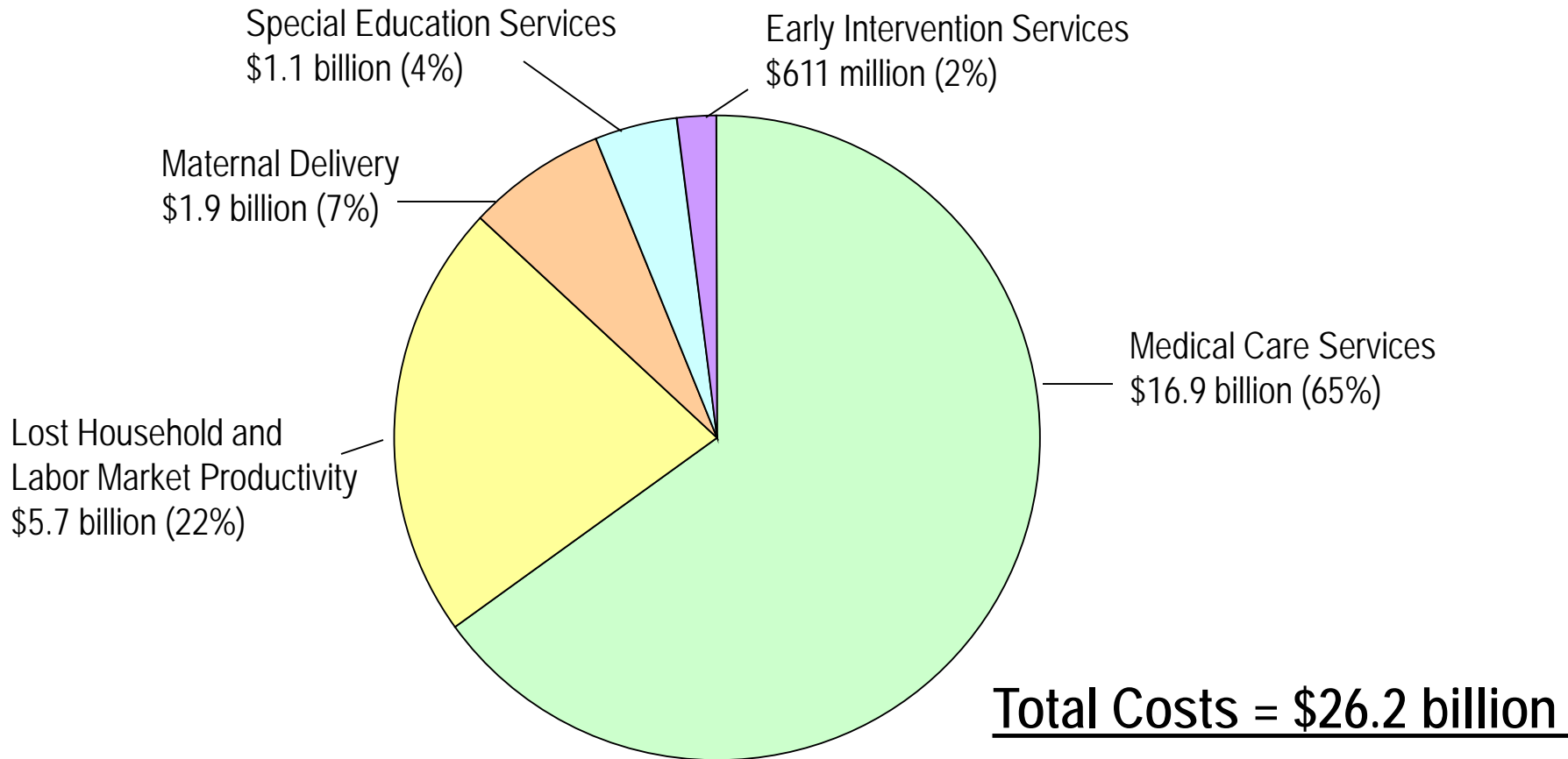


Prematurity is Serious

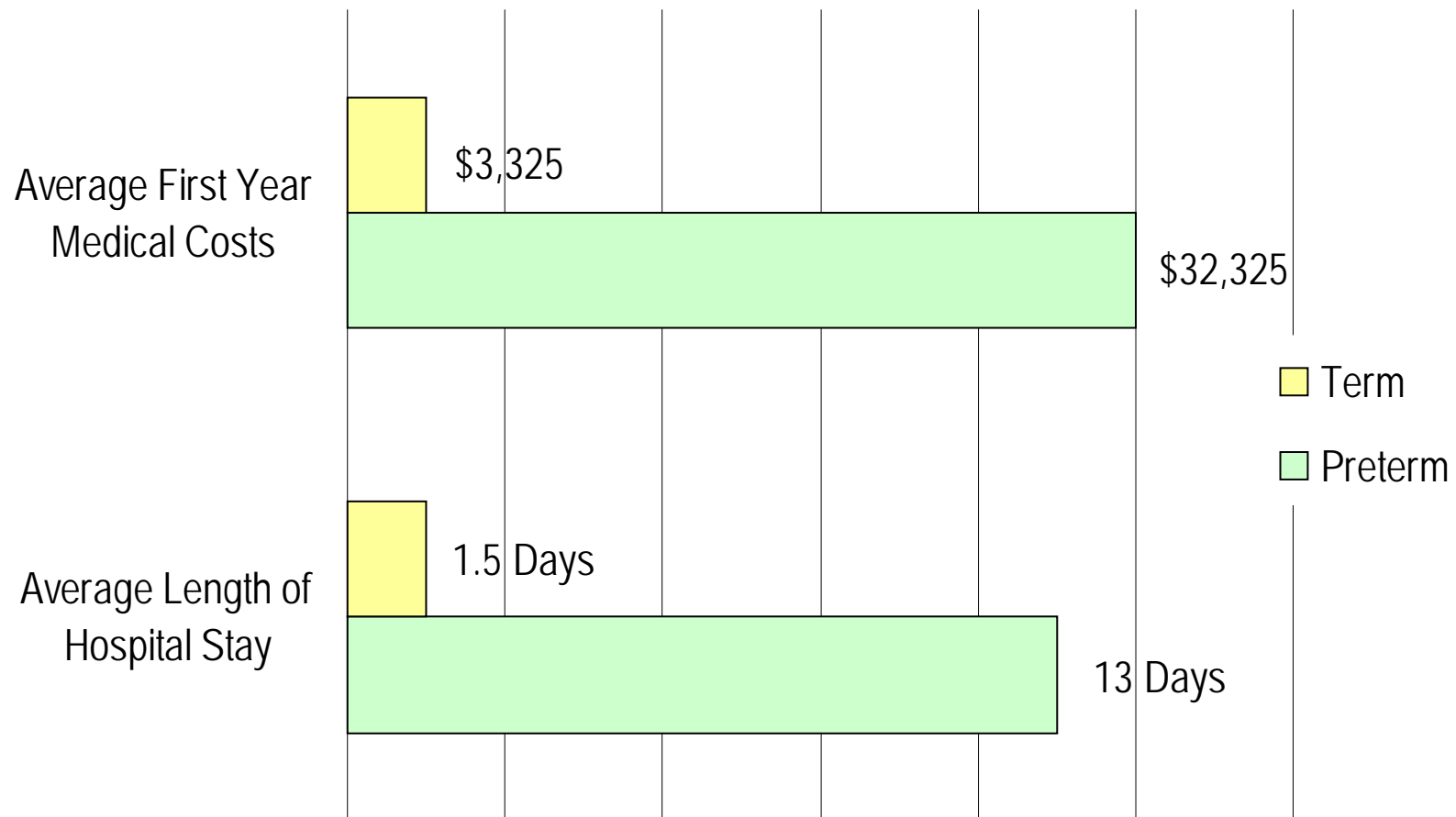


Prematurity is Costly

Annual Societal Economic Costs Associated with Preterm Birth, US, 2005



Average First Year Medical Costs and Average Length of Hospital Stay, US, 2005



Cost of Prematurity to Employers

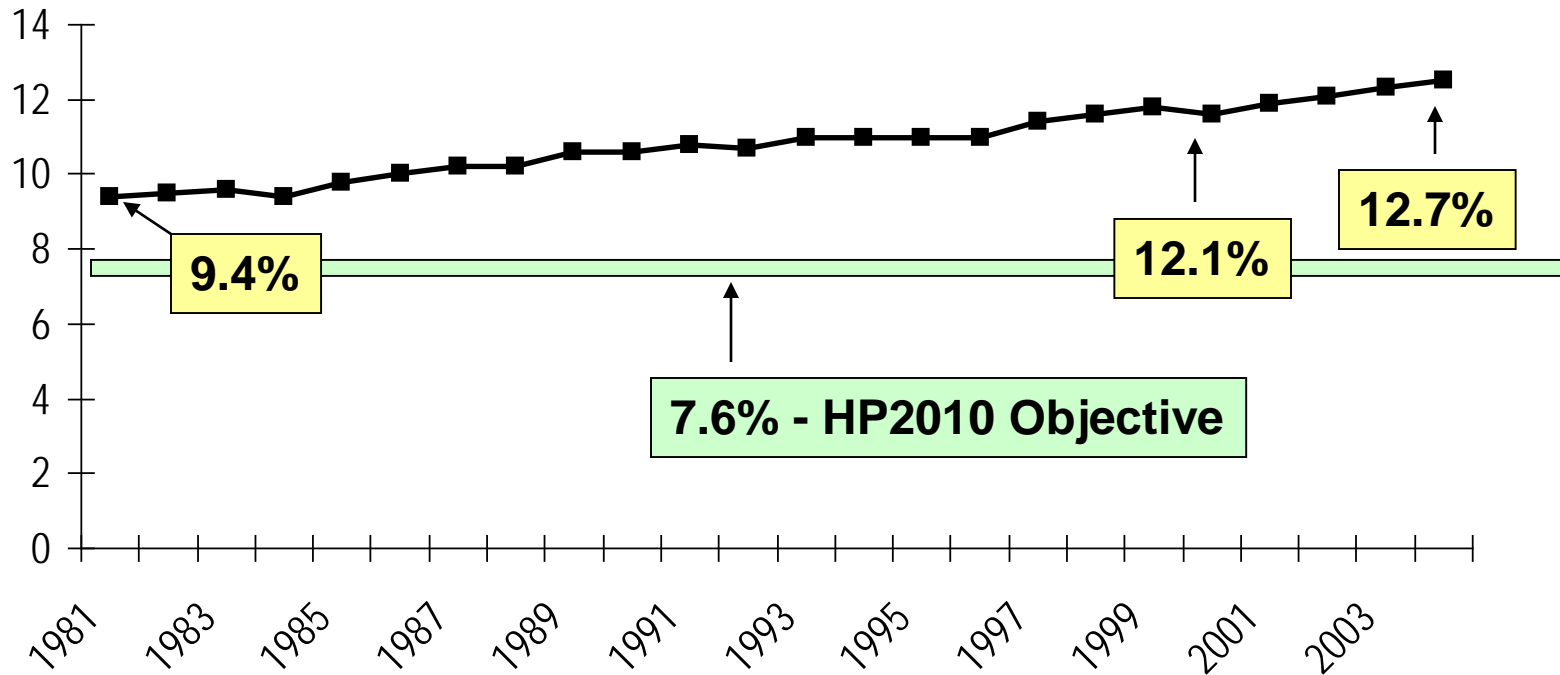
	Full-term No Complications	Delivery w/diagnosis Of Prematurity
Inpatient	\$1,210	\$35,034
Doctor's Office	\$1,518	\$6,079
Drugs	\$102	\$497
Total	\$2,830	\$41,610

March of Dimes National Prematurity Campaign Goals



Campaign Goal I:

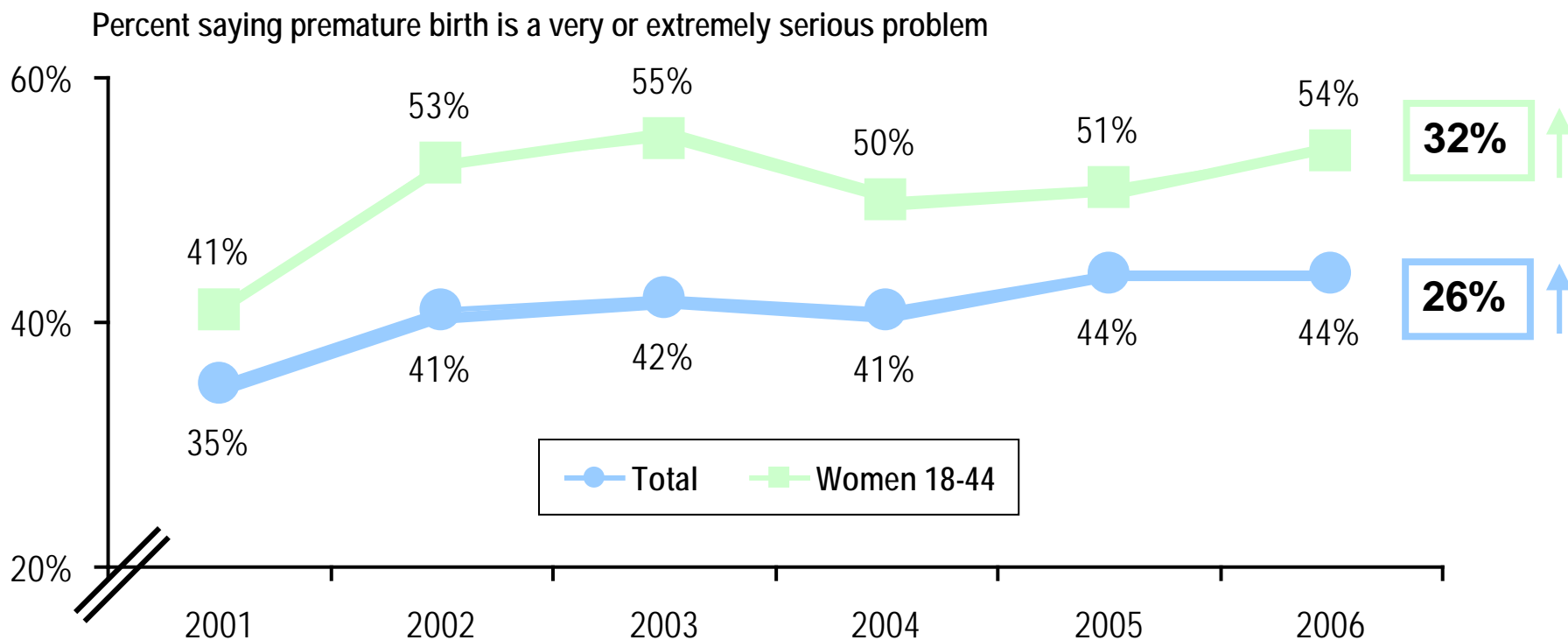
Reduce the rate of preterm birth from 12.1% in 2002 to 7.6% in 2010, in accordance with the Healthy People 2010 objective



March of Dimes National Prematurity Campaign Goals



Campaign Goal II: Raise awareness of the problems of prematurity

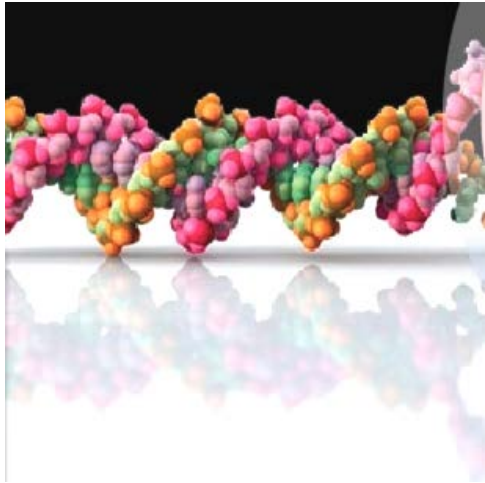


March of Dimes National Prematurity Campaign Aims



- Raise public awareness
- Educate women of childbearing age
- Support affected families
- Assist practitioners to reduce risks
- Support new research on etiology
- Advocate for health care access

Prematurity Research Initiative



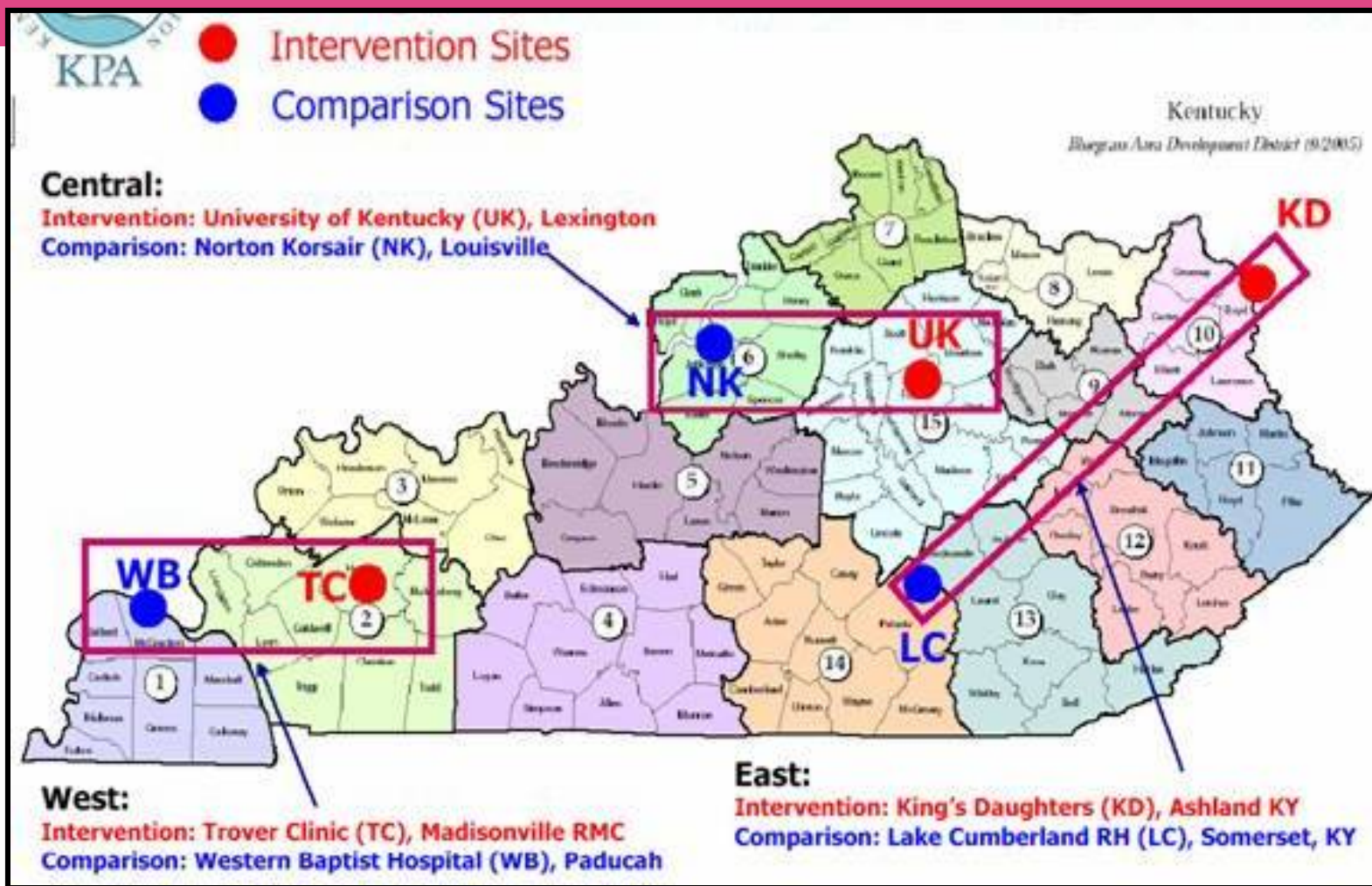
- Initiated in 2005 focusing on genetics and genomics
- \$7.7 million in funds awarded
- Better understanding of the etiology of preterm birth can bring us closer to actual prevention

Cooperative Agreement with the CDC: Reducing Disparities in Premature Birth

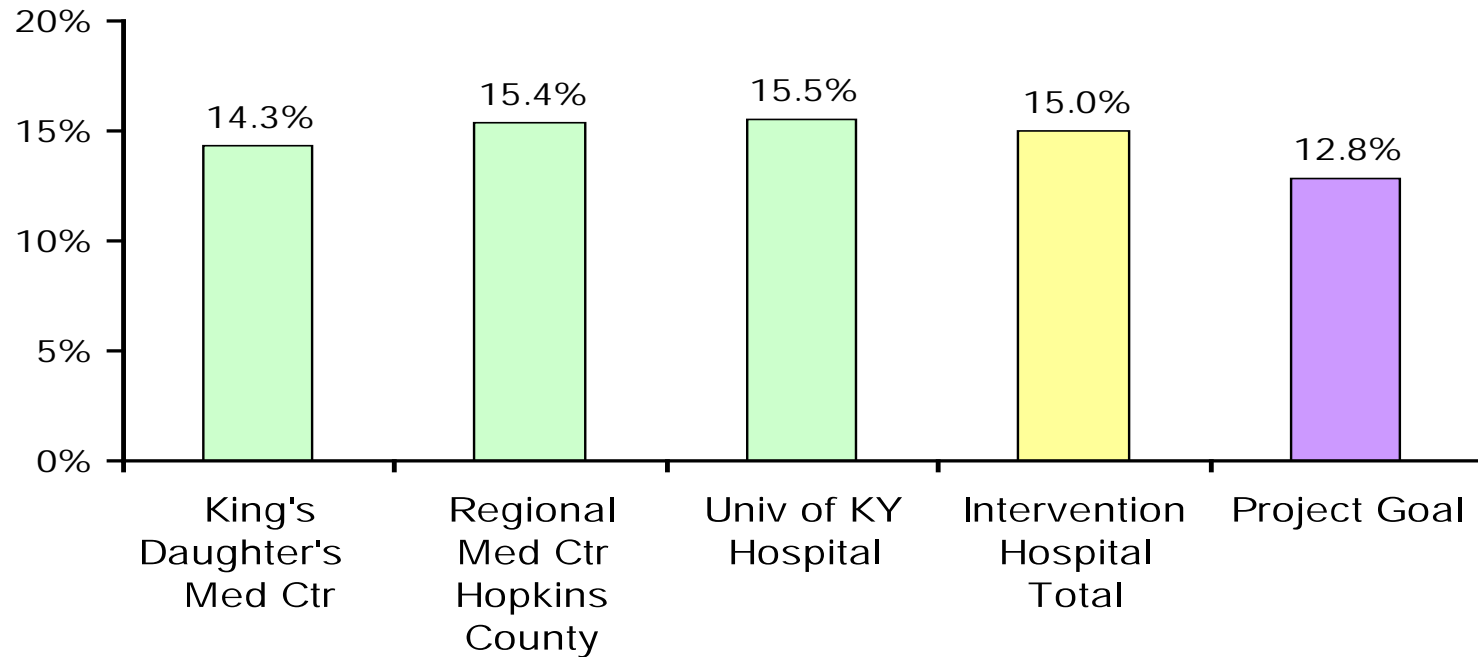
Pilot Sites

- California
- Florida
- Illinois
- Pennsylvania
- South Carolina
- Texas

Healthy Babies are Worth the Wait



Singleton Preterm Birth Rates by Participating Hospital



Prematurity Awareness Day

November 13, 2007



Prematurity Awareness Day Akron Children's Hospital



I Want My 9 Months

No estoy embarazada...

pero sí quiero mis **9 meses...** algún día

9 meses de un embarazo sano es el mejor regalo para tu futuro bebé. Cada vez nacen más bebés demasiado temprano, incluso en nuestras familias, y cuando sobreviven pueden sufrir serios problemas de salud.

No siempre se sabe por qué ocurre el nacimiento prematuro. Pero sabemos que puedes hacer algo, antes de quedar embarazada, para ayudar a que tu bebé tenga la oportunidad de nacer sano y a los 9 meses.

March of Dimes recomienda que visites al médico o enfermera antes y durante el embarazo para hablar de los siguientes temas.

1. ¿Cómo puede afectar mi embarazo la diabetes, la presión alta, las infecciones o cualquier otra condición médica?
2. ¿Cómo pueden ciertas medicinas (con o sin receta médica, o remedios caseros) afectar mi embarazo?
3. ¿Cómo una multivitamina con ácido fólico diario, especialmente antes de quedar embarazada, puede ayudarme a tener un bebé sano?
4. ¿Cómo puedo mantener un peso saludable?
5. ¿Cómo puedo evitar el cigarrillo, el alcohol y las drogas ilegales?
6. ¿Cómo puedo manejar el estrés en mi vida?
7. ¿Cuánto tiempo debo esperar entre cada embarazo?
8. ¿Tiene importancia que haya nacimientos prematuros en mi familia?
9. ¿Cuáles son las señales del parto prematuro y qué debo hacer?

nacersano.org
thalia.com



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*Saving our babies...
there's nothing
more worth it.*

Heather Headley
RCA Records recording artist
and Tony® Award winner

One in six Black babies is born prematurely. Every year, thousands of premature babies die as a result of not getting their full nine months. Join me and the March of Dimes in the fight to reduce premature births in our communities. Together, we can make the research and education possible to help save babies.

Visit marchofdimes.com to learn more.



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HEALTHY Babies HEALTHY Business[®]



A cost-saving worksite wellness
program from the March of Dimes



this continuing education presentation is sponsored by the

**March of Dimes - Johnson & Johnson Pediatric Institute
Grand Rounds Program**

as part of the

March of Dimes National Prematurity Campaign

Additional Resources

Pregnancy and Newborn Health Education Center

askus@marchofdimes.com



www.marchofdimes.com

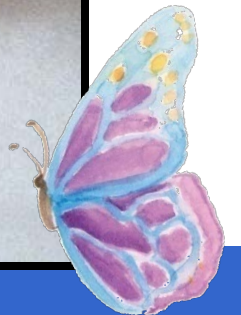


Thank you for your attention

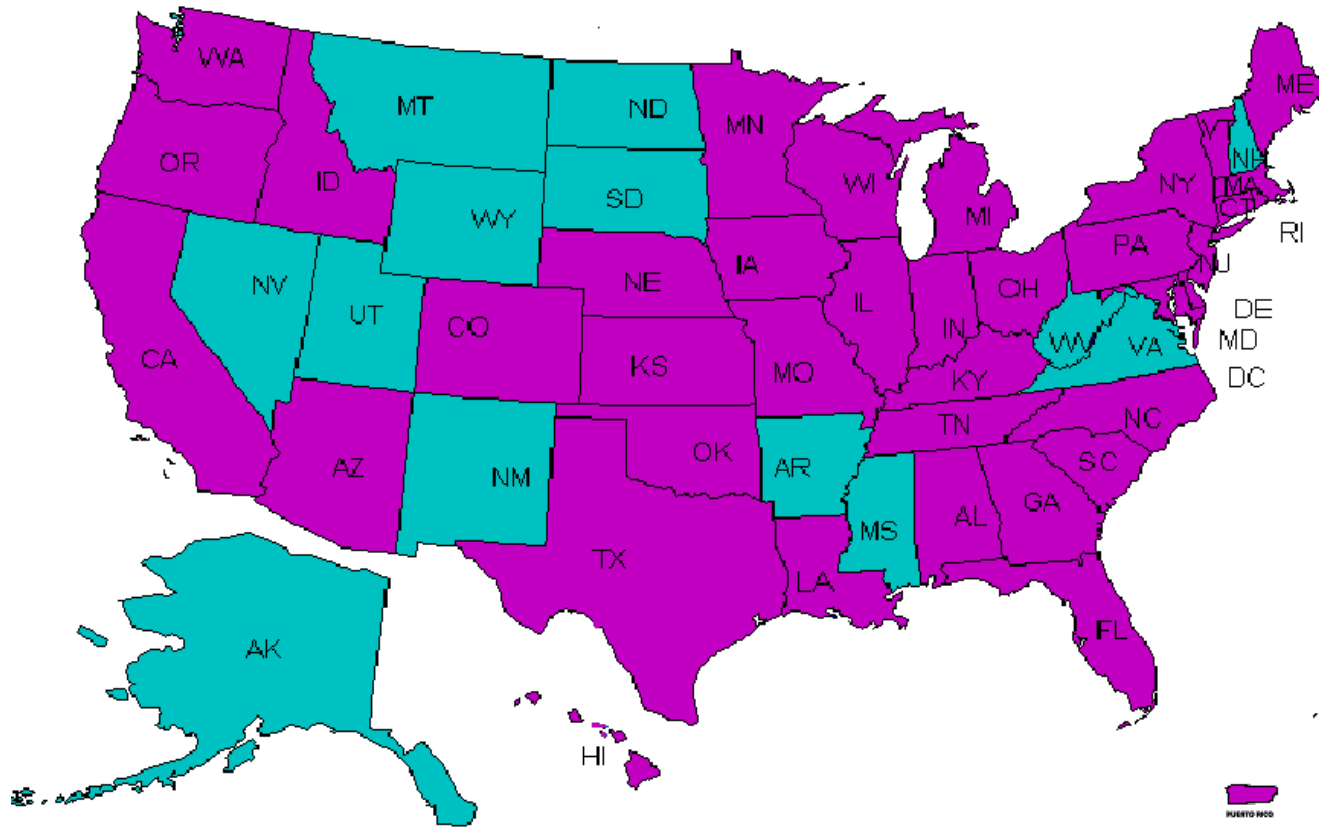


www.jjpi.com

NICU Family Support®



NICU Family Support[®] Program Sites*



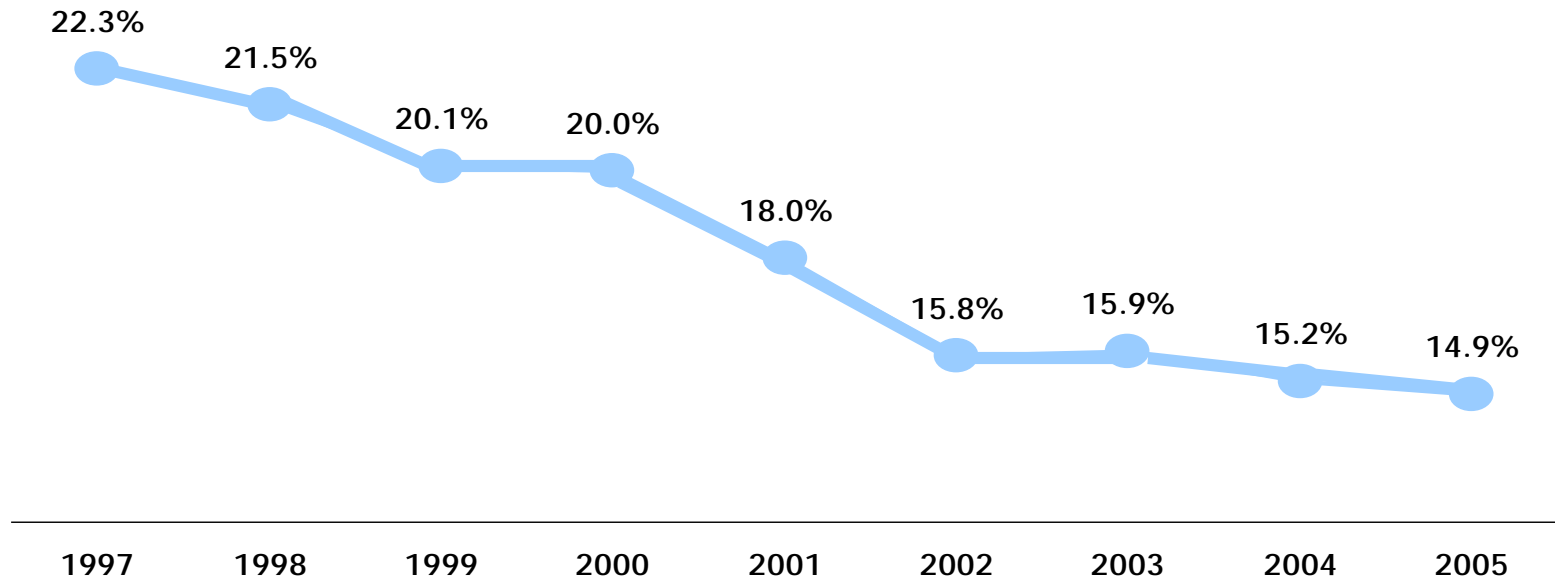
■ Open Sites ■ Opening in 2007

Access to Care



SCHIP Reauthorization

Uninsured Low Income Children
1997-2005



PREEMIE P.L. 109-450



**Advisory Committee
on
Infant Mortality**

***LOW BIRTH WEIGHT
REPORT AND
RECOMMENDATIONS***

**Final Report to
Secretary of the U.S. Department of Health and Human Services**

December, 2001

PREEMIE Passage



- **Introduced 2003;
reintroduced 2005**
- **Unanimously passed
Senate August 1, 2006**
- **Unanimously passed
House December 9**
- **Signed by President
into law December 22**

PREEMIE Purpose

- **Reduce the rates**
- **Evidence-based standard of care**
- **Reduce infant mortality and disabilities**

1. CDC Research

- **Expansion and intensification of overall research portfolio**
- **Link PRAMS data with maternal-infant clinical and biomedical information**

2. Education

Authorizes grants for demonstration projects

- **To test and evaluate educational outreach and materials**
- **To improve treatments and outcomes**
- **To respond to informational and emotional needs of families**

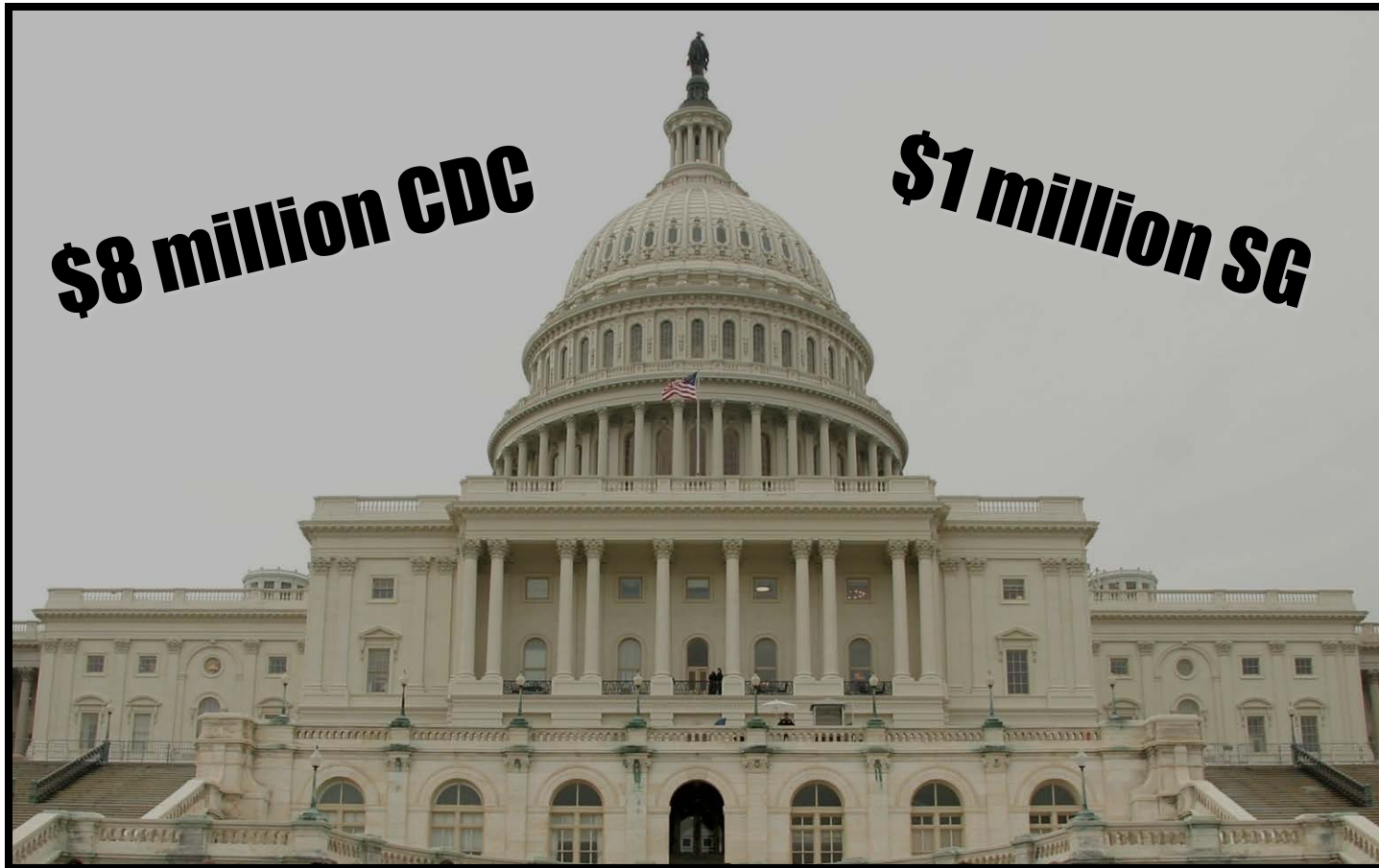
3. Interagency Coordinating Council on Prematurity and Low Birthweight

- **Greater collaboration across HHS**
- **Annual report to the Secretary and Congress**
- **Oversee the coordination of the implementation**

4. Surgeon General's Conference on Preterm Birth

- **Public-Private research and education agenda**
- **Target date: December 2007**

PREEMIE Implementation



What can SACIM do?

Prematurity— Common, Serious, Costly

