

AWHONN Update SACIM July 10, 2014

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AWHONN Late Preterm Infant Care Toolkit

Assessment and Care of the Late Preterm Infant Implementation Toolkit



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The Assessment and Care of the Late Preterm Infant Implementation Toolkit is tailored to help you save time, administrative and clinical costs, improve patient outcomes, decrease readmission rates, and reduce risk associated with late preterm birth. It includes ready-to-use, customizable tools and strategies for assessing risks, providing appropriate care, and tracking outcomes for late preterm infants in your facility or healthcare system. These tools can also be used for improving outcomes for Early Term Infants.

[MORE INFO](#)

[PURCHASE](#)

Toolkit Preview



MAP-IT Checklist



Breastfeeding Case Scenario/Sample Data Display



Thermoregulation and

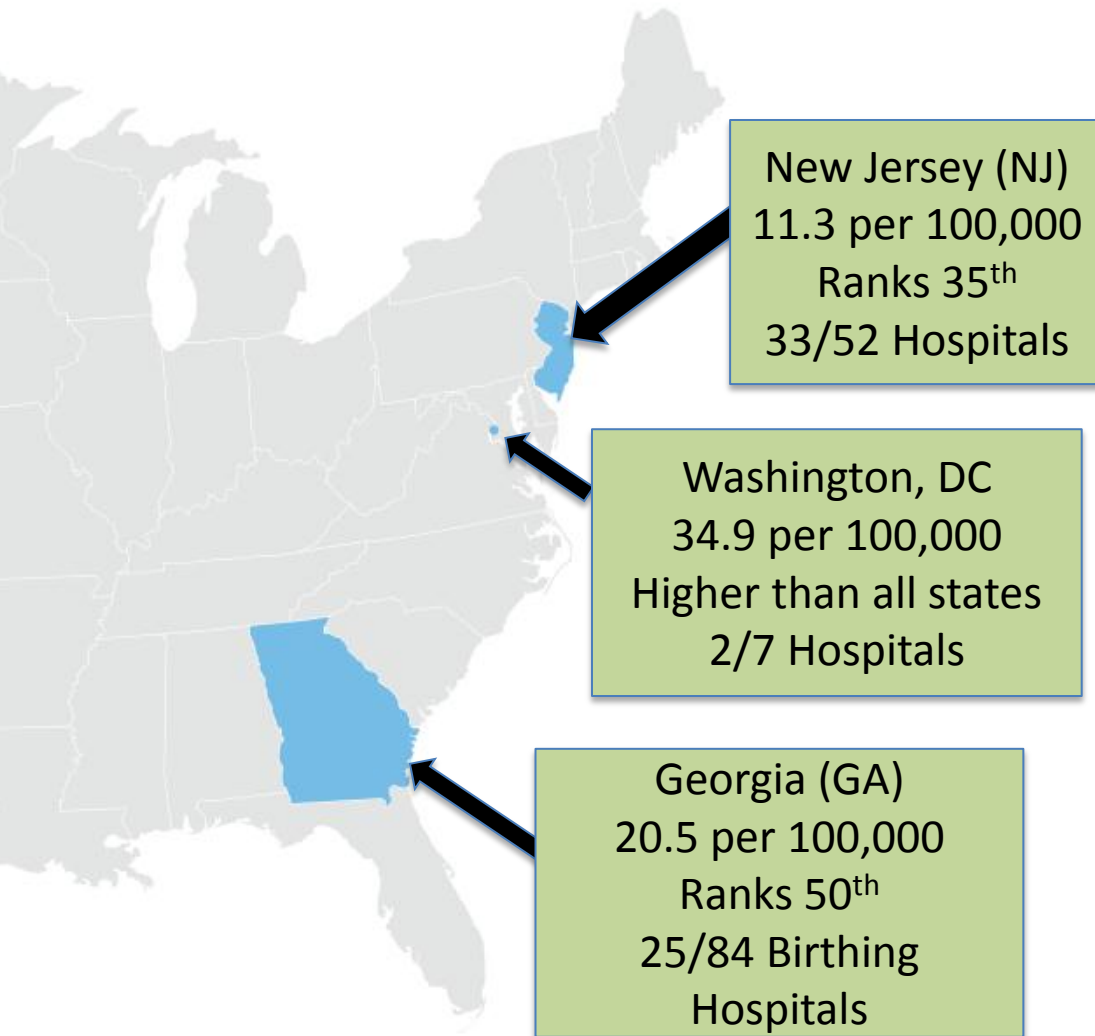
QI Audit Tool: Parent

Online Tour Coming Soon!



AWHONN's Postpartum Hemorrhage Project

(www.PPHproject.org)



- Interdisciplinary Expert Panel
- Hospital key informants (baseline survey)
- Leaders from various sectors (state and national)
- Select hospitals to participate in either the NJ/DC or GA 18 month QI Collaborative (25-33 hospitals per collaborative)

Go The Full 40™ Campaign Components



Don't Rush ME!

Nobody likes to be rushed, especially babies.

Your baby needs at least a full 40 weeks of pregnancy to grow and develop. Inducing labor even a week or two early is associated with a host of risks, including prematurity, cesarean surgery, hemorrhage and infection.

While it may seem convenient for you or your health care provider, labor should only be induced for medical reasons.

Your baby will let you know when he's ready to come out, so give him at least a full 40 weeks.

Download a free copy of



40 REASONS To Go the Full 40

Nobody likes to be rushed—especially babies!

Your baby needs a full 40 weeks of pregnancy to grow and develop. While being done with pregnancy may be tempting, especially during those last few weeks, inducing labor is associated with increased risks including prematurity, cesarean surgery, hemorrhage and infection. Labor should only be induced for medical reasons—not convenience or scheduling concerns. Baby will let you know when she's ready to come out. Give her at least 40 weeks of pregnancy.

- Finish healthy & well**
- 1. **Get right to resting right**—wearing a of your prenatal appointments help ensure a healthy ending
 - 2. **Save the pain**—you will need your baby
 - 3. **Get extra take care**—there are three conditions and risks for both you and baby through natural birth
 - 4. **Recover faster** from a natural birth than cesarean, which is more abdominal surgery that causes more pain, requires longer hospital stay and longer recovery
 - 5. **Birth a healthier baby**—at 35 weeks your baby's brain is only 25% the size it'll be at term
 - 6. **Get her breathing**—baby will have regular breathing patterns when born full term
 - 7. **Reduce breathing**—short babies have trouble breathing and breathe that babies born at term
 - 8. **Right to rest**—let your body rest and recover after a natural birth
 - 9. **Enjoy your convenient routine** for many more years of living and enjoying
 - 10. **Watch your baby**—healthy and well-developed baby will have the best start
 - 11. **Get others early** the experience, and perhaps get a little longer
 - 12. **Bridge in "we" time**—before the hormone is gone
 - 13. **Start the love**—you will experience the closer chance of getting a great start about anywhere

- The nurses of AWHONN remind you not to rush your baby—give her at least a full 40** www.GoTheFull40.com
- Manage Your Risks**
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- Enjoy This Time**
- 14. **Relax**—follow an early on each other to ease the way to the woods
 - 15. **Share the joy**—share the joy of the moment with your partner and family
 - 16. **Prepare to change the world**—3,000+ diapers will be used
 - 17. **Be the best**—about nothing is better, available, make it last for the rest of your life
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Don't Rush Me...Go the Full 40

Tips & Tools for Sharing



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Your baby will let you know when he's ready to come out, so give him at least a full 40 weeks.

Download a free copy of **40 Reasons to Go the Full 40** at www.thefull40.com.



PROMOTE SPONTANEOUS LABOR

SHARE THE GoTheFull40.COM CAMPAIGN

RESOURCES SOCIAL MEDIA FAQs

REQUEST healthy Mom&Baby MEDIA

Page Manager

Coming Soon: A New Layout For Facebook Pages. Add your Page to the waitlist to try it out. Learn More.

Go The Full 40

7,963 likes · 164 talking about this

Cause Nobody likes to be rushed, especially babies! Avoid inductions without medical indication — baby will let you know when she's ready!

- Ads & posters
- 40 Reasons Article
- Zone
- Toolkit
- Social Media

healthy Mom&Baby

AD

ADVISE FROM NURSES FOR PREGNANCY | BIRTH | PARENTING

HEALTHY MOMS HEALTHY PREGNANCY HEALTHY BABIES VIDEOS & ZONES NURSE'S OFFICE

HEALTHY PREGNANCY / GO THE FULL 40 ZONE

POWERED BY THE NURSES OF AWHONN

Nobody likes to be rushed—especially babies!

40 reasons to go to the FULL 40

Labels should only be induced for medical reasons—not convenience or scheduling concerns. Baby will let you know when she's ready to come out. Give her at least 40 weeks of pregnancy. PICK A CARD BELOW TO LEARN MORE!

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AWHONN
PROMOTING THE HEALTH OF
WOMEN AND NEWBORNS

1 MILLION+ ENGAGEMENT w/PROVIDERS & CONSUMERS

A TweetChat with MomsRising & the March of Dimes spawned more than 117K tweets and reached more than 3.5 million Twitterattis!

120,000+ Accesses of the 48 Reasons Article

12,200+ News Articles
123 Scholarly Refs

174 Organizations Linking to GoTheFull48.com

How Many?