March of Dimes
National Perspective: Prematurity Prevention

Judy Lilley
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.
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

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

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%)

Preterm is less than 37 completed weeks gestation.
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.

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**
March of Dimes Premature Birth Report

2006

2013

* Percent of babies born preterm is shown in parentheses ( ).
Preterm birth is less than 37 completed weeks of gestation.
Source: National Center for Health Statistics, 2013 preliminary natality data.
Report card grades calculated by March of Dimes Perinatal Data Center, 2014.
See Technical Notes for more information.
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
- Access to Experts
- Hospital Recognition
Elimination of Non-medically Indicated (Elective) Deliveries Prior to 39 Weeks Gestational Age
big 5 states – data by states

<table>
<thead>
<tr>
<th></th>
<th>Birthing Hospitals</th>
<th>Births</th>
<th>Preterm Births</th>
<th>C-Sections</th>
<th></th>
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<tbody>
<tr>
<td>California</td>
<td>~300</td>
<td>510,198</td>
<td>50,355</td>
<td>168,417</td>
<td>33.0%</td>
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<tr>
<td>Texas</td>
<td>220</td>
<td>386,118</td>
<td>50,696</td>
<td>135,599</td>
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<tr>
<td>New York</td>
<td>138</td>
<td>244,375</td>
<td>28,124</td>
<td>84,377</td>
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<tr>
<td>Florida</td>
<td>119</td>
<td>214,590</td>
<td>28,551</td>
<td>81,046</td>
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<tr>
<td>Illinois</td>
<td>122</td>
<td>165,200</td>
<td>20,052</td>
<td>51,435</td>
<td>31.2%</td>
</tr>
</tbody>
</table>

Source: National Center for Health Statistics, 2010 final natality data
A Multistate Quality Improvement Program to Decrease Elective Deliveries Before 39 Weeks of Gestation


• Published in the April 8 online edition of Obstetrics & Gynecology Vol. 121, No. 5, May 2013.
Early Elective Deliveries Decrease

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
• 15-month project that includes:
  o Secure web-based data portal called the Perinatal Quality Improvement portal (PQIp)
  o Webinars focused on implementation guidance
  o Access to experts
  o Grand Rounds
  o 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.
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 CoIIIN initiative that was launched July 2012. A CoIIIN 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

![Bar chart showing the percentage of women who considered it safe to deliver at different gestational ages.](chart.png)

- 34 weeks: 13.7%
- 35 weeks: 7.2%
- 36 weeks: 30.8%
- 37 weeks: 21.5%
- 38 weeks: 19.2%
- 39 weeks: 3.4%
- 40 weeks: 4.2%
"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

don’t rush your baby’s birth day

Your baby needs at least 39 weeks to grow and develop before she is born. If your pregnancy is healthy, wait for labor to begin on its own.

marchofdimes.com/39weeks

march of dimes
healthy babies are worth the wait

© 2013 March of Dimes Foundation
digital billboard

don’t rush your baby’s birth day

marchofdimes.com/39weeks
Don't rush your baby's birth day.

Healthy Babies are Worth the Wait®

If your pregnancy is healthy, it's best to stay pregnant for at least 35 weeks.

Visit marchofdimes.com/35weeks for more information.

facebook.com/marchofdimes
twitter.com/modhealthtalk
EDUCATIONAL MATERIALS
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

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
why the last weeks of pregnancy count

Your baby needs time

Why the Last Weeks of Pregnancy Count

- 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.
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

Percent of live births

14
12
10
8
6
4
2
0


VPTB (<32 wks) 32-33 wks LPTB (34-36 wks)

* 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

March of Dimes Prematurity Research Center at Stanford University
March of Dimes Prematurity Research Center Ohio Collaborative

New this month....

Washington University in St. Louis
Penn University of Pennsylvania
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.

- Stanford University
- Ohio Collaborative
- Washington University
- University of Pennsylvania
- Future Center
preterm birth prevention is working

- Eliminate EEDs before 39 weeks
- Progesterone Therapy
- Reform ART Practices
- 100% Access to “Maternity” Care
- Eliminate Material Smoking
Alabama 2014 Report Card
thank you