

WORLD PREMATURETY DAY

WHAT: Fourth annual World Prematurity Day to raise awareness about the issue of premature birth around the world.

WHY: Globally, premature birth is the leading cause of childhood death. Worldwide, 15 million babies are born preterm and more than a million die as a result. Babies who survive often have lifelong health problems such as cerebral palsy, vision and hearing loss, and intellectual disabilities.

WHEN: Monday, November 17, 2014

WHERE: Everyone can participate in Prematurity Awareness Month and World Prematurity Day by visiting, <http://www.facebook.com/worldprematurityday>, where you can share stories and videos about your baby, or a baby you love and learn from families around the world. The [World Prematurity Day](#) page features a digital world map where the public can add their story to the [interactive map](#) by completing a brief form.

People can also get involved in Prematurity Awareness Month efforts by visiting marchofdimes.org to learn more about premature birth and March of Dimes initiatives, and to make a donation to support research, education, and community-based programs that help moms have full-term pregnancies and healthy babies.

Anne Geddes, world-renowned photographer known for her photographs of infants, donated one of her iconic images of a baby born too soon for us to use as a public service announcement. She also taped a public service message help raise awareness about the need to prevent preterm birth and the work being done to give more babies a healthy start in life. The video is available at: <http://youtu.be/FX6GTIA1AE>

WHO: The March of Dimes is a lead facilitator of the World Prematurity Network, (WPN), a global coalition of consumer and parent groups working together to raise awareness and prevent premature birth in their countries. Parent groups, non-governmental organizations, and government ministries are working together raise awareness and take action to prevent premature birth in their countries. Some 80 countries participated in World Prematurity Day last year with building and landmark lightings, outdoor events, petitions, and other demonstrations. Through World Prematurity Day and other joint efforts, members call for action to prevent preterm birth and improve care for babies born too soon. Along with the March of Dimes, US the World Prematurity Network members include:

- European Foundation for the Care of Newborn Infants, EFCNI, Europe, www.efcni.org

- LittlebigSouls International Foundation, Africa, www.littlebigsouls.com/
- National Premmie Foundation, Australia, <http://www.prembaby.org.au/>
- Home for Premature Babies, China
- Bliss, United Kingdom, www.bliss.org.uk
- Borngreat Foundation, Africa, www.borngreatfoundation.org
- Con Amor Venceras, Mexico, www.conamorvenceras.org
- Canadian Premature Babies Foundation, Canada, www.cpb-fbpc.org