Country Activities for World Prematurity Day

For World Prematurity Day, country activities ranged from national events organized by governmental organizations to parent group activities conducted in local hospitals. In some cities, landmarks and buildings will be lit up in purple to honour preterm babies and their parents. Parent groups also took action in many countries by organizing march events and workshops or even just raising awareness with posters at local hospitals.

This document provides a list of different country activities, including local media coverage and photos if available. If you have any general questions, would like more information, or would like to add details about a country, please contact Mary Kinney at mkinney@savechildren.org.

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Afganistan

Activities:

- Advocacy kit and materials shared with Reproductive Health Department and Child Health Department. The issues will be discussed and distributed to all stakeholders through the Reproductive Health Department Task Force.
- Announcement of commitment to strengthen and improve quality of care for:
  • Management of low birth weight (LBW) and prematurity integrated with Essential Newborn care, IMCI, BEmONC/CEmON training.
  • Thermal protection by using skin-to-skin contact and warm water containers around baby bed.
  • Strengthening clinical care for LBW and premature babies for hospitalized care, ensuring operational incubators and skilled staff for its use.
  • Health education on cord care, breast feeding, delayed bathing, maternal nutrition and personal hygiene.
  • Promotion of early and exclusive breast-feeding and proper feeding methods special focused with LWB and premature.
  • If baby suffer from illness, health providers will use IMNCI (Management of sick young infant guide).
  • Administration of BCG, OPV, Vit K and eye tetracycline.

Lead Partner: UNICEF

Argentina

Activity:

- “Celebration of Life,” the largest gathering of people born prematurely on September 30, 2012 (Guinness World Record declared on November 16, 2012).

Media:

Guinness World Record breaking gathering of preterm birth survivors (Spanish)
http://www.youtube.com/watch?v=HWZcF4Qu00&feature=share&list=PLD954E2E528039F12

Terra
November 13, 2012

Sitio Andino
November 16, 2012
http://www.sitioandino.com/nota/58793-cinco-medidas-para-evitar-los-partos-antes-de-termino/

Updated December 6, 2012
La Nueva Provincia
November 17, 2012

Terra
November 17, 2012
http://noticias.terra.com.ar/internacionales/se-podrian-reducir-los-nacimientos-prematuros,9feccb74b3b0b310VgnCLD2000000ec6eb0aRCRD.html

Noticias y Protagonistas
November 18, 2012
http://www.noticiasyprotagonistas.com/noticias/34561-mas-de-un-millon-de-muertes-al-ano/

Photos:

Lead Partner: UNICEF
Australia

Activities:
- Questacon building was lit up in purple in the capital of Canberra.
- Lake Weeroona sign was lit up in purple.

Photos:

Partners: March of Dimes, EFCNI, National Premmie Foundation, Miracle Babies

Bangladesh

Activities:
- World Prematurity Day seminar held at Bangabandhu Sheikh Mujib Medical University (BSMMU) in Dhaka with more than 75 key stakeholders including senior Government of Bangladesh officials from the Ministry of Health, professional bodies, academia, UN agencies, other development partners and national/international agencies. In attendance were Health Secretary Muhammad Humayun Kabir and MSMMU pro-vice-chancellor Mohammad Shahidullah. The event was organized by Save the Children, the Bangladesh Neonatal Forum, and UNICEF.
- The Senior Secretary of MOHFW committed to prioritize interventions for prematurity and advised the DGHS/DGFP to review the existing operational plan and incorporate essential interventions and budget for prematurity.
- Joint press releases from UNICEF and Save the Children published in major daily newspapers. Some TV channels also gave coverage of the event.

Media:

The Daily Star
World Prematurity Day: Meeting the challenges to manage premature births
November 17, 2012
**News Network & New Age**
10pc babies born premature
November 17, 2012
http://www.newagebd.com/detail.php?date=2012-11-17&nid=30394#.UKhe-eSTzSg

**Daily Sun**
750,000 preterm babies die a year globally
November 18, 2012
http://www.daily-sun.com/details_750,000-preterm-babies-die-a-year-globally_323_1_10_1_15.html

**New Age**
Prematurity Day observed
November 18, 2012

Lead Partners: Bangladesh Neonatal Forum, Save the Children & UNICEF

**Belgium**

Activities:

- Declaration of engagement for WPD in the cabinet of the Minister of Health.
- Congress in St Jan Hospital AZ in Brugge held for opening of a new NICU with high level speakers including the President of the European Council.
- Family day in Circus Bruul, one of largest outdoor playgrounds in Belgium.
- Parents received gift in 9 NICUs and 24 lower level neonatal units.
- Information desks and activities in most neonatal units in the country.
- Sock line in front of Atomium, Brussels.
- Posters and flyers of the “ene, mene, mini” campaign distributed in units.

Media:

Declaration of engagement in World Prematurity Day in the cabinet of the Minister of Health

**Rtl.be**
November 17, 2012

*Updated December 6, 2012*
Bolivia

Media:

Los Tiempos  
November 17, 2012  
http://www.lostiempos.com/diario/actualidad/vida-y-futuro/20121117/mas-de-un-millon-de-ninos-prematuros-mueren-al-ano_192632_409918.html

Eju  
November 17, 2012  
http://eju.tv/2012/11/da-mundial-del-nacimiento-prematuro/

Brazil

Activities:

- The parent organization Prematuridade was very active in promoting World Prematurity Day inter alia by raising awareness with preterm socks lines.
- Raising awareness through social media Facebook and twitter.

Media:

Globo  
November 16, 2012  

Updated December 6, 2012
Lead Partners: Prematuridade/EFCNI

Bulgaria

Activities:

- Parent organizations, Our Premature Children and Premature-BG, organized many events in many cities including Sofia and Sliven.
- Premature-BG parent organization met with the national consultant on Bulgarian neonatology and President of the Bulgarian association of neonatology at the Health Commission in the Parliament.
- Sofia: illuminated in purple, sock lines, hundreds of balloons released with every 10th being tiny and purple, 100 year old oak tree was the centre of attention.
- Open days in neonatal wards where parents were informed and participated in round table discussions with experts to discuss issues in neonatology and prevention of preterm.
- Movie broadcast in National Assembly to attract attention of authorities.
- TV coverage (TV BNT1)
- Celebration/party for premature infants and their parents in a big hospital in Sofia.

Media:

Sliven Net
Press release on World Prematurity Day in Sliven, Bulgaria
November 16, 2012
World Prematurity Day on TV
http://video.bgnes.com/view/37982

Photos:

Lead Partner: “Our Premature Children – Bulgaria”/EFCNI

Canada

Activities:

- Parent organization CPBF/FBPC gave out pins, EFCNI poster and introductory letter of foundation to neonatal care units in Canadian hospitals.
- Over 25 institutions celebrated WPD.
- Celebrations in Edmonton: Santa Claus came early to visit premature babies at Grey Nuns Hospital in Edmonton.
- Radio spot for all radio programmes in Canada.
- Press release
- Toronto Mount Sinai Hospital: week of purple celebrations, education sessions and veteran parent support provided by parent partners and veteran families including a breastfeeding support programme with education stations and demonstrations, group of doctors, social workers, nurses, lactation specialists and parents gathered at the base of Toronto’s CN Tower when it lit up purple for the first time to honor preterm births.
- Purple CN tower was leading story in Global TV’s evening news.

Media:

Edmonton Sun
Photos: World Prematurity Day in Edmonton
November 17, 2012

Updated December 6, 2012
Global Edmonton
World Prematurity Day marked at the Grey Nuns Hospital
November 17, 2012
http://www.globaltvedmonton.com/world+prematurity+day+marked+at+the+grey+nuns+hospital/6442755685/story.html

Photos:

Lead Partner: Canadian Premature Babies Foundation - Fondation Bébés Prématurés Canadiens, Mount Sinai Hospital Toronto / EFCNI

China

To add

Chile

Media:

Cooperativa
November 16, 2012
http://www.cooperativa.cl/noticias/sociedad/salud/embrazo/oms-mas-de-un-millon-de-ninos-prematuros-mueren-cada-ano/2012-11-16/062241.html

Colombia

Media:
El Heraldo
November 16, 2012
http://www.elheraldo.co/noticias/salud/mas-de-un-millon-de-ninos-prematuros-mueren-al-ano-segun-la-oms-89638

ABC del Bebe
November 16, 2012

NTN24
November 17, 2012
http://www.ntn24.com/noticias/oms-asegura-que-mas-de-un-069797

Costa Rica
Activity:
- Sock line in front of the National Theatre

Photos:
Source: EFCNI

Croatia
Activities:
- Charity concert on November 16 to collect money to purchase medical equipment needed to treat and care for preterm babies. This was broadcast on TV and celebrities and the Prime Minister participated.
- Stories on preterm birth were broadcast all week.

Photos:

Lead Partner: Klub roditelja nedonoščadi „Palčići“ / EFCNI

Cyprus

Activities:

- Sock line at the NICU at Makareios Hospital.
- Cycling event on November 17 through capital of Nicosia during which a sock line was attached to the back of each bike.
- Venetian walls in Nicosia were lit up in purple during the night for the whole week.
- Painting exhibition including drawings of preterm children.
- Children’s theatre about prematurity presented for a week in all capital schools.
- On November 18, a Harley Davidson team drove from Pafos to the Venetian walls carrying a small incubator holding a preterm doll.
- Press releases and broadcasts on TV and radio of all events throughout the week.

Photos:
Czech Republic

Activities:
- Beneficiary concert for a hospital in Havlickuv.
- A messe was celebrated for premature babies on 17 November.
- Preemie stories were presented on TV Nova. To watch the TV programme, please click here

Media:
TV1 programme

Dominican Republic

Activities:
- Events organized by Pequenas Vidas.
- Robust media tour promoting WPD in radio and print.
- Social media outreach throughout November, focusing on raising awareness of prematurity and publicizing global activities.
- Publicity on prematurity and WPD at our Group B Strep conference, aimed at the Dominican health and scientific communities.
- Communication throughout November with the national obstetrics, perinatal and pediatric societies to raise awareness of WPD, they also distributed World Prematurity Day EFCNI posters throughout the hospitals.
- 1-in-10 sock line in the Colonial Zone - famous for Christopher Columbus' landing.

Media:

Panorama Diario
November 16, 2012
http://www.panoramadiario.com/salud/articulo/articulo/2/sugieren-5-medidas-como-dejar-de-fumar-para-reducir-los-partos-prematuros/

Lead Partners: Pequenas Vidas / EFCNI & March of Dimes

El Salvador

Media:

El salvador.com
November 18, 2012
http://www.elsalvador.com/mwedh/nota/nota_completa.asp?idCat=47976&idArt=7438675

Ethiopia

Activity:
- Key messages broadcasted on KOIKA radio program

Media:

New Business Ethiopia
Celine Dion Lends Her Voice Supporting World Prematurity Day
November 14, 2012

Lead Partner: Save the Children

Finland

Activities:
- Employees of Perkin Elmer in Turku, Finland joined in knitting baby socks for World Prematurity Day. More than 200 socks were hanging on the line. All socks will be given to the newborn department at Turku University Hospital. For every pair of socks, the Turku site donated a small sum of money to the prematurity department in Turku University Central Hospital. The event had been promoted by e-mail, on notice boards and through an info session for all employees.
- On November 16th, a little celebration took place at the company site. During this event, the daughter of one of Wallac's employees who was born 10 weeks too soon, presented her personal story.

Photos:

Lead Partner: EFCNI and country partner

**France**

Activities:

- SOS Prema was at the French Parliament.
- A press release was published at the French Parliament on November 12, 2012.
- Gathering of parents and doctors organized by SOS Prema to alert the French government and members of parliament on the need for political dedication to preterm birth.
- Many local events in different parts of France organized by SOS Prema including Zumba party in Nice.

Media:

**Nicerendezvous**

November 16, 2012

Lead Partner: SOS Prema/EFCNI

**Germany**

**Activities:**

- Sock lines in many regional groups and hospitals all over Germany.
- Parent organizations and health institutions organized celebrations, information stands and press conferences in different cities.
- Local parent organization in Heidelberg organized visits to the NICUs and a celebration at the zoo.
- Radio report about the organization's work regarding their programme of care of preterm infants and their parents after discharge from hospital was broadcasted on 16 & 17 November on the regional stations SWR 4 and SWR1.
- Dräger employees all over Europe knitted more than 600 socks in their free time on the occasion of World Prematurity Day and were hung in the Dräger Headquarter in Lübeck, Germany. The socks are a symbol of the initiative “ene, mene, mini.”

**Media:**

*Arzte Zeitung*
November 16, 2012

*Photos:*
Lead Partner: EFCNI and local partner

**Ghana**

**Activity:**

- Walk for Love to Save a Life

**Photos:**

Lead Partners: UNICEF & Little Big Souls

**Greece**

**Activities:**

- In October, “Ilitominon” started a public awareness campaign.
- Press conference for World Prematurity Day on November 21.
- Parents informed about the WPD with leaflets and posters during a campaign on breastfeeding taking place in three major cities in Greece throughout November. The
campaign was organized by the biggest national website on breastfeeding under the auspices of the Greek National Committee of UNICEF.
- Ilitominon had an event with socks and balloons in the yard of a Maternity Hospital in Athens.

Media:

**Sigmalive**
November 15, 2012

Photos:

Lead Partner: Ilitominon / EFCNI

**Guatemala**

Media:

**Siglo21**
November 18, 2012

**Honduras**

Media:

**Estrategia & Negocios**
November 16, 2012
[http://www.estragiaynegocios.net/2012/11/16/mas-de-uno-de-cada-10-bebes-nace-de-forma-prematura/](http://www.estragiaynegocios.net/2012/11/16/mas-de-uno-de-cada-10-bebes-nace-de-forma-prematura/)

*Updated December 6, 2012*
Hungary

Activities:

- KORE organized a public event at one of the historic squares of Budapest with parents, doctors, nurses and different organizations dealing with preterm birth and representatives of the written media, radio and television. A long sock line was hung in the square. People had the opportunity to donate clothes and used toys for preterm babies. Tea and snacks were also offered to the participants.

Photos:

Lead Partner: KORE / EFCNI

Ireland

Activities:

- “Irish Premature Babies” (IPB) organized many events for World Prematurity Day
- Nov 15 - Positive Steps for Prematurity Breakfast Meeting at the Royal College of Physicians in Dublin with speeches of various scientists and experts.
- Nov 15 - Presentation to the Joint Oireachtas Committee on Health and Children in the Irish Parliament by Mandy Daly, Family Liaison Manager of IPB.
- Nov 15 - Presentation at the IDNIC (Infant Development in Neonatal Intensive Care-Ireland) Meeting, Dublin by Mandy Daly, Family Liaison Manager- Parents as a Force for Change
- Nov 17 - National Coffee Morning.
- Nov 17 - Purple Illumination Project where many buildings were illuminated purple: Liberty Hall, The Convention Centre, Cleary’s Department Store, The Mansion House (home of the Lord Mayor) in Dublin; and Cork City Hall in Cork.
- Nov 17 - The Knit for Tiny Togs campaign will see hampers of knitted garments distributed to all the NICUS and SCBUS around Ireland.

Updated December 6, 2012
- PR Sock Campaign: Leading up to the week of World Prematurity Awareness Day, IPB embarked on the socks line campaign and showed pictures of both famous landmarks and famous celebrities holding the socks line to the world.

Photos:

Lead Partner: Irish Premature Babies / EFCNI

**Italy**

Activities:

- The national parent association Vivere Onlus had been increasing public awareness through thorough social media campaigning on facebook and twitter.
- Local parent organizations organized many initiatives throughout the country.
- Florence: on November 17, the parent organization "Piccino Picciò" illuminated the Fountain of Neptune on the Piazza della Signoria in the core of the city, in cooperation with Vivere Onlus and under the patronage of Florence Municipality for the whole weekend.
- Bologna: the twin towers were illuminated by the Bolognian parent organization La Chiocciola Onlus.
- Ragusa in Sicily: illumination of a monument and tiny sock line.
- Lines of socks and informative material about WPD were delivered to most of the cities' hospitals.
- "Carte dei Diritti del Bambino Prematuro" (Paper of Rights of Premature Babiers) was presented in meetings throughout the country.

Photos:
Kenya

Media:

**Capital FM Nairobi**
750,000 preterm babies die needlessly each year: UN
November 19, 2012

Latvia

Activities:

- Just one day before Latvia's 94th birthday, World Prematurity Day was celebrated in Latvia's capital, Riga with many events.
- Musical service at Riga Cathedral with many eminent Latvian artists performing in it.
- Special photo exhibition “I was born earlier” with photos taken by Juris Beikmanis showed the feeblest babies and their parents in the Children’s Clinical University Hospital
- World Prematurity Day flag-raising event celebrated at the Children’s Clinical University Hospital.
- Presentation of the symbol of the World Prematurity Day in Latvia - an infinity sign.
- Special light art objects were dedicated to the premature babies within the festival of light “Staro Rīga.”
- Riga Maternity Hospital turned into an object “Forms of Life.”
- On occasion of the light project “Touches” everyone had an opportunity to see photos of the tiny babies on the facade of Jana seta. “Staro Rīga” is an international festival of light that brings thousands of visitors to the capital of Latvia every year and will be held for the fifth time. The number of light objects increases annually thanks to the extensive responsiveness of national and international artists.

*Updated December 6, 2012*
Media:

November 17, 2012
http://www.youtube.com/watch?v=8_k3tBv_QFo

Photo:

Lead Partner: Latvian Neonatal Society / EFCNI

Lebanon

Activities:

- Thursday November 15 at 9:30 PM: TV Interview with Dr. Khalid Yunis and Mrs. Hala AbouJaber (One of the Neonate Fund Volunteers) on “Kalam Ennass, LBCI TV” Program, one of the most important and mostly viewed talk shows in Lebanon. This also included a short video that was shot in our NICU on one of our premature (view links below).
- Friday November 16th: Interview with 2 of the volunteers Mrs. Marwa Jaber and Mrs. Maya Fakih on LBCI TV, social program (Tune time to “01:02:50” – view video below).
- Friday November 16th: Day care centers had the children wear purple in support of the World Prematurity Day.
- Saturday November 17: A full day of coverage on prematurity, and The Neonate Fund on Lebanese MTV TV station. It included interviews with a doctor, a nurse, one of the Volunteers of the Fund and 4 mothers of newborns who were born premature (view links below).
- Saturday November 17 at 3:30 pm: Awareness campaign organized at Le Gray Hotel, downtown Beirut. 5,000 purple balloons were released by the volunteers, parents of prematurely born children, physicians, nurses, and other people who heard about the campaign through advertisements. During that time, music for children was played, in addition to entertainment and purple candies and popcorn were distributed to children. The event was followed by lighting of Le Gray Hotel purple.
- Saturday November 17: Lighting of administration building at AUB “College Hall” Purple that will stay for a whole week (view link below).
- Thursday November 22: Interview on Future TV with Dr. Nabil Mounla, a neonatologist at AUBMC NICU.
- Saturday November 24: Segment on “Talk of the Town” program on Lebanese MTV will be hosting Mrs. Rada Sawwaf (One of the Neonate Fund Volunteers) and Dr. Khalid Yunis to shed a light on the subject as well.
- SMS teasers before the event, and revealers after the event
- Radio ads on Nostalgie
- TV ads on LBC, MTV, and Future
- Print ads in newspapers and press release
- Neonate Fund Facebook link: http://www.facebook.com/pages/The-Neonate-Fund/133637533400176

Media:

Kalam Ennas, NICU
November 15, 2012 (YouTube)
http://www.youtube.com/watch?feature=player_embedded&v=dSMdXlXCQfl
http://www.youtube.com/watch?feature=player_embedded&v=-wbYgSat22I

Helwi El Hayat
November 16, 2012
http://www.youtube.com/watch?feature=player_embedded&v=_7pjupJXLlc

MTV News
November 17, 2012

American University of Beirut News
Neonate Fund at AUB: Shining a light on premature births
November 19, 2012

Photos:

Updated December 6, 2012
Lithuania

Activities:
- World Prematurity Day was celebrated on November 16.
- The "Life tree" in Santariškės Clinics was opened. "Life tree" is for honoring every premature baby. On this occasion, parents may sign their babies' names on a tree.
- Families gathered in a "Toy museum", the only in the Baltic countries. There, babies' palm stamps will be taken and exhibited.
- Presenting the new organization "Neišnešiotukas", Prof. Nijolė Drazdienė made an announcement together with a grown up premature girl who is by now a champion in table tennis. Special guests were also the donors who sponsored all needed technology for making retinopathy operations in Vilnius.
- Balloon release took place at Vilnius Cathedral square at the end of the day.

Photos:

Lead Partner: Lithuania premature baby association "Neisnesiotukas" / EFCNI
Macedonia

Activities:

- LULKA in collaboration with PREMNOVA created and printed 3000 copies of a brochure for the parents of preemies called "When the stork arrives early". Volunteers (mainly parents of preemies) visited parents of preterm babies in hospitals and provided them with the brochure. The first official promotion took place on November 17.
- Video about World Prematurity Day shown on city squares as well as on facebook and LULKA’s webpage.
- Sock line as well as the banner of the organization were presented in two hospitals where volunteers promoted World Prematurity Day.
- A press conference including a famous pop star was the final event.
- PremNova on national TV Kanal 5 for World Prematurity Day.

Photos:

![Image of sock line and banner]

Lead Partner: CSO Lulka - Organisation for the care and education of pregnant women, mothers and children, PremNova / EFCNI

Malawi

Activities:

- The government of Malawi with the support from partners launched the Kangaroo Mother Care implementation evaluation on Friday, November 16, 2012.
- World Prematurity Day event took place on November 17th in Lilongwe, hosted by the Ministry of Health with support from partners (including Save the Children, WHO, UNICEF, UNFPA, USAID, SSDI, World Vision) with the Deputy Minister of Health, Honourable Halima Daud. The government committed to prioritizing the issue of prematurity.

Media:

**The Nation**

Prematurity rate worries govt

*Updated December 6, 2012*
MBC TV
3 minute English news bulletin
November 18, 2012

MBC TV
3 minute Chichewa news bulletin
November 18, 2012

MBC Radio 1
English news bulletin
November 18, 2012

Photo:

Deputy Minister of Health inspecting pavilions at WPD event, Malawi (Credit: Nomsa Mkandawire)

Lead Partners: Save the Children

**Mali**

Activities:
- Event at the neonatology ward at the Central University Hospital, Gabriel Touré
- Broadcasting messages on national TV ORTM for three days
- Open House event at the neonatology ward at the Central University Hospital, Gabriel Touré on November 30 with media present as well as personal testimonies from parents who’ve experienced a preterm birth in the past or currently in the KMC unit
- National exchange day with all the Ministry of Health partners working in newborn health organized under the leadership of the pediatricians of Central University Hospital, Gabriel Touré.

Lead Partner: Save the Children

*Updated December 6, 2012*
Malaysia

Activities:

- Two day event for Prematurity Awareness Campaign.
- Forum featuring an obstetrician and gynecologist specialist, a neonatologist, couple who had a premature baby and a celebrity, whose ex-premmie daughter is now 2 years old, as the moderator.
- Exhibition to highlight the importance of multidisciplinary management of a premature baby.
- Awareness celebration with survivors of preterm.
- Set up a World Prematurity Day Malaysia Facebook page: https://www.facebook.com/worldprematuritydaymalaysia

Photos:

Lead Partner: The National University of Malaysia

Mexico

Activities:

- Nacer Temprano-VIVIR EN GRANDE and Con Amor Venceras, both Mexican organisations, joined efforts in order to get as many hospitals, parents associations and other institutions, as well as individuals together.
- November 15: Press conference informed the media about World Prematurity Day and highlighted issues of the Born Too Soon Report.
- November 18: cycling for the preemies with traffic of 20,000 people on big Reforma Avenue, one of the biggest streets in Mexico City.
- Over 60 institutions joined World Prematurity Day in Mexico and celebrated with different activities in their communities such as: sock lines, cangurada, talks for staff and families, balloon/butterflies release, drawing contests for ex-preemies and more.

Updated December 6, 2012
Media:

Diario de Yucatan
November 16, 2012

La Verdad de Yucatan
November 16, 2012

La Jornada
November 16, 2012

Terra
November 16, 2012
http://vidayestilo.terra.com.mx/salud/dia-mundial-del-bebe-prematuro-cifras-y-problematica,0efca520ca0b310VgnVCM3000009acceb0aRCRD.html

Sexenio
November 16, 2012

Vanguardia
November 17, 2012

Photos:

Lead Partner: Con Amor Vencerás, Nacer temprano- VIVIR EN GRANDE / EFCNI

Updated December 6, 2012
**Netherlands**

Activities:

- Various events to raise awareness in the public and help parents with their support.
- Sock line, Rotterdam and next to many hospitals.

Media:

**NU.nl**
November 16, 2012

**International Confederation of Midwives**
Press Release
November 16, 2012

**Radio Nederland Wereldomroep Latinoamerica**
November 16, 2012
[http://www.rnw.nl/espanol/bulletin/m%C3%A1s-de-uno-de-cada-10-beb%C3%A9s-nace-cada-%C3%B1o-de-forma-prematura-oms](http://www.rnw.nl/espanol/bulletin/m%C3%A1s-de-uno-de-cada-10-beb%C3%A9s-nace-cada-%C3%B1o-de-forma-prematura-oms)

Photos:

Lead Partner: Vereniging van Ouders van Couveusekinderen / EFCNI

**Nicaragua**

Media:

**La Prensa**
November 15, 2012

*Updated December 6, 2012*
Nigeria

Activity:

- Little Big Souls parent organization organized an awareness walk and event at the Bolingo Hotel in Abuja.
- Additional walks supported by Little Big Souls were held in Accra, Ghana, Egypt, South Africa and Kenya.
- With support from Draeger and BabyFirst, Little Big Souls donated neonatal equipment to several hospitals in Nigeria.
- The Little Big Souls-Draeger Jaundice Program was launched.
- “Nollywood” actors Francis Duru and Ejike Asiegbu also lent their support for World Prematurity Day.

Media:

Nigerian Tribune
Premature babies are not deficient
Tuesday, 20 November 2012

Photo:

Lead Partner: Little Big Souls
Norway

Activities:

- The Norwegian Parent Organisation (Prematurforeningen) developed a video for raising awareness about the prematurity cause. The video was released on YouTube and on the website of Prematurforeningen and is being disseminated through Facebook contacts and the Facebook group Prematur. The film is titled “A little, but important issue”. On 16th of November this film was also shown on one of the most popular TV programmes in Norway “Good Morning Norway”. On this occasion Prematurforeningen, together with the moviemaker, talked about World Prematurity Day and how the film was made.
- November 16 and 17: two advertisements were posted in the largest newspaper in Norway, Aftenposten. The first advert showed a half kilo pack of butter with a tiny baby cap, the second ad a one litre milk carton inside a small baby’s jumpsuit. Both adverts referred to World Prematurity Day and Prematurforeningen.
- Radio commercial was broadcasted on one of Norway’s biggest radio stations "Radio Norge"! Both, the TV and radio commercial will be broadcasted again around Christmas-time
- November 17: Prematurforeningen had a banquet celebrating World Prematurity Day with its members of the organization.
- Rockheim, Trondheim City was lit up in purple.

Media:

Association for premature children (Prematurforeningen) – commercial (YouTube)
A little but important thing
Norwegian: http://www.youtube.com/watch?v=Wh2iLTy4aug
English: http://www.youtube.com/watch?v=we19LnhLHY&feature=youtu.be

Photos:

Lead Partner: Prematurforeningen / EFCNI
Pakistan

Activities:

- Press release and statement issued by UNICEF country office.
- Social media activities had an overwhelming response to 50,000 + fans on Facebook page and 5800+ followers on Twitter.
- Two messages were posted on the UNICEF Pakistan Facebook page which had 6,000+ unique views, 108 followers who shared the post, and 200+ likes.

Lead Partner: UNICEF & JHPIEGO

Paraguay

Media:

Ultima Hora
November 16, 2012

Peru

Media:

Radio Programas de Peru
November 16, 2012

Philippines

Media:

Yahoo News Philippines
Significant number of PH babies ‘born too soon,’ says UN agency
November 20, 2012

 Philippine Daily Inquirer
Born too soon
November 21, 2012
Print article – to access PDF contact Mary Kinney at mkinney@savechildren.org

Updated December 6, 2012
TV coverage on Philippines news channel at prime time

Lead Partner: UNICEF

**Poland**

Activities:

- Polish parent organization, Fundacja Wcześniak Rodzice-Rodzicom, organized several events for World Prematurity Day in Poland.
- Illumination of the tallest building in town– Palace of Science and Culture.
- Photo exhibition of preterm babies in Polish Parliament under the auspices of the Head of the Parliament, a former Minister of Health.
- Gathering of key opinion leaders, parents of preterm babies from the photographs and media at the Parliament to hear the speech of the Head of Neonatal Association on November 17 morning.
- World Prematurity Day campaign on Facebook fanpage.
- Sock lines at all NICUs in Warsaw hospitals.
- Press kit issued to the press three days in advance of World Prematurity Day.
- Another parent organization, Fundacja Swiadomi Rodzice, also promoted the problem through their website and a meeting with different experts and specialists.

**Photos:**

Lead Partner: Fundacja Wcześniak Rodzice-Rodzicom, Fundacja Swiadomi Rodzice / EFCNI

**Portugal**

Activities:
- Parent organization XXS organized a national campaign with a calling to all Portuguese people to knit socks and caps for preterm babies.
- November 15-17: Celebration in three major shopping centres where knitted socks were put on sock lines.
- Informative material distributed to all Portuguese NICUs.
- XXS was on TV explaining World Prematurity Day and their campaign.
- New parent organization Associação Pais Prematuros took a picture for World prematurity Day of a sock line in front of the bridge D. Luis in Oporto.

Media:

**Tvi24**
One in ten babies is born premature
November 7, 2012

**Fatima Missionaria**
November 18, 2012

Photos:

Lead Partner: XXS-Associação Portuguesa de Apoio ao Bebé Prematuro, Associação Pais Prematuros / EFCNI

**Puerto Rico**

Activity:

- Hospital Auxilio Mutuo was lit up in purple.

Photo:

*Updated December 6, 2012*
Serbia

Activities:

- Sock lines throughout country.
- The Institute of Neonatology in Belgrade promoted the day with a poster.

Photos:

Lead Partner: PremNova, Institute of Neonatology Belgrade / EFCNI

Slovakia

Activities:

Updated December 6, 2012
- The Slovakian parent organization organized a Prematurity Day Conference in Bratislava, where engaged people won a “Purple heart award.”
- A press conference took place.
- Many buildings were illuminated for World Prematurity Day: Bratislava castle, Arena theatre in Bratislava, Shopping mall Millennium in Martin and City Nitra.
- Several events in churches were dedicated to preterm babies.

Photos:

Lead Partner: Nasmalicek Občianske združenie malíček / EFCNI

Spain

Activities:

- Different parent organizations, depending on the regions, took an effort to raise awareness for preterm infants on World Prematurity Day.
- Conferences with professionals, parents and students.
- Several celebrations in hospitals and other places were held in many different regions.
- World Prematurity Day was also heavily promoted by social media activities on Facebook and twitter.
AVAPREM parent group WPD programme:

PREMATURA parent group WPD programme:

APREM parent group WPD programme:

Media:

Terra
November 15, 2012
http://vidayestilo.terra.com/salud/los-nacimientos-prematuros-pueden-prevenirse-con-algunos-tratamientos-comprobados-dice-articulo-de-lancet.db006dab4d10b310VgnCLD2000000dc6eb0aRCRD.html

Terra
November 16, 2012
http://vidayestilo.terra.com/salud/estudios/expertos-sugieren-medidas-para-reducir-los-partos-prematuros,c0f16dab4d10b310VgnCLD2000000dc6eb0aRCRD.html

Diario Sur
November 16, 2012

El Economista
November 17, 2012

Ella Hoy
November 18, 2012
http://www.ellahoy.es/salud/articulo/bebes-prematuros-el-7-naceantes-de-la-semana-37/110819/

Hechos de Hoy
November 18, 2012
http://www.hechosdehoy.com/partos-prematuros-un-peligro-para-la-audicion-y-vision-de-los-22249.htm

Europa Press
November 19, 2012

Updated December 6, 2012
South Africa

Activities:

- Awareness events at local hospitals in Durban and Cape Town.
- Press release with media coverage and radio interviews.

Lead Partners: Neonatal Nurses Association of South Africa & Save the Children

Sweden

Activities:

- The Swedish parent organization published a debate-article in the Svenska Dagbladet, raising 5 points:
  1. The Swedish minister of health should appoint a national workgroup for the care of preterm babies, during and after their initial hospital stay
  2. The care of premature babies should be the same regardless of where you live
  3. Local health authorities should appoint a coach for premature babies, to facilitate the follow-up
  4. Better knowledge in schools regarding the needs of “ex-preterms”
  5. The adult medicine needs to prepare themselves for the specific needs of “ex-preterms” when they grow up.

Media:

Updated December 6, 2012
TV4 Headline News
Interview with Lisen Bergström from the Prematurföreningen in Stockholm. This is the link to that broadcast:
http://www.tv4play.se/program/nyheterna?video_id=2241226&utm_medium=sharing&utm_source=permalink&utm_campaign=tv4play.se

Photos:

Lead partner: Föräldraföreningen för prematurfödda barn / EFCNI

Switzerland

Media:

All Africa (GAVI Alliance)
Africa: Gavi Marks World Prematurity Day
November 16, 2012
http://allafrica.com/stories/201211161137.html

Photo:
The Partnership for Maternal, Newborn & Child Health (PMNCH) marks World Prematurity Day in Geneva. PMNCH is an alliance of nearly 500 partners from government, civil society, the UN, donors and the private sector working together to promote greater knowledge, action and accountability on women’s and children’s health, including preterm birth: [www.pmnch.org](http://www.pmnch.org)

**Taiwan**

**Activities:**

- New parent organization, The Premature Baby Foundation, participated in WPD this year which supports around 22 hospitals across Taiwan and has also been active in the development of a follow-up programme for preterm babies for more than 15 years.
- They joined the global movement for World Prematurity Day this year and promoted World Prematurity Day with many activities in Taiwan.

**Photos:**

*Updated December 6, 2012*
Turkey

Activities:

- Right at the border between Asia and Europe, the Turkish parent organization El Bebek Gül Bebek made it possible that the Bosphorus Bridge and the Sapphire, one of the highest towers in Europe and the highest in Turkey, were illuminated in purple on November 16 and 17 to raise awareness for World Prematurity Day and honor preterm infants and their parents.
- Sock lines in the Sapphire mall.
- Launch of national report "prematurity in Turkey" in Ankara, giving a picture of the Turkish situation of preterm infants and recommendations for improvements.

Photos:

Source: www.facebook.com/WorldPrematurityDay

Uganda

Activities:

- High-level stakeholders meetings were held over several days in Uganda.
- Thursday, November 15, a National Stakeholder meeting was held with about 150 participants including the State Minister for Health, Sarah Opendi.
- A media briefing took place on Friday, November 16 with about 60 journalists and included a BBC Newsday interview with Minister for Health Dr. Christine Ondoa.
- World Prematurity Day event took place at the Mulago School of Nursing in Kampala with the Ministry of Heath, led by Minister of Health Dr. Christine Ondoa.
The Government of Uganda announced a new commitment to the UN’s *Every Woman Every Child* initiative on preterm birth pledging to increase the pace of scale-up of high-impact interventions to reduce deaths due to prematurity. This includes: antenatal care visits and antenatal care packages, treatment of febrile illnesses, effective childbirth care, management of preterm labor – antenatal corticosteroids, antibiotics for PROM, essential newborn care – kangaroo mother care, newborn resuscitation, management of preterm complications.

Local print and online media coverage and TV.

**Media:**

**New Vision**
Premature Birth Rate Continues to Rise in Uganda  
November 19, 2012  

Uganda: Pregnant Women Urged to Attend Antenatal Care to Avert Premature Births, November 20, 2012  

**First Post**  

**Daily Monitor**  
Pay Attention to premature births  
November 20, 2012  

**Photos:**

[Photos from launch of World Prematurity Day: Contact Mary Kinney at mkinney@savechildren.org](http://www.firstpost.com/topic/place/uganda-born-too-soon-video-zhM7UsmeXYk-720-1.html)
United Arab Emirates

Activity:
- Sock line in front of the tallest building in the world, Burj Khalifa, Dubai.

Photos:

Source: [www.facebook.com/pages/Prematurity-Awareness-Day](http://www.facebook.com/pages/Prematurity-Awareness-Day)

Lead Partner: EFCNI

United Kingdom

Activities:
- Bliss launched a video November 12 that was heavily promoted via social media.
- Celebrity mums who have had experience of having premature babies promoted World Prematurity Day.
- Social media and twitter chat party.
- Many hospitals and individuals held fundraising events all over UK as well.

Media:

**BBC Radio 4**
Premature Babies
Dr Joy Lawn
[http://www.bbc.co.uk/programmes/p01181mz](http://www.bbc.co.uk/programmes/p01181mz)

**BBC News**
‘Too little known’ on early birth

*Updated December 6, 2012*
November 16, 2012
http://www.bbc.co.uk/news/health-20342108

Bliss
World Prematurity Day Video
November 13, 2012
http://www.bliss.org.uk/2012/11/13/watch-bliss-world-prematurity-day-video/

The Lancet
Press Release
November 16, 2012
http://www.who.int/pmnch/media/news/2012/20121116_wpd_lancet_pr.pdf

Chang HH et al. Preventing preterm births: analysis of trends and potential reductions with interventions in 39 countries with very high human development index
November 16, 2012
http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(12)61856-X/abstract

FIGO/IPA Joint Statement
Prevention and Treatment of Preterm Births (Brochure)
November 16, 2012

Lead Partners: March of Dimes & Bliss

United States of America

Activities:

- March of Dimes supported heavily the global social media campaign on twitter and Facebook.
- Celebrations wearing purple to show the color of preterm birth were held.

Media:

TIME Health & Family
World Prematurity Day: 5 Ways to Reduce Preterm Births
November 16, 2012
http://healthland.time.com/2012/11/16/world-prematurity-day-5-ways-to-reduce-preterm-births/
Los Angeles Times

Premature birth rate declines
November 15, 2012

March of Dimes gives Missouri “C” rating
November 18, 2012

Healthy Newborn Network

Myths and Misconceptions about Preterm Birth
November 5, 2012
http://www.healthynewbornnetwork.org/blog/myths-and-misconceptions-about-preterm.birth

Preterm birth can be reduced if critical actions are taken
November 7, 2012
http://www.healthynewbornnetwork.org/blog/preterm.birth-can.be.reduced-if.critical.actions.are.taken

The True Power of Parents
November 9, 2012
http://www.healthynewbornnetwork.org/blog/true.power.parents

World Prematurity Day: Interview with Save the Children’s Joy Lawn (YouTube)
November 12, 2012
http://www.youtube.com/watch?v=XombMtdaa5E

Power in Numbers: Accountability and Monitoring of Preterm Birth in the United States
November 13, 2012
http://www.healthynewbornnetwork.org/blog/power.numbers.accountability.and.monitoring.preterm.birth.united.states

Making community case management work for newborns – lessons from Uganda
November 16, 2012
http://www.healthynewbornnetwork.org/blog/making.community.case.management.work.newborns-%E2%80%93.lessons.uganda

WHAT IF? #WORLDPREMATURITYDAY (Mummypinkwellies.com)
November 17, 2012
http://www.healthynewbornnetwork.org/blog/what-if-worldprematurityday
http://www.mummypinkwellies.com/2012/11/what-if/

Premature birth should not lead to premature death
November 19, 2012

Updated December 6, 2012
http://www.healthynewbornnetwork.org/blog/premature-birth-should-not-lead-premature-death

Huffington Post

Preterm Birth: Report Recommends Steps to Keep Babies From Being Born Too Soon
November 15, 2012

A New Study Says We Can’t Prevent Most Preterm Births, So What Now?
November 15, 2012

World Prematurity Day: Let’s Change the Face of Preterm Birth
November 17, 2012
http://www.huffingtonpost.com/carole-presern/world-prematurity-day-tog_b_2122474.html

Premature Birth: A Global Health Crisis
November 19, 2012

The Associated Press (Yahoo News)

Report: Steps can reduce preterm births a little (Yahoo News)
November 16, 2012

Steps can be taken to reduce preterm births, report claims (Fox News)
November 16, 2012

Double X Science
We can’t stop preterm births. Can we do more for preterm babies?
November 16, 2012

Women Deliver
A New Global Focus on Preterm Births
November, 16 2012
http://www.womendeliver.org/updates/entry/a-new-global-focus-on-preterm-births

ABC News
U.S. Gets ‘C’ Grade in Premature Births
November 17, 2012

Updated December 6, 2012
News Medical
Opinion pieces, blog address preterm birth
November 17, 2012

The Hill
Senate passes bill to prevent premature births
November 16, 2012

The Houston Chronicle
Simple technologies can save premature babies
November 16, 2012

March of Dimes
Press Release
November 16, 2012

World Prematurity Day Video
http://www.youtube.com/watch?v=J2duS19-LjA

Impatient Optimists (BMGF)
Can We Cross the Last Ten Feet to Save Newborn Lives from Preterm Birth?
November 14, 2012

3 Ways to Prevent Premature Birth in Africa
November 15, 2012
http://www.impatientoptimists.org/Posts/2012/11/One-Size-Does-Not-Fit-All

Baby Michael: 4 Pounds, One Ounce
November 15, 2012
http://www.impatientoptimists.org/Posts/2012/11/My-Place-in-Preterm-Birth-Statistics

Why Do We Need a “World Prematurity Day”?
November 16, 2012
Photos:

Lead Partner: March of Dimes

**Uruguay**

Media:

**El Espectador**  
November 17, 2012  

**Venezuela**

Media:

**Panorama**  
November 16, 2012  
Updated December 6, 2012

http://www.nuevaprensa.com.ve/site/articulo/58993/Msdeunodecada10bebsnacecadaaodeformapurmatura/

*Some photos are available in higher resolution. If interested, please request them from Mary Kinney at mkinney@savechildren.org

Materials for World Prematurity Day

More information:

www.facebook.com/worldprematurityday

To access the Born Too Soon material, go to:
- Wall chart and interactive map of preterm births: www.marchofdimes.com/borntoosoon
- Additional materials, resources: http://www.healthynewbornnetwork.org/topic/preterm-birth
- Film from BTS launch (KMC in Malawi):
- Press coverage of launch:
- Preterm birth estimates paper published in The Lancet:
  http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(12)60820-4/abstract