



pregnancy & newborn  
HEALTH EDUCATION CENTER™

## Our Mission

To improve the health of babies by preventing birth defects, premature birth and infant mortality

To advance this mission through programs of research, community service, education and advocacy.

The March of Dimes successes are directly credited to the vast network of volunteers who donate their time and talents to the mission.

## Prematurity Problem

- Single most important cause of perinatal mortality (28 weeks gestation through 6 days of life) in U.S. (accounts for about 75% of these losses)
- Leading cause of neonatal mortality (0-27 days) in U.S.
- Second leading cause of infant mortality in U.S.
- Leading cause of black infant mortality in U.S.

## Goals of the Prematurity Campaign

1. Raise awareness of the problems of prematurity to 60% for women of childbearing age and 50% for the general public by 2010.
2. Reduce the rate of premature birth from 12.1% in 2002 to 7.6% in 2010, in accordance with the U.S. Public Health Service *Healthy People 2010* objective



## Aims of the Prematurity Campaign

1. Generate concern and action around the problem of prematurity.
2. Educate women of childbearing age about risk reduction and warning signs of preterm birth.
3. Provide affected families with information, emotional support, and opportunities to help other families
4. Assist health care practitioners to improve prematurity risk detection and address risk-associated factors
5. Encourage investment of more public and private research dollars to identify causes of preterm labor and prematurity, and to identify and test promising interventions
6. Advocate to expand access to health care coverage in order to improve maternity care and infant health outcomes.

## Costs of Prematurity

- The total national hospital bill for premature infant inpatient stays was estimated at **\$15.5 Billion** in 2002
- Hospital charges for all infants = \$33.8 Billion in 2002
- Prematurity makes up almost half of all infant hospital charges
- The average hospital charge for the most severe babies was \$79,000 per stay, compared to \$1,500 for an uncomplicated newborn stay

### Cost of Prematurity to Business

|                 | Full-term<br><u>No complications</u> | Delivery w/diagnosis<br><u>of Prematurity</u> |
|-----------------|--------------------------------------|---|
| Inpatient       | \$1,210                              | \$35,034                                      |
| Doctor's Office | \$1,518                              | \$6,079                                       |
| Drugs           | \$ 102                               | \$ 497  |
| <b>Total</b>    | <b>\$2,830</b>                       | <b>\$41,610</b>                               |

- 2002 hospital charges for premature infants billed to employers and other private insurance: \$7.4 billion

## Information Sources

- [www.marchofdimes.com](http://www.marchofdimes.com) for general information
- [www.marchofdimes.com/peristats](http://www.marchofdimes.com/peristats) comprehensive birth data site
- [www.marchofdimes.com/prematurity](http://www.marchofdimes.com/prematurity) specific information about prematurity
- [www.nacersano.org](http://www.nacersano.org) Spanish language Website used worldwide
- [askus@marchofdimes.com](mailto:askus@marchofdimes.com) email access for trusted answers to questions
- [www.marchofdimes.com/share](http://www.marchofdimes.com/share) an online support community for parents of premature babies
- [www.WalkAmerica.org](http://www.WalkAmerica.org) information about participating in WalkAmerica

## Research in 2004

March of Dimes funded 418 active research grants with grant awards totaling \$78.9 Million supporting the search for the causes, treatments and prevention of birth defects and prematurity

## Education in 2004

### Public Education

- over 28,000 women participated in educational programs supported by the March of Dimes including Stork's Nest and Comenzando bien programs
- Over 650,000 women were taught the signs of preterm labor through workshops, grant funded projects and material distribution
- The general public was reached through public service announcements, and news articles, radio and television programs

### Professional Education

- Over 5,000 providers attended grand rounds presentations funded by the Johnson & Johnson Pediatric Institute
- An additional 9,000 providers benefited from professional education conferences, facilitated nursing module education and similar events

## Community Service in 2004

- Over \$7.5 million awarded in **community grants** to 723 local organizations including health departments, clinics, educational institutions, hospitals and professional organizations
- The March of Dimes **Pregnancy and Newborn Health Education Center** responded to over 20,000 inquiries worldwide from the general public as well as health professionals, students and librarians
- Working with local hospitals, **March of Dimes NICU Family Support Project** now serves mothers, fathers, siblings and grandparents at 23 sites

## Advocacy

- In 2004 the March of Dimes successfully advocated for the expansion of the Newborn Screening Program in California and is working nationwide to expand testing for all babies
- The March of Dimes **Advocacy Priorities** include 1) Access to health care for women of childbearing age and infants, 2) investment in research to prevent prematurity, birth defects and infant mortality and 3) prevention and treatment programs to improve maternal, infant and child health