Every Woman, Every Child
Disseminate Help Babies Grow
Fund and report on research
New

While preterm birth rates are rising in most countries, preterm deaths are concentrated in low- and middle-income countries, and three countries – India, Nigeria and Pakistan – account for more than half of all deaths.

It will advance newborn health and development, reduce maternal mortality and stillbirth rates, relieve untold suffering, and lower disability – a public health crisis.

The new global target ending preventable newborn and child deaths by 2030 (SDG 3.2) cannot be met without reducing preterm deaths.

Every preemie wins: measured, learned to identify and manage risk factors.

The campaign, in tandem with the Every Woman Every Child Global Strategy for Women’s Children’s and Adolescents’ Health:
- Preterm birth complications are the leading cause of death for children under 5, causing an estimated 1,055,200 deaths in 2015 globally.
- The new global target ending preventable newborn and child deaths by 2030 (SDG 3.2) cannot be met without reducing preterm deaths.
- While preterm birth rates are rising in most countries, preterm deaths are concentrated in low- and middle-income countries, and three countries – India, Nigeria and Pakistan – account for more than half of all deaths.
- It will advance newborn health and development, reduce maternal mortality and stillbirth rates, relieve untold suffering, and lower disability – a public health crisis.

ACTION NEEDED FROM ALL OF SOCIETY

To help prevent preterm births
- Invest in “LINC factor” (lifestyle, infection, nutrition and contraception) programs that reduce risks of preterm birth.
- Integrate preterm birth prevention with other strategies.
- Fund and report on research to identify and manage risk factors.

To ensure accurate diagnosis
- Prioritize development of new technologies to identify women at high risk of preterm birth.
- Introduce new technologies into health systems to identify women at risk of preterm birth and provide earlier treatment.
- Integrate development and implementation of preterm birth diagnostic technologies with related innovations.

To care for women in preterm labor and care for babies born too soon
- Ensure that women deliver in facilities with qualified staff, especially midwives or other skilled birth attendants.
- Learn to identify sick and small newborns and provide them with special care such as respiratory support.
- Disseminate the Joint Statement on Kangaroo Mother Care by the major international professional associations.
- Equip health facilities to care for preterm infants depending on context.
- Set ambitious targets to reduce preterm birth rates, deaths and disability.
- Measure the performance of staff, facilities and health systems.

To support and engage with initiatives that are charting bold new courses in addressing preterm birth:

- **Every Woman, Every Child Innovation Marketplace**: an alliance to accelerate adoption of 20 new maternal and child health technologies by 2020.
- **Born on Time**: a public-private collaboration focused on reducing preterm birth rates in Mali, Bangladesh and Ethiopia.
- **Helping Babies Grow**: an initiative from Laerdal Global Health to help vulnerable newborns thrive.
- **Preterm Birth Initiative**: a partnership to test new approaches to reducing preterm deaths.
- **Every Preemie—SCALE**: a USAID-funded project designed to catalyze the global and national conversation around preterm birth and low birth weight.
- **Preventing Preterm Birth Initiative**: a program to accelerate research on discovering and developing interventions to prevent preterm birth.
- **World Health Organization Quality Improvement Framework**: standards and guidelines for maternal and newborn health.
- **Quality, Equity and Dignity for All Mothers and Babies** advocacy campaign.
- **Kangaroo Mother Care conference**: to promote current research and knowledge transfer, and promote best practice all over the world.
- **New blood test**: that detects if a pregnant woman is at risk of delivering her baby prematurely.

**Awareness, action and advocacy**
- November 17 marks the 6th annual global World Prematurity Day. NGOs, parent groups, and governments are taking action this week in +70 countries to raise awareness and spur action to prevent premature birth and save babies’ lives. To learn more, visit Facebook.com/worldprematurityday.