

PRETERM BIRTH PREVENTION AND CARE AS A PRIORITY

To achieve the new global goal for newborn survival, prioritizing investments for preterm birth prevention and care is the key, 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

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

(Umbrella Message)

Preterm birth prevention, diagnosis, and management are collectively a smart strategy to accelerate achievement of the global goal to end all preventable newborn and child deaths by 2030. This strategy will simultaneously reduce maternal deaths and stillbirths and related health system costs.

INNOVATION & INITIATIVES

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 Premie—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](https://www.facebook.com/worldprematurityday).