

World Prematurity Day 2016 Social Media Campaign Guide

Your support for World Prematurity Day 2016 equates to supporting more than 50 global partners around the world joining together to raise their voices to raise awareness about premature birth. Thank you in advance for your promotion of World Prematurity Day (WPD)!

This guide outlines the social media strategy for WPD. The guide offers information and materials for individuals and organizations around the globe to use as is or help you to create your own organization's social media messages and posts.

Table of Contents

Campaign goals and explanation of social media vehicles	Page 2
Key URLs	Page 3
Key Actions	Pages 3-4
Actions to promote to constituents	Page 5
Post calendar	Pages 5-8
Social media messages	Pages 8-16
Website/blog messages	Page 16
Survey monkey link	Page 17
Contact info	Page 17

What is the goal of the campaign?

To increase awareness, reach and engagement around the world about the issues of premature birth, newborn health and survival.

How can I use social media to get involved?

Social media vehicles:

- WPD Facebook page www.facebook.com/worldprematurityday: The World Prematurity Day Facebook page is the central hub for this campaign.
 - You and your partner organizations are encouraged to promote the page with your audience using your own Facebook page, Twitter accounts, blog sites, newsletters, organization websites, etc.

The www.facebook.com/worldprematurityday page:

- Is designed as a universal social media community to engage consumers and professionals from around the world
- Encourages participants to share premature birth stories from around the world, and spread messages about World Prematurity Day

- Is a resource. It provides an overview of "[The Problem](#)" including three videos, a section to "[Take Action](#)", and a "[Your Story](#)" section where you can help put a face on the issue of premature birth by sharing a personal story and photos you want to share, as well as uploading a photo to an interactive global map
- Contains an [Online Media Kit](#) , which includes promotional assets that are easy to download and use. The following is a list of the promotional assets in the online media kit:
 - Web assets: WPD email badges, infographics, web banners, images
 - Print: PSAs, letters and messages, and a fact sheet
 - Press release: A customizable press release
 - TV and radio: Maneet Chauhan, Celine Dion and Thalia PSAs
 - Toolkits and messages. In addition to the social media toolkit, there is an Advocacy toolkit with background, data and messaging on the global burden of preterm birth

Key URLs

By using the following URLs to share key World Prematurity Day messages, you help administrators track our reach.

Facebook

WPD FB Page (main wall): [po.st/8AIv7b](https://www.facebook.com/po.st/8AIv7b)

WPD 'the problem': po.st/HrKPm9

WPD 'take action': po.st/BeJI6e

WPD 'your story': po.st/9IQ44I

WPD online media kit: po.st/xWwVyF

Born Too Soon report: po.st/I7Cvo5

Actions

Here are 8 actions you can take to promote WPD in social media:

1. Update your organization's Facebook and Twitter status: Describe the problem of premature birth in your country, or promote World Prematurity Day events. Then ask people to get involved by "liking" the WPD Facebook page and sharing their story.
2. Post photos and videos to the WPD Facebook page that illustrate the problem of premature birth in your country and write about what your organization is doing to help. For new users: Posts should be no more than 420 characters (including punctuation marks and spaces) to be fully visible in timelines. Facebook the company has its own algorithm set for public posts; sometimes not all posts are visible on the timeline. Your post is more likely to be on the timeline, if it's concise, engages others to rise to action (by likes) and is visually appealing (from uploaded photos).

3. Update your organization's Facebook "cover image" to promote World Prematurity Day.
4. Share the World Prematurity Day graphics: Throughout the campaign, we will post six shareable graphics that illustrate the problem of premature birth through powerful visuals and copy. These can be shared to your page from the main WPD wall. An inventory of graphics is available now in the online media kit that you can post to your wall at your discretion.
5. Share posts, "Like", and comment: Use Facebook's tools to share photos, videos and status updates from the WPD Facebook page.
6. Share what your organization is doing on World Prematurity Day, actions taken by governments, your program successes, historic building/landmark lightings and your local awareness events on your own Facebook wall and periodically, posts on this tab will be shared to the main wall.
7. Reserve a time to have your organization's posts featured on the World Prematurity Facebook page by directly sharing from your wall. Please note that posts should not contain solicitations for donations, but should instead focus on topics like your local events, mission successes, volunteer spotlights or employee spotlights. You can reserve a time for your post on this [Google Doc](#), which is updated in real time, once your information is added and saved online.

8. Take and share the [ENAP inpatient care for small and sick newborn online survey](#) using #Everynewborn: An estimated 2.7 million newborns die each year - many of these deaths are in small and sick babies who require inpatient care to survive and thrive. Standardised measurement of emergency obstetric care has improved tracking and accountability for care at birth, however, readiness to provide inpatient care of small and sick newborns is not defined or tracked. As part of the global Every Newborn Action Plan (ENAP), please share this online survey for newborn health experts to define how to measure service readiness for inpatient care of small and sick newborns. bit.ly/2eZpEBa

Actions to Promote to your Constituents

Thunderclap

- [Add your voice](#) and sign-up to automatically post a message of support and awareness of prematurity through your social media community on World Prematurity Day.

Twibbon

- [Change your profile picture](#) by adding a World Prematurity Day profile picture on Facebook and Twitter, helping to raise awareness without saying a word.

Other

- **Post in social media** leading up to and on World Prematurity Day using #worldprematurityday
 - **Sample post:** Premature birth can happen to anyone. Help us raise awareness about #worldprematurityday on Nov 17
 - **Sample tweet:** 15 million babies are #borntoosoon each year across the globe. Help me spread the word about #worldprematurityday!
- **Go purple!** By wearing purple, lighting your home or office purple or coming up with your own ways to turn the world purple in support of prematurity awareness. Share on social media with #worldprematurityday.
- Take the [Kangaroo Mother Care Challenge](#) and post photos on social using #KMCchallenge

Social Media Messaging Calendar for Facebook.com/WorldPrematurityDay

These messages will be posted to the main wall on the date indicated and are subject to change. Partners and friends can share these posts to their Facebook pages, and additional messages will be added as the campaign progresses.

Date	Day	World Prematurity Day Facebook
November 1	Tuesday	Globally, more than 15 million babies are born too soon. This November, Prematurity Awareness Month, share your story, help light the world purple and connect with others using #worldprematurityday.
November 2	Wednesday	Go purple! Dress in purple, light your home or office or come up with your own ways to turn the world purple in support of prematurity awareness. Share on social media with #worldprematurityday.
November 3	Thursday	World Prematurity Day is just two weeks away. Update your profile picture now to show your support for World Prematurity

		Day without saying a word. po.st/bnwQsi
November 4	Friday	Did you know? The presence of parents helps the development of preterm babies in the hospital. #worldprematurityday
November 5	Saturday	Join Thunderclap to show your support on World Prematurity Day! All you have to do is sign up and Thunderclap will automatically post a message of awareness on November 17. po.st/rhbllY
November 6	Sunday	Kangaroo care could save thousands of babies across the globe each year. Kangaroo care means holding baby skin to skin, which has been proven to help babies maintain body warmth, regulate their heartbeat and gain weight.
November 7	Monday	Last year, for one night whole earth shone purple. Let's shine together again this year.
November 8	Tuesday	Around the world, 15 million babies are born too soon. What did your baby weigh at birth? #worldprematurityday
November 9	Wednesday	Change your profile picture by adding a World Prematurity Day profile picture on Facebook and Twitter, helping to raise awareness without saying a word: po.st/bnwQsi
November 10	Thursday	This #TBT we remember The Peace Bridge, an international bridge linking U.S.A. and Canada, lit for World Prematurity Day in 2015. Just one week until the world lights purple again!
November 11	Friday	Add your voice and sign-up to automatically post a message of support and awareness of prematurity through your social media community on World Prematurity Day. po.st/rhbllY
November 12	Saturday	Prematurity and pneumonia are two of the main killers of children under five. #worldpneumoniaday #worldprematurityday http://bit.ly/1N29pPs
November 13	Sunday	Share your story and read about other families prematurity journeys to help raise prematurity awareness: po.st/9IQ44I
November 14	Monday	Premature birth is the leading cause of death in children under the age of five. We express our condolences to families who have

		suffered the tremendous pain of loss.
November 15	Tuesday	<p>Raising prematurity awareness takes a village - a coalition of organizations from around the world coming together to help solve this problem. Won't you join us? Together we can make a difference.</p> <p>Join Thunderclap to show your support on World Prematurity Day! All you have to do is sign up and Thunderclap will automatically post a message of awareness to your social media pages on November 17. po.st/rhbllY</p>
November 16	<p>Wednesday</p> <p>10 AM ET</p> <p>3:35 PM ET</p>	<p>World Prematurity Day is tomorrow, Thursday, November 17! Follow us throughout the day as we share images of lightings, news and more from around the world to help raise awareness. Share yours with #worldprematurityday.</p> <p>Update your profile picture now to show your support for World Prematurity Day (11/17) without saying a word. po.st/bnwQsi</p> <p>The Empire State Building in New York City has lit purple to kick-off World Prematurity Day!</p>
November 17	<p>Thursday</p> <p>6:00 AM ET</p> <p>9:15 AM ET</p>	<p>Multiple posts PLUS content as it's shared.</p> <p>Today is #worldprematurityday. Take action to raise awareness! Spread the word by sharing posts, liking the page and telling everyone you know to do the same! Together we will make a difference!</p> <p>World Prematurity Day is not only a time to raise awareness, but also a time for reflection. Who do you honor today? Add your story to our interactive map: po.st/9IQ44I</p>

	12:00 PM ET	This #worldprematurityday, we want to thank the NICU staff who have touched the lives of so many. Name a special NICU nurse or doctor in your life!
	3:30 PM ET	You might be surprised by how your country ranks on premature birth: on.fb.me/1ESduFR
	6:45 PM ET	The world is lighting purple for World Prematurity Day! Thank you to everyone who is working to capture images across the globe.
November 18	Friday	Continue sharing content as its shared Thank you to everyone who raised their voice on social media, helped light the world purple and shared their stories to help inspire and comfort others. World Prematurity Day 2016 may be over, but our work to help give all babies a healthy start continues!

Other messages

NOTE: To ensure proper tagging on Facebook, you must retype “@worldprematurityday” or the name of other Facebook pages in your post. For more information on tagging organizations on Facebook, please visit: po.st/8Aiv7b

Facebook organizational messaging

- Did you know that more babies die from premature birth than from health problems like malaria and AIDS? Visit and like [@worldprematurityday](https://www.facebook.com/worldprematurityday) to find out how you can help.
- Did you know that premature birth is the leading cause of death in children under 5 worldwide? Find out more about how we can make a difference by joining the movement: [@worldprematurityday](https://www.facebook.com/worldprematurityday)

- Premature birth can happen to anyone. Help us raise awareness about #worldprematurityday on November 17. Like [@worldprematurityday](#) to find out how you can help.
- 15 million babies are #borntoosoon around the world. Nearly 1 million babies die due to complications of premature birth, and many who survive face a lifetime of disability. Did you have a preemie? What does Prematurity Awareness Month mean to you? Join us at [@worldprematurityday](#)!
- Together we can reduce premature mortality from non-communicable diseases by 1/3 bit.ly/1NhIkMd #worldprematurityday #EWECisME #EveryNewborn

Facebook and Twitter Messages– From Message Map

- Make investments in prevention, diagnosis and treatment of preterm birth to achieve global goal for newborn survival #worldprematurityday
- Accelerate the achievement to end preventable newborn deaths by 2030. #worldprematurityday
- Invest in preterm birth prevention and care to end preventable newborn deaths by 2030. #worldprematurityday
- Investing in preterm birth prevention and care to reduce maternal deaths, stillbirths, and health system costs. #worldprematurityday
- Investing in preterm birth prevention & care will save healthcare systems hundreds of millions of dollars every year. #worldprematurityday
- Deaths from preterm birth complications are the #1 cause of death for children under 5 #worldprematurityday
- Investing on preterm birth prevention and care will relieve the burden on families. #worldprematurityday
- In all countries, preterm birth rates are rising. More than half of all deaths are in India, Nigeria and Pakistan. #worldprematurityday

- Invest in programs that reduce preterm birth associated with lifestyle factors or maternal infections in pregnancy #worldprematurityday
- Innovations that reduce preterm birth rates being implemented in Mali, Bangladesh & Ethiopia with www.bornontime.org #worldprematurityday
- Address doctors to participate in advanced trainings to learn how to use new preterm technologies & treatments #worldprematurityday
- Integrate preterm birth prevention with other strategies to improve the health of pregnant women #worldprematurityday
- Fund, conduct, and report on research that identifies the risk factors for preterm birth #worldprematurityday
- Support innovation in research and trainings on preterm birth #worldprematurityday
- Help vulnerable newborns thrive by promoting breastfeeding, kangaroo care, and staff training in preterm care #worldprematurityday
- Prioritize the development of new technologies to identify women at high risk of preterm birth #worldprematurityday
- Introduce new technologies into health systems to provide treatment earlier in pregnancy #worldprematurityday
- Integrate preterm birth diagnostic technologies with related innovations #worldprematurityday
- Ensure that women deliver in facilities with staff trained in how to care for preterm babies #worldprematurityday
- Equip health facilities to care for preterm infants #worldprematurityday
- Measure the performance of health facilities and use evidence-based interventions #worldprematurityday
- Preventing adolescent pregnancy reduces risk of premature birth #worldprematurityday #borntoosoon
- Reduce premature births by promoting birth spacing and planned pregnancies #worldprematurityday #borntoosoon

- Good nutrition, including supplementation/fortification w/micronutrients reduces risk of premature birth #worldprematurityday #borntoosoon
- Support better preconception care services for women at higher risk for preterm birth #worldprematurityday #borntoosoon
- Preventing, diagnosing, and treating STIs also reduces risk of premature birth #worldprematurityday #borntoosoon
- Quitting tobacco use and reducing exposure to secondhand smoke reduces premature births #worldprematurityday #borntoosoon
- Screen, diagnose, and manage chronic diseases like diabetes and hypertension to reduce premature births #worldprematurityday #borntoosoon
- Kangaroo mother care saves babies: bit.ly/2e8PuGQ #worldprematurityday #borntoosoon
- #Everynewborn survey to define how to measure service readiness for inpt care of small&sick newborns! bit.ly/2eZpEBa #worldprematurityday
- @WHO antenatal care guidelines include interventions to prevent preterm birth and stillbirths goo.gl/jrZUtQ #worldprematurityday
- Prevent complications from preterm birth with a healthy pregnancy & quality care see new @WHO guidelines #worldprematurityday goo.gl/jrZUtQ
- Ultrasounds recommended by WHO detect gestational age & multiple pregnancies & prevent babies #borntoosoon #worldprematurityday goo.gl/jrZUtQ

Facebook personalized messaging

- I honor the nearly million babies #borntoosoon worldwide who died this year. Join me today @worldprematurityday: [po.st/8AIv7b](https://www.facebook.com/worldprematurityday/posts/8AIv7b)

- Premature birth is the leading cause of death in children under 5 worldwide. Check out [@worldprematurityday](https://www.instagram.com/worldprematurityday) to find out how you can help make a difference.
- I honor the 15 million babies who are struggling to survive their premature birth by supporting [@worldprematurityday](https://www.instagram.com/worldprematurityday). Post your story to the global map and connect with others around the world. [po.st/8AIv7b](https://www.instagram.com/po.st/8AIv7b)
- I support World Prematurity Day today and am asking you to honor all babies by liking [@worldprematurityday](https://www.instagram.com/worldprematurityday). Find out how you can take action and spread the word about care and prevention to those around the world. [po.st/8AIv7b](https://www.instagram.com/po.st/8AIv7b)

Facebook Africa and Asia Messaging

- #DidYouKnow: According to the @WHO, two of the top 10 countries with the most preterm births are in Africa, including #Nigeria with 855,200 and the Democratic Republic of Congo with 372,200. That's too many babies #borntoosoon! #worldprematurityday
 - Learn more: [po.st/pgrmux](https://www.instagram.com/po.st/pgrmux)
- The number of premature births in Africa and Asia is astounding: over 11 million per year. Compare that number to that of Europe and the U.S, which have about 500,000 preterm births occur annually... #worldprematurityday #borntoosoon
 - Learn more: [po.st/NGd4L8](https://www.instagram.com/po.st/NGd4L8)

- Africa and Asia have an astounding 11 million premature babies born every year, which is 22 times as many than the U.S. and Europe.
#worldprematurityday #borntoosoon
 - Learn more: po.st/NGd4L8
- #DidYouKnow South Asia & sub-Saharan Africa account for half the world's births, more than 60% of premature babies #worldprematurityday
- #DidYouKnow more than 75% of global newborn deaths occur in #SouthAsia and sub-Saharan #Africa #worldprematurityday #newbornhealth

Twitter

We invite you to join the conversations we are having all month long:

- Nov 2 1pm #preemiechat Prematurity basics for PAM- w Texas Children's Hospital Dr. Suresh (neonatologist)
- Nov 15 2pm #preemiechat - Genetics and prematurity, w Genetics Alliance and Baby's First Test
- Nov 30 – 3pm #WellnessWed – Premature Birth: How you can reduce your chances of giving birth early. – w Mom's Rising

Below are sample tweets we encourage you to post and re-tweet immediately, leading up to World Prematurity Day.

Twitter World Prematurity Day messaging

In addition to the below messaging, more detailed documents are in the World Prematurity Day Facebook Page Online Media Kit: po.st/xWwVyF

- We can change the face of #premature birth. Join us Nov 17 on #worldprematurityday [*Include image*]
- 15 million babies are #borntoosoon around the world every year. Low-cost solutions exist and can save lives #worldprematurityday
- What if 1 day, millions of ppl around the world joined together for babies #borntoosoon? Join #worldprematurityday po.st/8AIv7b
- Do you have a personal experience with #premature birth? Help us mark #worldprematurityday by sharing your story: po.st/8AIv7b
- You might be surprised by how your country ranks on #premature birth: po.st/8AIv7b #worldprematurityday [*Include image*]
- Skin-to-skin contact-Kangaroo Mother Care-is extremely effective in helping babies #borntoosoon survive & get healthy #worldprematurityday
- [Country] has just committed to addressing premature birth. Way to go! What will you do? #worldprematurityday [*Include image*]
- Premature birth rates are increasing in almost all countries – what can be done? po.st/8AIv7b #worldprematurityday [*Include image*]
- For 45% of all under-five deaths happen during the first 28 days of life due to premature birth. #worldprematurityday
- @WHO recommends specific interventions to improve preterm birth outcomes: po.st/8AIv7b #worldprematurityday
- Up to 75% of deaths of preterm babies are preventable with known solutions #worldprematurityday
- Improving care for women & their babies will be a triple return on investment #worldprematurityday #Everynewborn
- #Everynewborn expert? Take this survey to define how to measure service readiness for inpt care of small & sick newborns! bit.ly/2eZpEBa

Twitter *Every Woman Every Child* messaging

- Poor environmental conditions & hazards are major causes of illness, disability & #premature deaths #worldprematurityday #EWECisME
- Preterm babies are prone to serious illness & death during neonatal period, proper treatment is critical @WHO #worldprematurityday #EWECisME
- Global efforts to reduce child mortality rates demand urgent actions to prevent preterm birth #worldprematurityday is 11/17 @WHO #EWECisME
- Infant death & morbidity following preterm birth can be reduced via interventions for mother & child bit.ly/2dVT2fc @WHO #EWECisME

Twitter #DYK messaging

- #DYK skin-to-skin contact (Kangaroo Mother Care) is effective in helping babies #borntoosoon survive? #worldprematurityday
- #DYK Newborns have the highest risk of death among children? Over 40% die in the 1st month of life #worldprematurityday
- #DYK Access to contraception could save 90,000 women & prevent 59,000 newborn deaths #worldprematurityday #fp2020 #ICFP2015

Twitter World Pneumonia Day messaging (November 12)

- Prematurity & pneumonia are 2 of the main killers of children under 5 #worldpneumoniaday #worldprematurityday po.st/cfHplk
- Babies #borntoosoon have increased risk of death from conditions like flu & pneumonia #worldprematurityday #fightpneumonia po.st/cfHplk
- We can overcome pneumonia! For info on proven prevention & treatment visit po.st/cfHplk #fightpneumonia #worldprematurityday

- Bad news: pneumonia is 1 of the leading childhood killers. Good news: it doesn't have to be. Learn more: po.st/cfHplk #worldpneumoniaday
- We have made progress, but there is more to be done to fight pneumonia & prematurity #worldpneumoniaday #worldprematurityday

Twitter country progress messaging:

Adapt these messages to another country using the World Prematurity Day country data excel file at the end of this section:

- In [country name], [data in column D, tab 1] babies were born too soon this year & [data in column F, tab 1] children died from preterm birth complications #worldprematurityday

e.g. In Ghana, 130,100 babies were #borntoosoon & 8,260 children died from preterm birth complications #worldprematurityday

- In [country name], [data in column B, tab 1] out of 100 babies are born too soon resulting in [data in column D, tab 1] preterm births in 2015 #worldprematurityday

e.g. In Nigeria, 12 out of 100 babies are born too soon resulting in +855,200 preterm births in 2015 #worldprematurityday

- [Country name] will commemorate #worldprematurityday with a national event hosted by Ministry of Health & major stakeholders

e.g. South Africa will commemorate #worldprematurityday with a national event hosted by Ministry of Health & major stakeholders.

Access excel here:



Country data for
World Prematurity D

Twitter regional, specific messaging: Africa and Asia

- #Prematurebirth is a global problem, with more than 60% of them occurring in Africa and South Asia. #worldprematurityday
 - po.st/pgrmux
- Two top 10 countries with the most #pretermbirths are in Africa: #Nigeria (855k) and #DRC (372k). #worldprematurityday
 - po.st/pgrmux
- Of the top 10 countries with the highest rates of #pretermbirths per 100 live births, eight are countries in #Africa. #worldprematurityday
 - po.st/pgrmux
- #Malawi has the highest rate of 18 #pretermbirths per 100 births, along with seven other African countries in the top 10. #worldprematurityday
 - po.st/pgrmux
- Over 11 million #pretermbirths happen in #Africa and #Asia per year, compared to 500k in Europe and North America. #worldprematurityday
 - po.st/NGd4L8

- The highest rate of #pretermbirths by UN region is found in #Africa, where 11.9 percent of births are premature. #worldprematurityday
 - po.st/NGd4L8
- In the lower-income countries, on average, 12% of babies are born too early compared with 9% in higher-income countries. #worldprematurityday
 - po.st/pgrmux

Twitter regional, specific messaging: South-East Asia

- In India, 3.3 million babies are born premature. We need quality health care everywhere to save #EveryNewborn. #worldprematurityday
- More than a ¼ of under-5 deaths in India are from complications of premature birth. Learn more: bit.ly/1F1EJxx #worldprematurityday
- In Pakistan, 848,700 babies are born premature. We need quality health care everywhere to save #EveryNewborn. #worldprematurityday
- 1-in-5 under-5 deaths in Pakistan are from complications of premature birth. Learn more: bit.ly/1F1EJxx #worldprematurityday
- Improving #KangarooCare for #EveryNewborn is priority in Punjab, Pakistan: bit.ly/1kGo4X6 #worldprematurityday

Twitter birth spacing and newborn health messaging

- Birth spacing improves newborn and child survival by lengthening inter-pregnancy intervals. #worldprematurityday bit.ly/1XTgA2m
- Spacing births is key to reducing the number of premature births #worldprematurityday
- #Everynewborn survey to define how to measure service readiness for inpt care of small&sick newborns! bit.ly/2eZpEBa #worldprematurityday

Twitter health worker role in newborn/preemie care messaging

- The lack of health workers needs to be addressed in many countries to help lower premature birth rates #worldprematurityday
- In countries[insert your country, if applies], #healthworkers have been critical in providing essential newborn care #worldprematurityday

Celebrity tweet examples that can be used by your organization

- Nov 17 is #worldprematurityday – did you know 15 million babies are born prematurely every year? Join in here: po.st/8Aiv7b
- Find out how you can help babies around the world: po.st/8Aiv7b
#worldprematurityday #marchofdimes
- What if for one day, Nov 17, millions of people around the world joined together for babies #borntoosoon? #worldprematurityday
- 15 million babies are #borntoosoon each year around the globe. Help me spread the word about #worldprematurityday!
- We all know someone affected by premature birth. Join #worldprematurityday to raise awareness: po.st/8Aiv7b
- Premature birth is the leading cause of death in children under 5 worldwide #worldprematurityday

Website/blog post messaging

Use these messages on your web pages, or organizational blogs.

World Prematurity Day

- In honor of the nearly 1 million babies worldwide who die each year because they were born too soon, and the ones who struggle to survive, please "like" [World Prematurity Day](#) on Facebook. Help put a face on the problem of premature birth by reading stories from around the world and sharing your own: post a photo with a story of a child, family member or friend affected by premature birth. A global map will allow you to connect with others close to

home or far away. Raise your voice for babies born too soon around the world: help spread the word by updating your Facebook status with a message about premature birth. Together we can raise awareness of this serious problem and help more babies start healthy lives.

- On November 17, 2016, World Prematurity Day global partners and parent organizations worldwide will mark the sixth annual World Prematurity Day. "Like" [World Prematurity Day](#) on Facebook, where you can put a face on the problem of premature birth, the leading cause of death in children under 5 worldwide, by posting a photo and story to an interactive map connecting people around the world. Use the #worldprematurityday hashtag to join the global conversation on Twitter.

Summary of Worldwide Activities

To show that we speak with one powerful voice, please help us in putting together a complete review of all the 2016 worldwide activities, by taking part in our survey

<https://www.surveymonkey.de/r/WorldPremDay2016>

For more information, contact:

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