

WHY SHOULD YOU CARE ABOUT PREMATURE BIRTH?

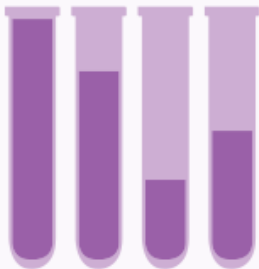


15 MILLION babies are born prematurely each year around the world.

1 MILLION will die



Average medical cost for a healthy baby: **\$4,389**
For a premature baby: **\$54,194**



We are funding the work of **HUNDREDS OF THE BRIGHTEST SCIENTISTS** to find the causes and help end premature birth.



What is March of Dimes?

March of Dimes is a charity organization that strives to raise funds in order to help fight against premature births. They are using the money for lifesaving research to promote healthier families and speaking out for legislation that improves the welfare and care for moms and babies.

March of Dimes Initiatives and Goals

- An education and awareness campaign across the United States that aims to reduce early, non medically-dictated (elective) labor inductions and cesarean deliveries
- Hospital-based quality improvement programs that support and recognize best practices related to the reduction of early elective deliveries
- An intensive community program in 25 sites focused on prematurity prevention that integrates clinical and public health approaches

What has March of Dimes done?

- The March of Dimes NICU Family Support grew to 133 hospitals and provides more than 93,000 families with newborn intensive care
- Online, 6.1 million people visited March of Dimes for information on pregnancy and newborn health.
- An innovated blood test has been developed in that may be able to make a difference between false labor and true premature labor.