

March of Dimes Initiatives

*Secretary's Advisory
Committee on Infant Mortality*

Bethesda, Maryland
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Cynthia Pellegrini
Senior Vice President, Public Policy &
Government Affairs
March of Dimes Foundation



The March of Dimes mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality.

Reducing Infant Mortality and Preventing Early Term & Preterm Birth

- *Toward Improving the Outcome of Pregnancy: Enhancing Perinatal Health Through Quality, Safety, and Performance Initiatives*
- Prematurity Prevention Network
- Healthy Babies are Worth the Wait®
 - Community Programs
 - Hospital Quality Improvement
 - Consumer Education Campaign

TIOP III

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Toward Improving
the Outcome
of Pregnancy III

Enhancing Perinatal Health Through Quality,
Safety and Performance Initiatives



TIOP III

TIOP III continues to serve as our major roadmap for quality improvement in maternal and infant health care.

- Regionalization is a long-time interest.
- Increasing utilization of antenatal steroids when medically indicated also presents significant opportunities for improvement.



Join the Discussion
prematurityprevention.org

Prematurity Prevention Network

Launched at January 2012 Prematurity Symposium, the Prematurity Prevention Network continues to serve as a leading forum for prematurity data, programs, and information-sharing.

- Maintained and updated constantly
- Currently has over 4,300 registered users
- Averaging over 500 visits per month

Healthy Babies are Worth the Wait Community Program

- March of Dimes chapter-led, community program aimed at reducing preterm birth.
- Partnership among four key entities: March of Dimes chapter, health department, clinic/hospital, and the community.
- Includes these critical elements: clinical and public health interventions, provider/patient education, and community awareness.
- Efforts are focused on results and include process and pregnancy outcome measures.

Healthy Babies are Worth the Wait

HBWW continues to be a key March of Dimes program to encompass a community-based approach to preventing preterm birth.

- HBWW expansion to sites in Texas, New Jersey proceeding.
- MOD applied for CMMI innovation grant to expand further and more rapidly; application scored highly but was not funded.
- MOD is pursuing other options for maintaining the momentum of the initiative.

Healthy Babies Are Worth the Wait: Quality Improvement Initiative

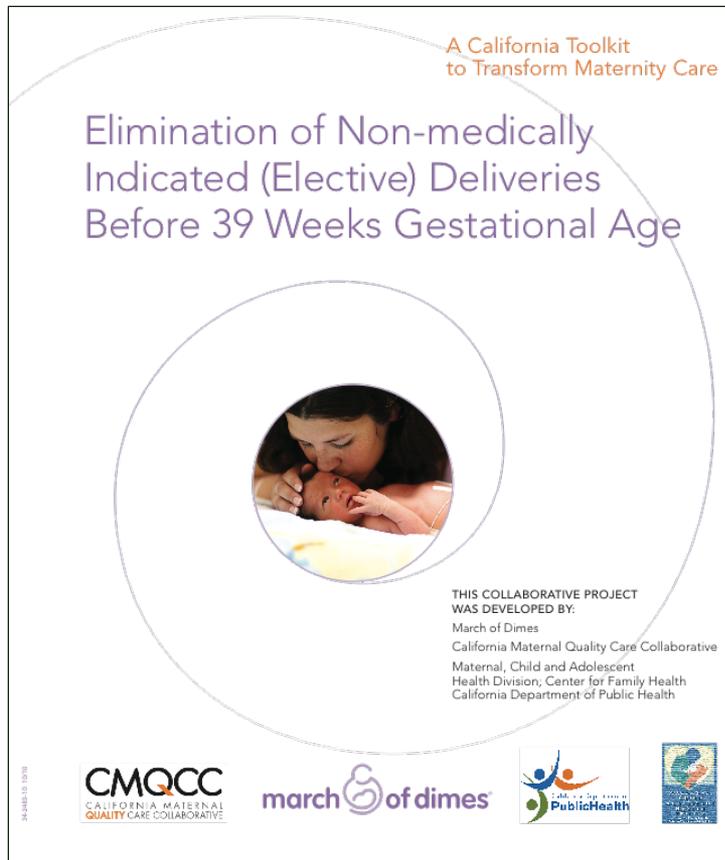


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Available at:
prematurityprevention.org

march of dimes

March of Dimes 39+ Weeks Quality Improvement Service Package

- Professional Education: Grand Rounds
- Online Services
 - Webinars
 - Access to Experts in the Field
- Public Education: March of Dimes Materials
- Web Based Data Portal
- First 100 hospitals to participate in QISP being selected, will be announced soon

Strong Start

The March of Dimes is continuing its ongoing partnership with HHS to advance the goals of Strong Start.

- MOD patient education materials cobranded with HHS and ACOG being distributed
- Collaborating on media coverage; HHS planning media buys in November
- Reach out to all Partnership for Patients Hospital Engagement Networks, providing menu of options

Partnership for Patients

March of Dimes is reaching out to all Hospital Engagement Networks (HENs) to offer a menu of options for partnering with chapter and national to reduce elective deliveries before 39 weeks.

- Use the March of Dimes 39+ Weeks Quality Improvement Service Package, which complements the information in the 'Elimination of Non-medically Indicated (Elective) Deliveries Before 39 Weeks Gestational Age' toolkit
- Grand Rounds. The nationally renowned March of Dimes Grand Rounds and Speakers Bureau provide continuing education for perinatal providers regarding the elimination of elective deliveries before 39 weeks.
- Distribute 39+ weeks education materials to women who will deliver at your hospital. Encourage health care providers in your system to share these messages with patients and display posters in their offices.
- Co-brand 39+ weeks education materials with your hospital/HEN logo for distribution to your patients.
- Co-brand and place a March of Dimes television, radio, print, or outdoor ad in your local market.

ASTHO Challenge

In 2011, ASTHO President David Lakey challenged all state health officers to reduce their state's preterm birth rate by 8% by 2014.

- MOD joined ASTHO in issuing the challenge
- MOD chapters reaching out to state health officers to offer assistance and resources
- 43 states have joined; working on the remainder
- MOD has created a new award for states who meet the challenge
- MOD honoring Dr. Lakey and ASTHO at our annual conference next week
- NGA Expert Design Team on Improving Birth Outcomes

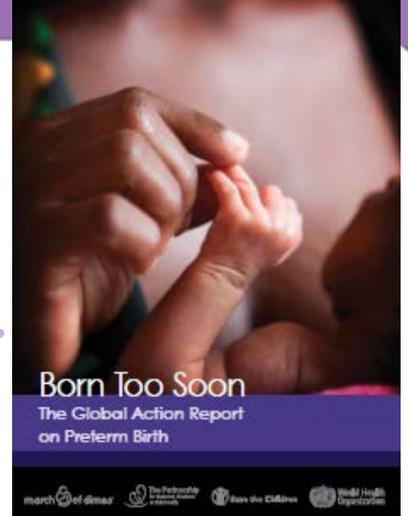
Quality Improvement

The March of Dimes is working to ensure that perinatal quality measures are developed and incorporated, as appropriate, in a consistent way into various measure sets and initiatives.

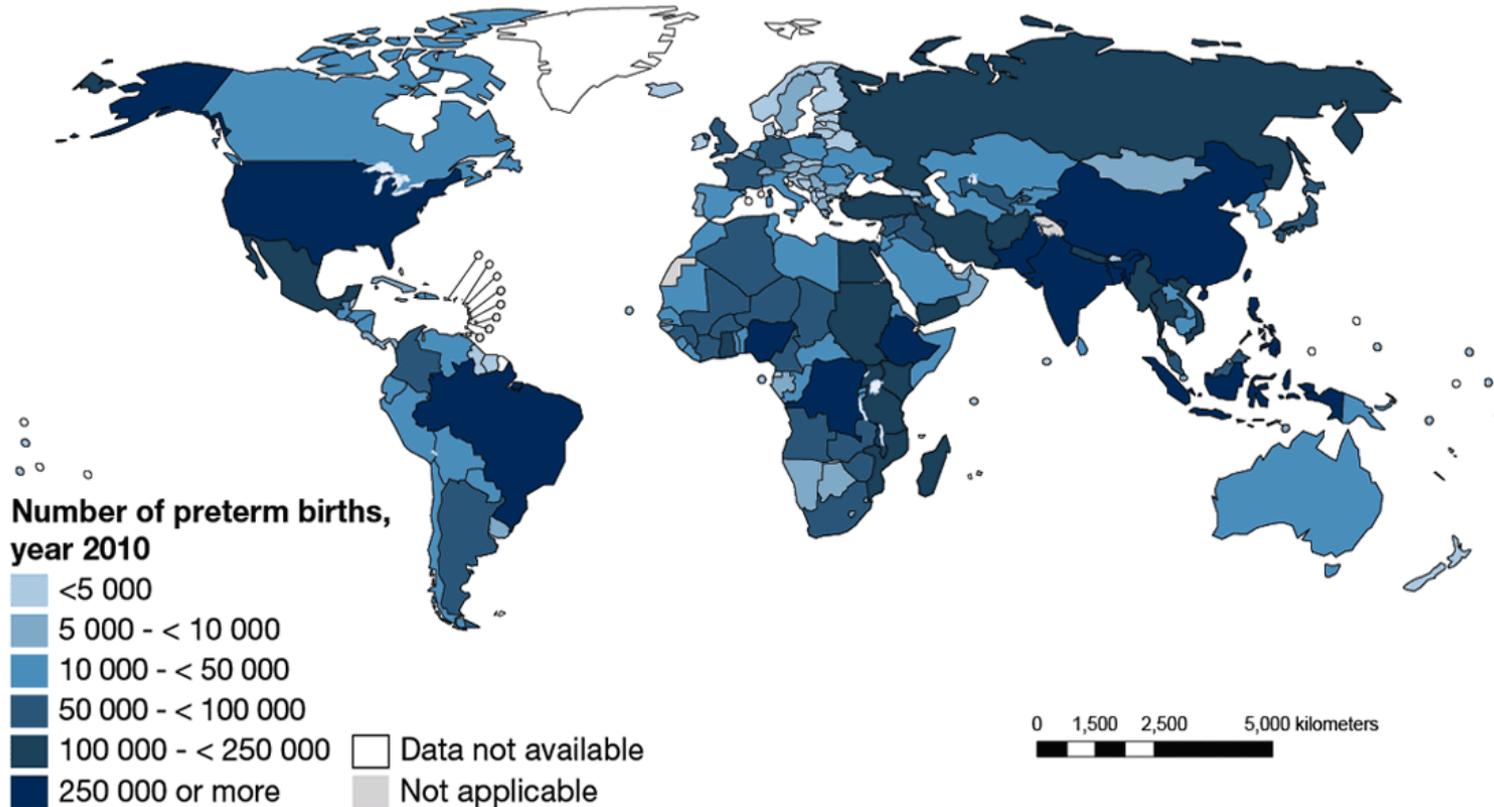
- National Quality Forum Maternity Action Team
- AHRQ Subcommittee on Quality Measures for Children's Healthcare (SNAC)
- CMCS Expert Panel on Improving Maternal and Infant Health Outcomes
- ReVITALize conference (August 1-2, 2012)
- MACPAC Expert Panel on Medicaid Implications of Trends in Induction of Labor and Cesarean Deliveries

Born Too Soon: 5 main findings

- 1 15 million babies are born too soon every year
- 2 Preterm birth rates are rising
- 3 Prevention of preterm birth must be accelerated
- 4 Premature babies can be saved now with feasible, cost-effective care
- 5 Everyone has a role to play to meet the targets set



Preterm births - where are the biggest numbers?



10 countries account for 60% of the world's preterm births by rank:

1. India
2. China
3. Nigeria
4. Pakistan
5. Indonesia
6. United States of America
7. Bangladesh
8. Philippines
9. Dem. Rep. of Congo
10. Brazil

The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

Data Source: World Health Organization
Map Production: Public Health Information and Geographic Information Systems (GIS)
World Health Organization



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**Truly a global problem, affecting all countries
60% are in South Asia and sub-Saharan Africa, but with less care**

Thank you!

Cynthia Pellegrini

Senior Vice President, Public Policy & Government Affairs

March of Dimes

(202) 659-1800

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