

# March of Dimes

## Healthy Babies are Worth the Wait®

### Partnership Opportunities for Hospitals and/or Hospital Engagement Networks Regarding Non-Medically Indicated Deliveries Before 39 Weeks

The March of Dimes is driving an initiative to eliminate non-medically indicated deliveries before 39 weeks (early elective deliveries). We have resources to help hospitals implement a quality improvement (QI) program; patient education materials; continuing professional education opportunities; and a consumer awareness campaign that includes advertising and media opportunities for hospitals and/or Hospital Engagement Networks.

Please consider partnering with the March of Dimes through one or more of the following options. Next steps may be discussed with your March of Dimes contact or Kelly Ernst, [kernst@marchofdimes.com](mailto:kernst@marchofdimes.com).

**PARTNERSHIP OPTION #1: 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 (toolkit available for download at [www.prematurityprevention.org](http://www.prematurityprevention.org)).**

The Service Package includes: Grand Rounds; step-by-step implementation Webinars; March of Dimes educational materials (\$2,500 limit); monthly live chats with perinatal QI experts; and a secure, confidential, web-based data portal. The data portal provides hospitals with timely, monthly data that can be used to track and communicate progress back to staff and providers in the context of rapid QI cycles (e.g., Plan-Do-Study-Act model).

More information on the March of Dimes 39+ Weeks QI Service Package can be found at: <http://bit.ly/39Weeks>

HENs may purchase the service package at a cost of \$10,000 per hospital. Bulk discounts available.



**PARTNERSHIP OPTION #2: 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.

Two types of continuing education venues are supported:

- Traditional grand rounds in hospital and health care settings
- Educational conferences/summits/webinars for health care professionals

The fee for Grand Rounds is \$2500 plus speaker's travel costs.

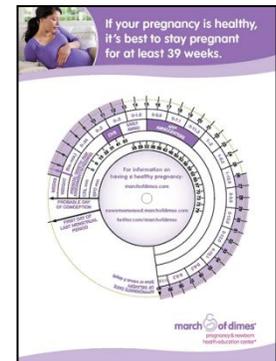
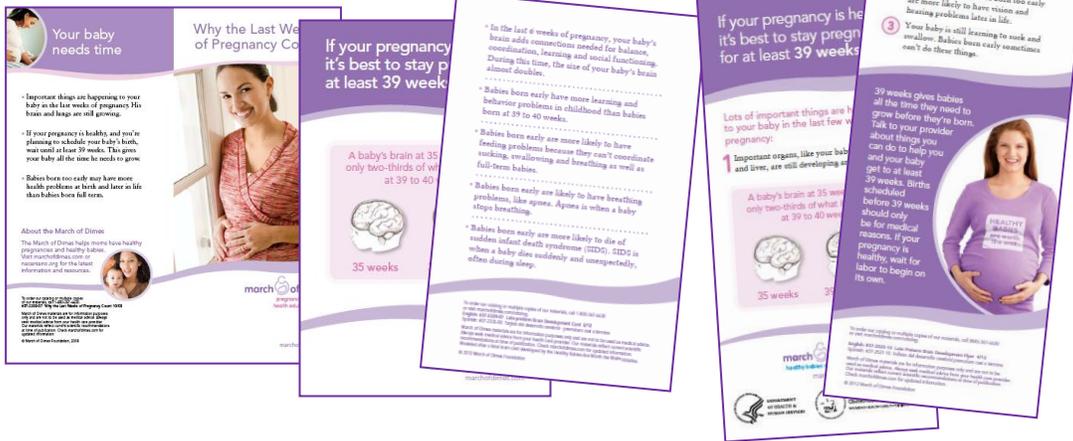


**PARTNERSHIP OPTION #3: Distribute 39+ weeks education materials to women who will deliver at your hospital. Encourage health care providers in your system to share these messages with patients and display posters in their offices.**

The following consumer education materials can be purchased from the March of Dimes by visiting [www.marchofdimes.com/catalog](http://www.marchofdimes.com/catalog).

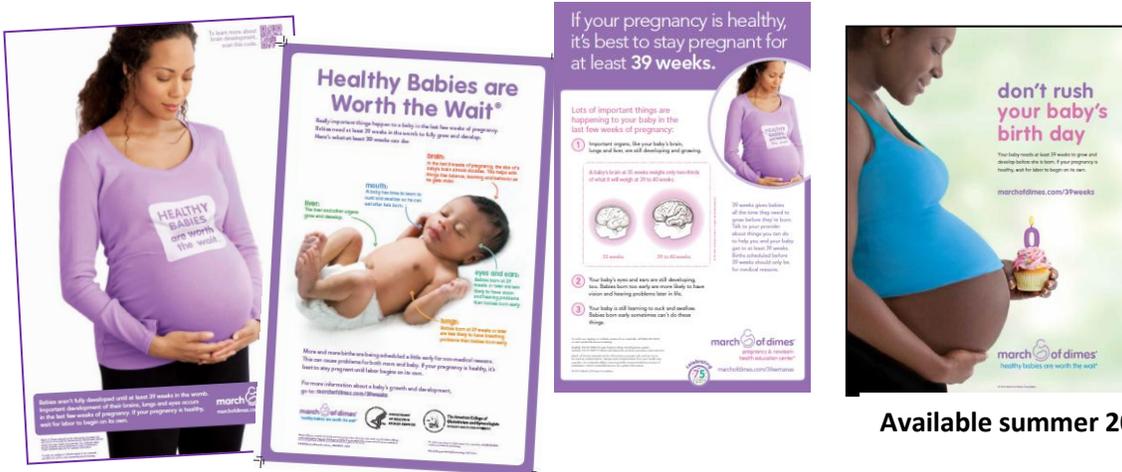
- Why the Last Weeks of Pregnancy Count (bilingual brochure - \$10 for package of 25)
- 39 Weeks Pregnancy Wheel (\$15 for package of 10)
- 39 Weeks Poster (English and Spanish - \$3.00 each)
- Late Preterm Brain Development Card (English and Spanish - \$10 for package of 10)
- Late Preterm Brain Development Flyer (English and Spanish - \$6.50 for package of 50)
- Late Preterm Brain Development Poster (English and Spanish - \$1.50 each)

**Educational Materials**



**Pregnancy Wheel**

**Posters available in English and Spanish**



**Available summer 2012**

39 + Week button To order: [www.aiaselectstore.com/mod](http://www.aiaselectstore.com/mod)



**PARTNERSHIP OPTION #4: Co-brand 39+ weeks education materials with your hospital/HEN logo for distribution to your patients.**

Hospitals and/or HENs can co-brand March of Dimes consumer education materials with the following message:

*Provided to you compliments of  
Hospital/HEN name and/or logo.*

The price for co-branding is 10% added to the catalog price of the piece. Minimum quantity of 25,000 per piece for all items other than posters. Minimum print quantity for posters is 500. To place an order, please contact Jennifer Nicoletti at [jnicoletti@marchofdimes.com](mailto:jnicoletti@marchofdimes.com).

Examples of materials that can be co-branded:

- Why the Last Weeks of Pregnancy Count (bilingual brochure)
- 39 Weeks Poster (English and Spanish)
- Late Preterm Brain Development Card (English and Spanish)
- Late Preterm Brain Development Poster (English and Spanish)
- 39 Weeks Pregnancy Wheel

**Your baby needs time**

**Why the Last Weeks of Pregnancy Count**

- Important things are happening to your baby in the last weeks of pregnancy. His brain and lungs are still growing.
- If your pregnancy is healthy, and you're planning to schedule your baby's birth, wait until at least 39 weeks. This gives your baby all the time he needs to grow.
- Babies born too early may have more health problems at birth and later in life than babies born full term.

**About the March of Dimes**

The March of Dimes helps moms have healthy pregnancies and healthy babies. Visit [marchofdimes.com](http://marchofdimes.com) or [nacarsano.org](http://nacarsano.org) for the latest information and resources.

To order our catalog or multiple copies of our materials, call 1-800-216-4420 #2F-2269-07 Why the Last Weeks of Pregnancy Count 10/08

March of Dimes materials are for information purposes only and are not to be used as medical advice. Always seek medical advice from your health care provider. Our materials reflect current scientific recommendations at time of publication. Check [marchofdimes.com](http://marchofdimes.com) for updated information.

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**PARTNERSHIP OPTION #5:** Co-brand and place a March of Dimes television, radio, print, or outdoor ad in your local market.

View the television ad through this URL.

<http://www.youtube.com/watch?v=D4t0oyT3KP8>

March of Dimes is leading efforts to create general consumer awareness of the importance of at least 39 weeks of pregnancy, and waiting for labor to begin on its own.

For a licensing fee, a hospital and/or HEN may place its logo on March of Dimes advertising and use the ads for the hospital's or HEN's own paid media buy. This saves the cost of developing ads, and enables the hospital and/or HEN to be part of a campaign that has broad national exposure but can also be tailored to individual needs.

Some hospitals are choosing to adapt the ads to feature hospital spokespeople, for example, placing the March of Dimes :15 second ad back to back with a :15 second ad featuring a local spokesperson.

Some of the print ads and digital billboards are featured on this page.

The licensing fee is 10% of the hospital and/or HEN's ad buy.

