



Born Too Soon

The Global Action Report on
Preterm Birth

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Save the Children
For the team of Born Too Soon

Born Too Soon - a truly global report



- 4 lead organizations and almost 50 partner organizations including
 - United Nations
 - NGOs
 - Professional organizations
 - Universities
- 45 authors from 11 countries including scientists, epidemiologists and clinicians
- Linked to *Every Woman Every Child*, and forward is written by UN Secretary General Ban Ki-Moon



Action agenda for professionals, policymakers and parents

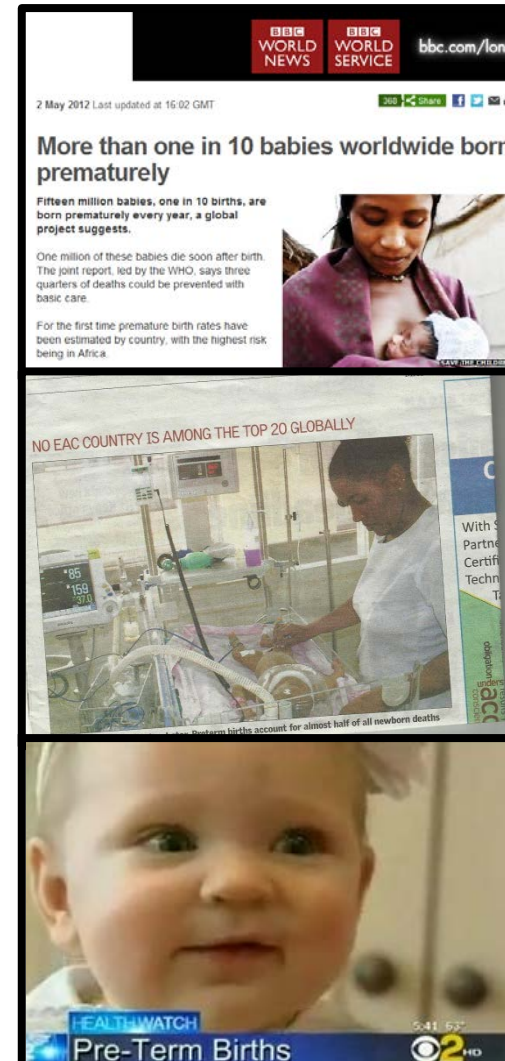
WHY?

Free at www.who.int/pmnch/media/news/2012/preterm_birth_report/en/index.html

Born Too Soon - global media attention



- **20 TV broadcasts worldwide**, including BBC, ABC, CBS, NBC, FOX, Channel 4 UK, Al Jazeera
- **Over 75 articles in US newspapers and magazines**, including front page of New York Times, USA Today, Chicago Tribune
- **Over 100 articles in European newspapers and Science magazines**, including The Guardian, Nature, BMJ, as well as journals in French, German, Dutch, Russian and many other languages
- **Africa and Asian regional coverage** eg Daily Times (Malawi), Ghana Nation, All Kenya News, All Africa, Pakistan Times etc



**Global launch on May 2, 2012 in New York
at the United Nations**

Global health perspective – Preterm birth is now a leading cause of child death

Every year, 7.6 million children die before their 5th birthday, with increasing progress since 2000 related to Millennium Development Goals

Over 40% of these deaths now occur in the first month of life, the neonatal period.



Preterm birth is the second leading cause of death for children under 5 years, after pneumonia

1.1 million babies die directly from complications of preterm birth



High-income country perspective –

Preterm birth is the leading cause of child death, morbidity, health system costs

Intensive care is reaching the extremes of gestational age with many babies under 25 weeks surviving, challenges of disability

Rates of preterm birth have been rising although limited multi-country analyses to date



USA has over 500,000 preterm babies born each year
European countries have rising rates
Affects many families every day

What is preterm birth?

Definition of preterm birth:

*Babies born alive before
37 completed weeks of
pregnancy*

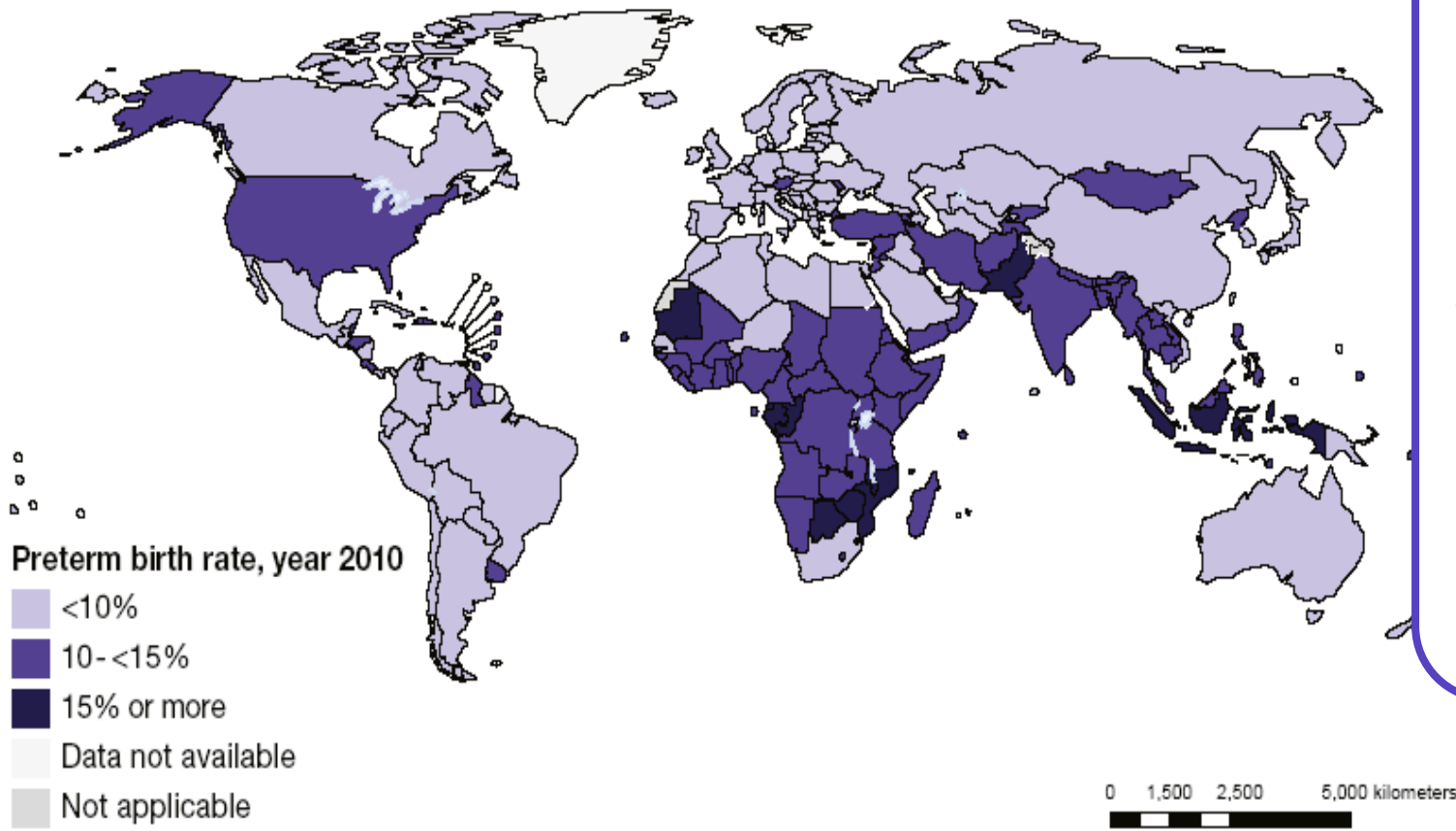
Late and moderate preterm
32 to <37 weeks
83%

Very preterm
28 to <32 weeks
10%

Extremely preterm
< 28 weeks
5%



1 Preterm births – where are the highest rates?



- 11 countries** with preterm birth rates over 15%
1. Malawi
 2. Congo
 3. Comoros
 4. Zimbabwe
 5. Equatorial Guinea
 6. Mozambique
 7. Gabon
 8. Pakistan
 9. Indonesia
 10. Mauritania
 11. Botswana

The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever

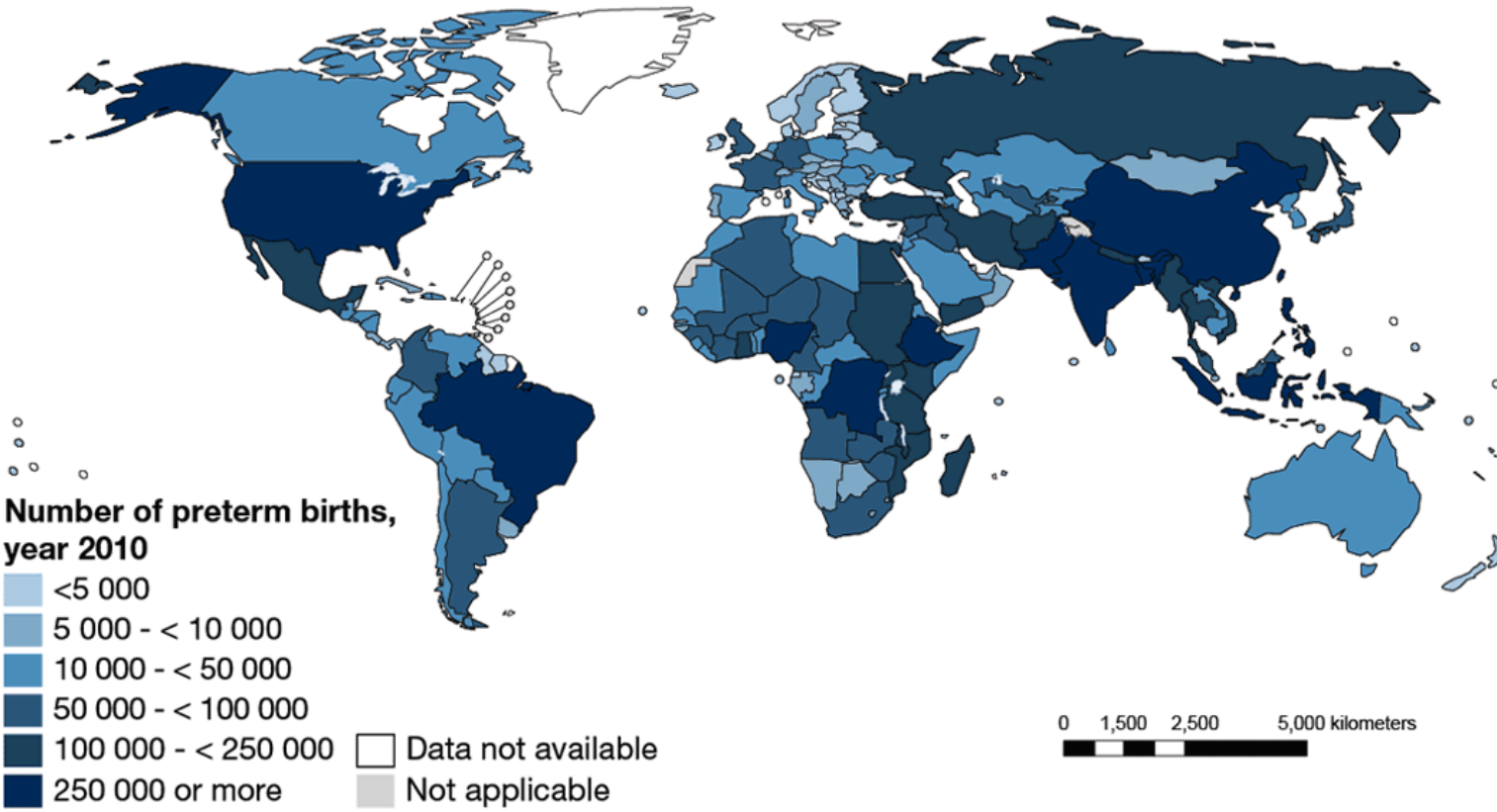
Data Source: World Health Organization



Estimates for 184 countries for 2010
Of the 11 countries with the highest rates, 9 are in Africa



1 Preterm births – where are the biggest numbers?



10 countries account for 66% of the world's preterm births

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



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

The four worlds that preterm babies are born into



High-income countries
Access to full intensive care
(1.2 m preterm babies)

15 million
preterm
births
per year



Middle-income countries
Neonatal care units
(3.8 m preterm babies)



Low-income countries
Home birth and care at home
(5.6 m preterm babies)



**Low-income countries, facility care, but
limited space staff and equipment**
(4.4 m preterm babies)

... And over 1 million of these preterm babies die



Survival gap

10

90

*Over 90% of extremely preterm babies (<28 weeks) born in high-income countries survive;
yet less than 10% of these babies survive in low-income settings.*

**Over 75% of the 1.1 million deaths due to preterm complications could be saved without intensive care
Eg Kangaroo Mother care, Antenatal steroids**

Behind every statistic is a story...



“We held our daughter in our arms... we shed our tears, said goodbye and went home to tell our little boy that he wouldn’t have a sister.”

— Doug, USA

“I felt devastated watching my newborn fight for his life, yet our beautiful baby, Karim, with the help of his dedicated medical support team, continued to fight and survive.”

— Mirvat, Lebanon



“Weighing less than a packet of sugar, at only 2.2 lbs (about 1kg), Tuntufye survived with the help of Kangaroo Mother Care.”

— Grace, Malawi



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**



Dual track to reduce the burden of preterm birth

Acting along the continuum of care



Prevention of preterm birth

- **Preconception** care package especially family planning
- **Antenatal** care package
- Effective **childbirth** care
- Policy support including smoking cessation and employment safeguards of pregnant women

Management of preterm labor

- Tocolytics to slow down labor
- Antenatal corticosteroids
- Antibiotics for pPROM

Premature baby care

- Essential and extra newborn care, especially feeding support
- Neonatal resuscitation
- Kangaroo Mother Care
- Management of premature babies with complications especially respiratory distress syndrome, infections and jaundice
- Comprehensive neonatal intensive care

Reduction of preterm birth

Mortality reduction among babies born preterm



5 Everyone has a role to play... ... and 31 organizations have made commitments

WHO commits to regularly providing analyses of global preterm birth levels and trends

University of Malawi commits to improving care of newborns by introducing technologies and enhancing Kangaroo Mother Care

GAPPS commits to leading global efforts to discover causes of preterm birth through the Preventing Preterm Birth initiative

Save the Children commits to catalyzing scale up of effective interventions such as kangaroo mother care, in the highest burden countries



The Bill & Melinda Gates Foundation commits to reducing preterm birth with grants of \$1.5 billion from 2010 to 2014

The Home for Premature Babies plans to establish a branch in every province in China to support families affected by preterm birth

The Council of Neonatal Nurses commits to raising awareness about the dangers of premature birth

UNFPA commits to strengthening midwifery in 40 countries and emergency obstetric and newborn care in 30 countries

The March of Dimes commits its Prematurity Campaign through 2020, devoting \$20 million annually to research

Linked to UN Secretary General's Global Strategy for Women and Children

Accessing the information

DOWNLOAD AND USE THE MATERIALS

Full Report:

www.who.int/pmnch/media/news/2012/preterm_birth_report/en/index.html

Wall chart and interactive map of preterm births:

www.marchofdimes.com/bornতোsoon

Additional materials, resources, videos:

<http://www.healthynewbornnetwork.org/topic/preterm-birth>

SOCIAL MEDIA MOBILIZATION

Facebook

Twitter global chat from Thursday 9am EST

#BornTooSoon

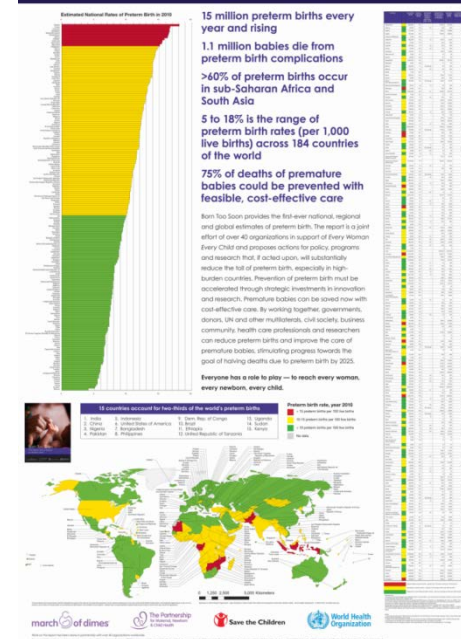
MAKE A COMMITMENT

Every Woman Every Child commitments to preterm birth:

www.everywomaneverychild.org/bornতোsoon



Born Too Soon The Global Action Report on Preterm Birth





Born Too Soon brings data and tools, commitment and the opportunity to transform survival and health for the world's preterm babies

Will we deliver?