

PREMATURE BIRTH

15 million babies are born too soon every year.¹

CRISIS

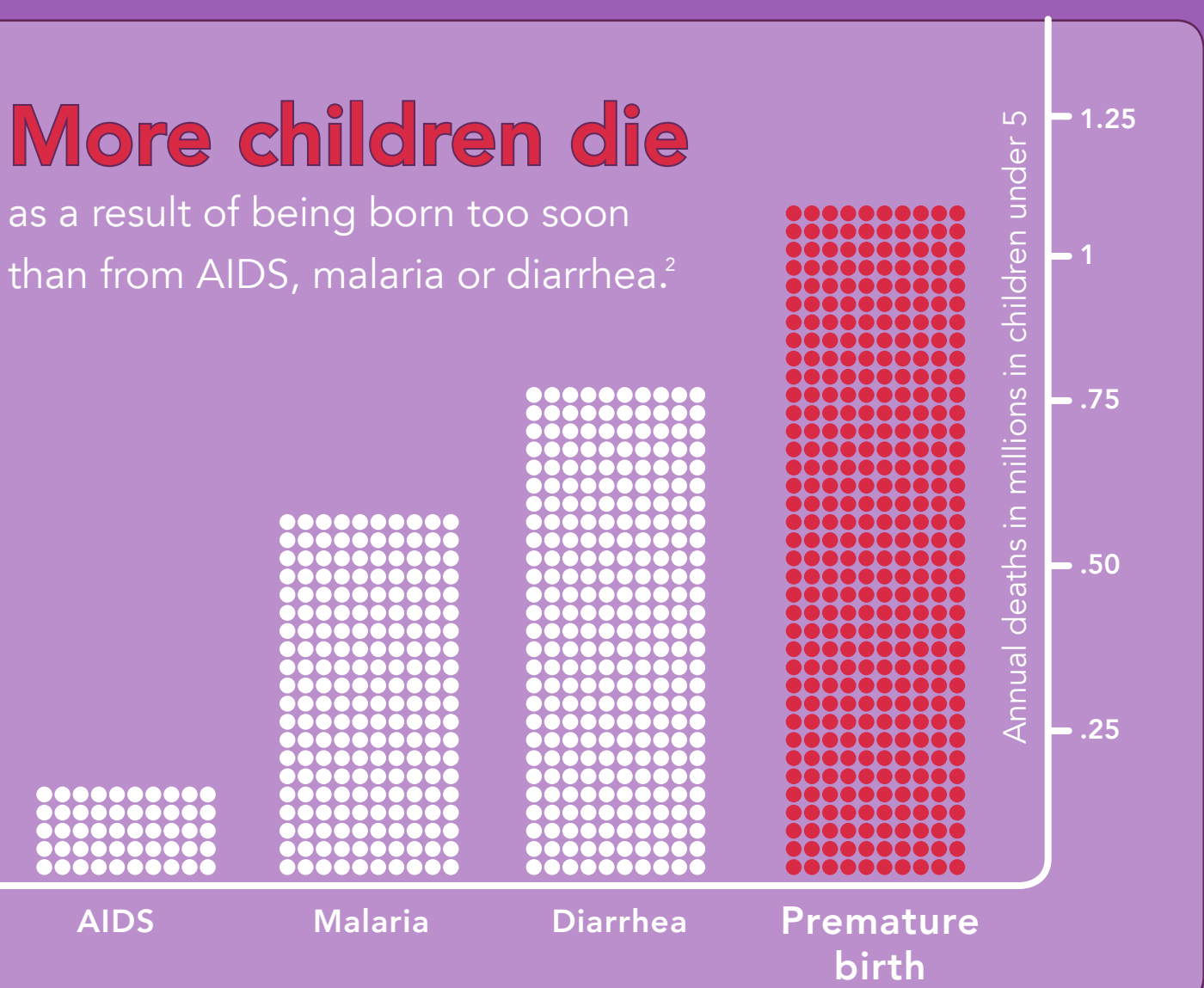


Premature birth kills **1 baby** every **30 seconds**.



More children die

as a result of being born too soon than from AIDS, malaria or diarrhea.²



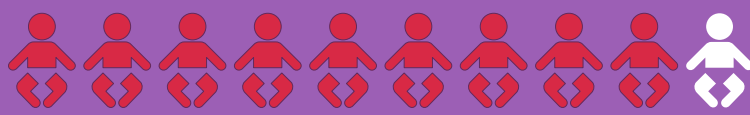
The survival gap

Where you are born makes a big difference in your chances of surviving extremely premature birth.

High-income countries: **10% die***



Low-income countries: **90% die***



*Of extremely preterm babies (<28 weeks gestation)

CARE

More than **75%**

of deaths can be prevented even without intensive care.



Warmth
Skin-to-skin holding and swaddling help babies stay warm.



Breathing
At \$1 per shot, steroids help babies' lungs mature in the womb.



Nutrition
Early and exclusive breastfeeding is best.



Hygiene
A clean environment helps reduce the risk of infections.



Protection
Sunflower oil protects babies' skin and prevents infections.

PREVENTION

STOP babies from being born too soon.

SHARE this message.

- Raise awareness
- Educate girls and women
- Educate front-line workers
- Equip clinics
- Fund research

facebook.com/worldprematurityday

Notes:
1. *Born Too Soon: The Global Action Report on Preterm Birth*. Eds. Howson CP, Kinney MV, Lawn JE. March of Dimes, PMNCH, Save the Children, World Health Organization. New York 2012. Preterm birth numbers for Brazil, China, India, and Nigeria of babies born at <37 weeks gestation were calculated using total number of live births in 2013, assuming no change in the preterm birth rates since 2010. The U.S. premature birth numbers are from: National Center for Health Statistics, Preliminary 2013 Natality Data.
2. *Global, regional, and national causes of child mortality: an updated systematic analysis for 2010 with time trends since 2000*. Liu L, Johnson HL, Cousens S, Perin J, et al. *Lancet* 2012; 379: 2151-61.