

Norm Hess

**Associate Director, Program Evaluations,
March of Dimes National Office**



Indiana
**INFANT MORTALITY
SUMMIT**

JW MARRIOTT, Indianapolis IN
NOV 1, 2013



March of Dimes
Healthy Babies are
Worth the Wait[®]

Norm Hess, MSA
March of Dimes Foundation

November 1, 2013



march  of dimes[®]



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March of Dimes Mission

To improve the health of babies by preventing birth defects, premature birth and infant mortality.



Fund Research
to understand the
problem and **discover**
answers.



Help Moms
have full-term
pregnancies and
healthy babies.



Support Families
comforting them when
their baby needs help
to **survive and thrive.**

State Health Dept. Collaboration

- 8% ASTHO Challenge – signing on “pledge”
- Partnering on prevention programs
- Co-branding consumer education and awareness

HBWW Community Programs

5 Ps...

- Partnerships
- Provider Initiatives
- Patient Support
- Public Engagement
- Progress Measurement



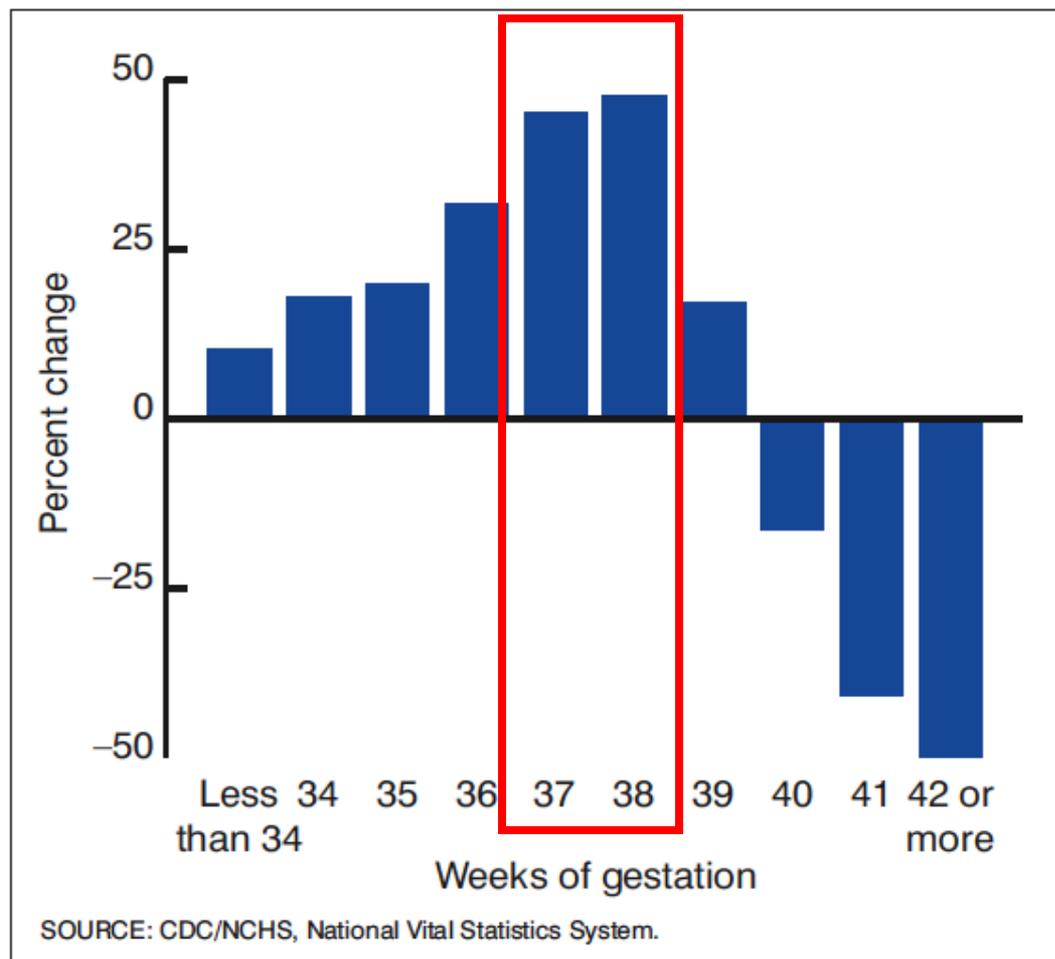
39+ Weeks QI Service Package

- Grand Rounds
- March of Dimes Data Portal
- Webinars
- Educational Materials
- Access to Experts
- Hospital Recognition

Consumer Awareness

- 39+ Weeks PSA
- Consumer Ed Materials
- Promotional Items
- Strong Start
- Co-branding Opportunities

Change in Distribution of Births by Gestational Age: United States, 1990-2006



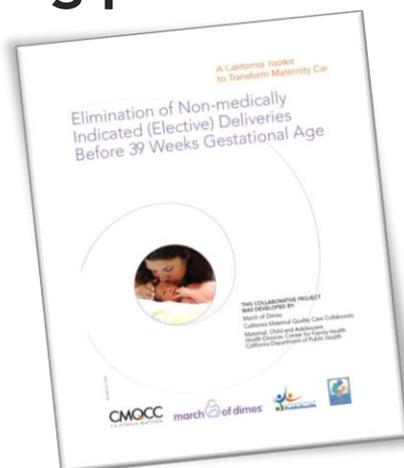
Martin JA, Hamilton BE, Sutton PD, Ventura SJ, et al. Births: Final data for 2006. National vital statistics reports; vol 57 no 7. Hyattsville, MD: National Center for Health Statistics. 2009.



Complications of Non-medically Indicated (Elective) Deliveries Between 37 and 39 Weeks

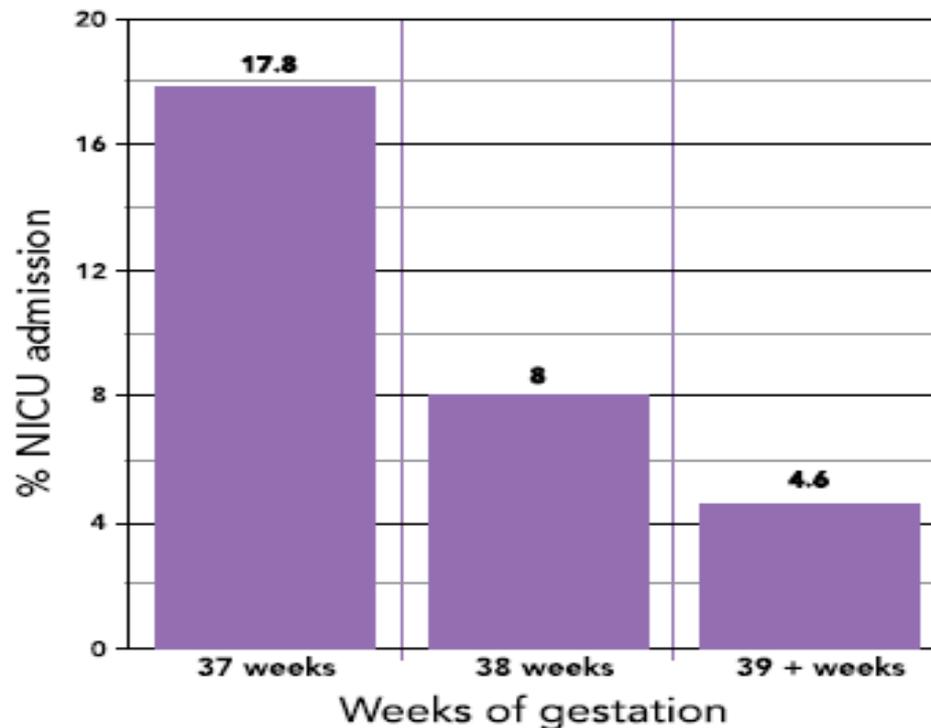
- Increased NICU admissions
- Increased transient tachypnea of the newborn (TTN)
- Increased respiratory distress syndrome (RDS)
- Increased ventilator support
- Increased suspected or proven sepsis
- Increased newborn feeding problems and other transition issues

See Toolkit for more data and full list of citations
Clark 2009, Madar 1999, Morrison 1995, Sutton 2001, Hook 1997



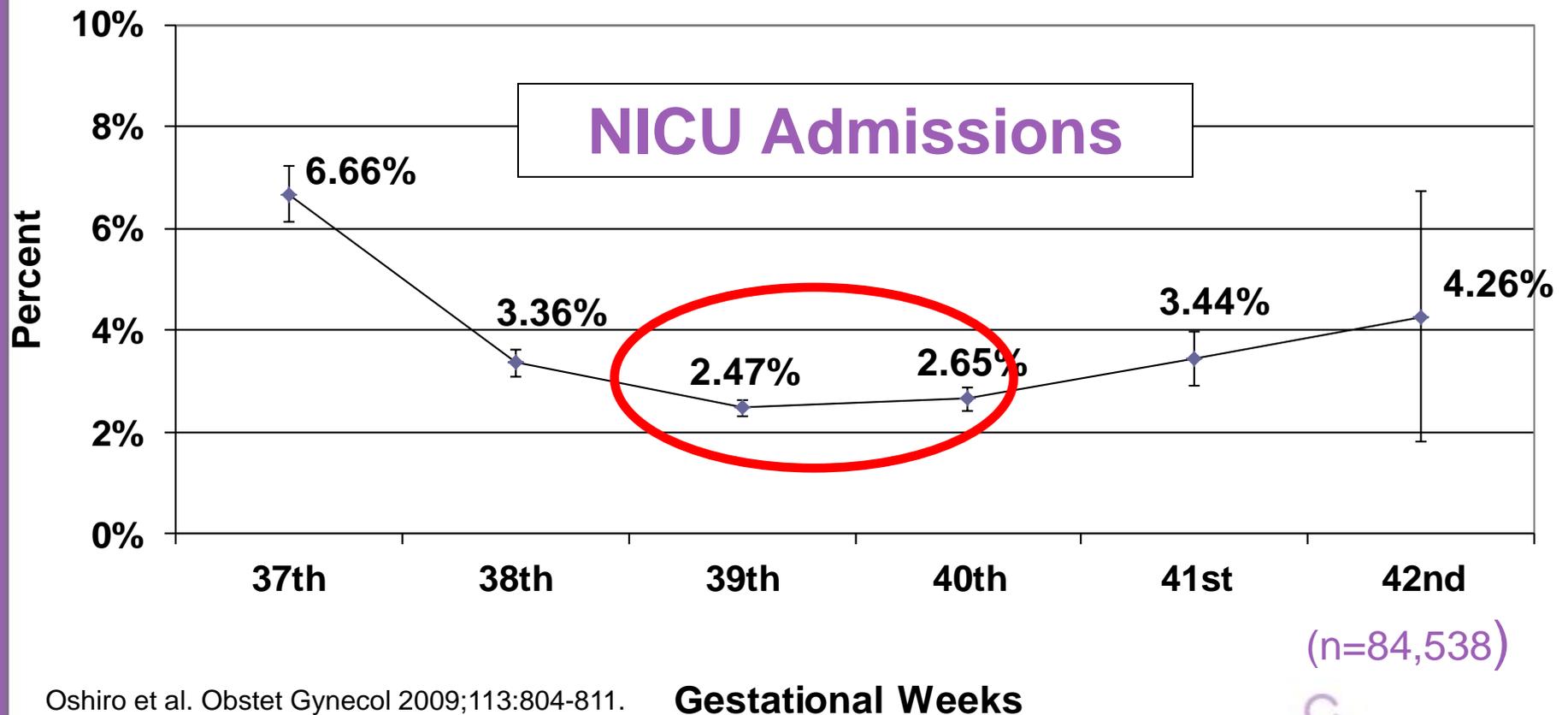
Elective Term Delivery and NICU Admission

Figure 1: Elective Term Delivery and NICU Admission⁹



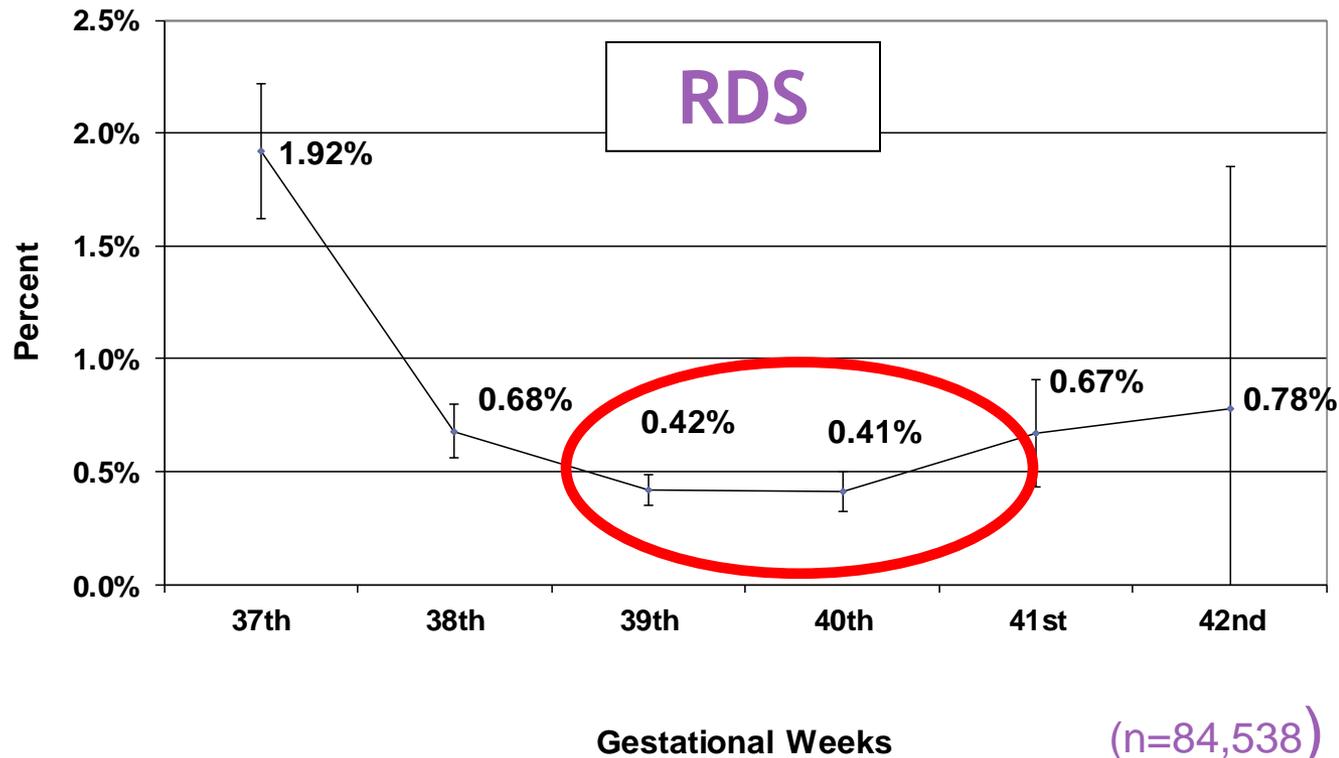
Clark SL, Belfort MA, Miller DK, et al. Neonatal and Maternal Outcomes associated with elective term delivery. Am J Obstet Gynecol 2009;200:156e1-4.

NICU Admissions By Weeks Gestation Deliveries Without Complications, 2000-2003



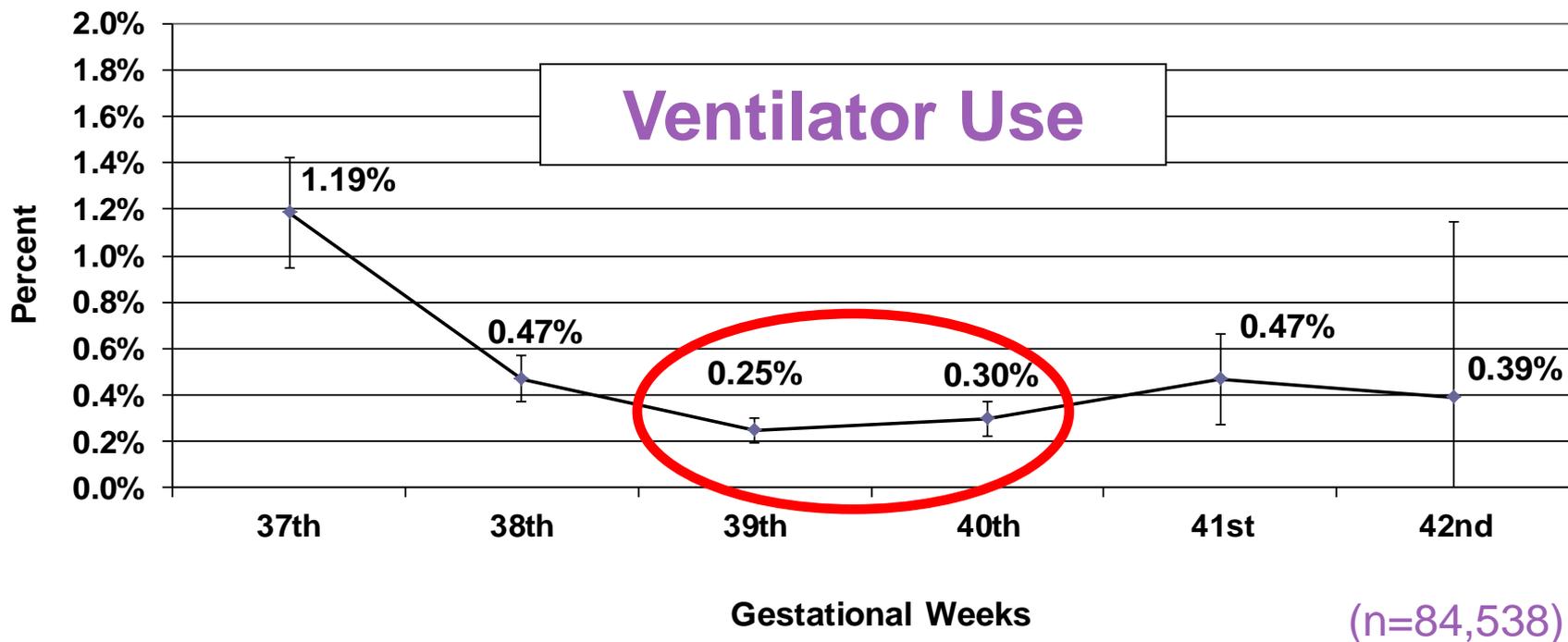
Oshiro et al. Obstet Gynecol 2009;113:804-811.

Respiratory Distress Syndrome (RDS) By Weeks Gestation Deliveries Without Complications, 2000-2003



Oshiro et al. Obstet Gynecol 2009;113:804-811.

Ventilator Usage By Weeks Gestation Deliveries Without Complications, 2000-2003



Oshiro et al. Obstet Gynecol 2009;113:804-811.

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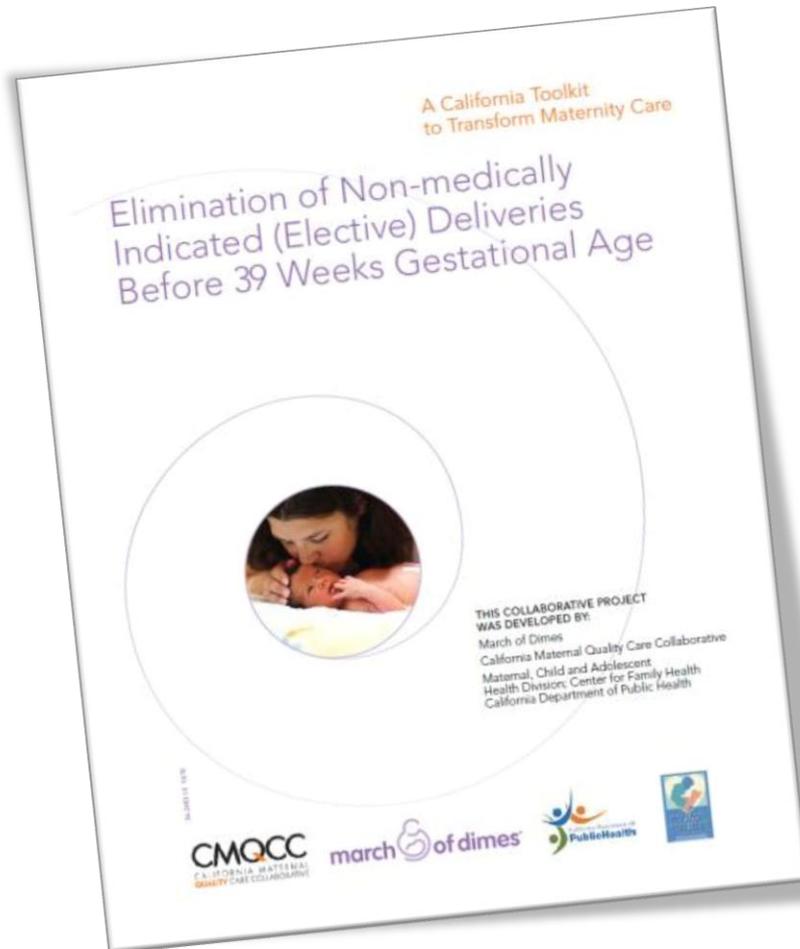
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Elimination of Non-Medically Indicated (Elective) Deliveries Prior to 39 Weeks Toolkit



Developed in 2009-2010, with:

- California Maternal Quality Care Collaborative (CMQCC)
- California Maternal Child and Adolescent Division within the State Department of Health
- March of Dimes California Chapter

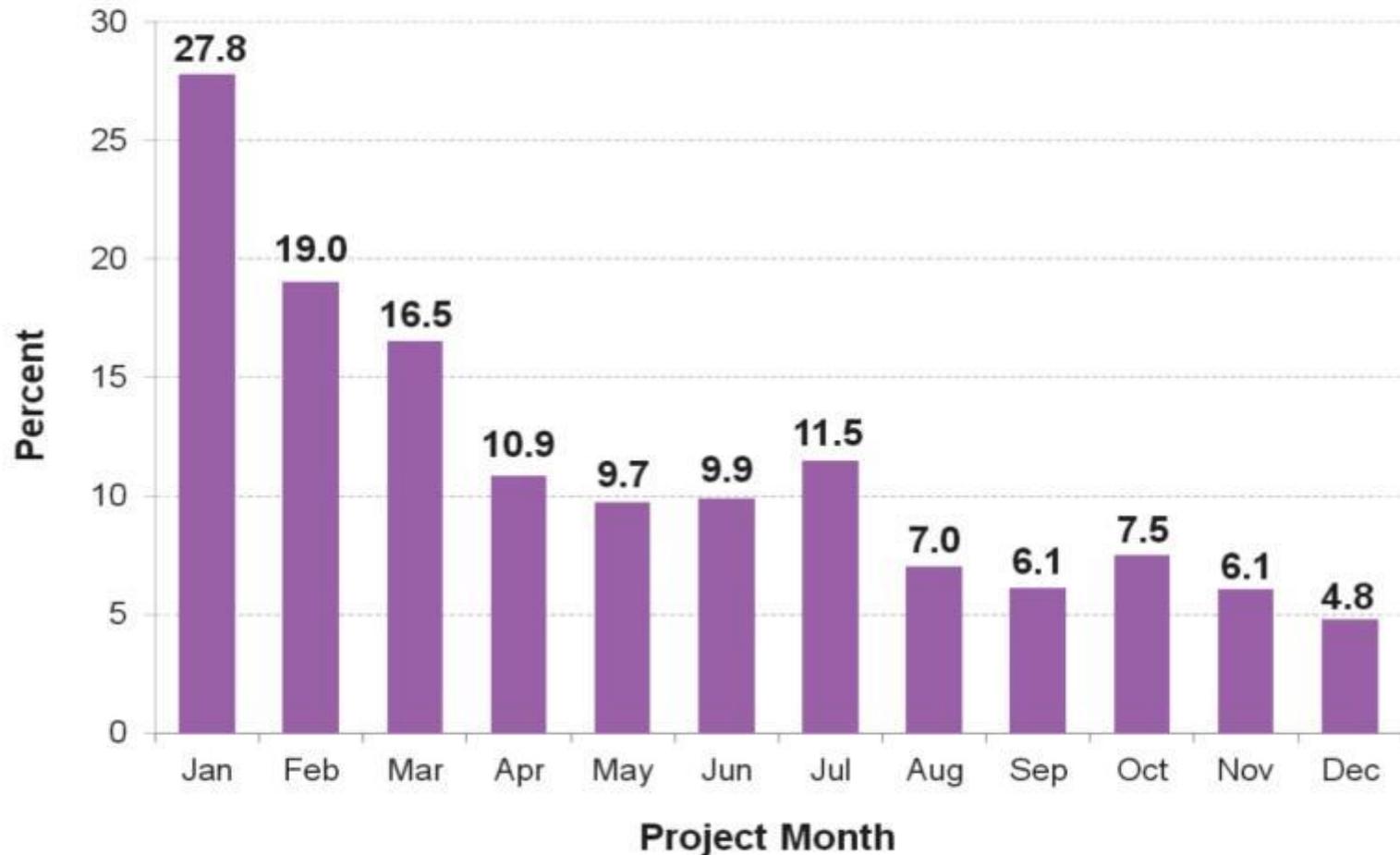
Available for free download at:
www.prematurityprevention.org



March of Dimes Big 5 Hospital Network

- Quality improvement initiative in 26 hospitals in the Big 5 States - CA, FL, IL, NY, TX - where 38% of births in the US occur
- 26 hospitals recruited from the Big 5 States through a competitive RFA process
- Hospital Quality Improvement teams brought together to talk through implementation strategies
- Monthly Network Conference Calls 9/2010 through 4/2012
- Hospital supported locally by March of Dimes chapters throughout implementation

Early Elective Deliveries Decrease



Scheduled singleton early term (37-38 completed weeks gestation) non-medically indicated inductions and cesarean deliveries fell 83 percent during a one-year quality improvement program in 25 hospitals in CA, FL, IL, NY, & TX in 2011, funded in part by the March of Dimes. Source: Oshiro BT et al. A Multistate Quality Improvement Program to Decrease Elective Deliveries Before 39 Weeks of Gestation. *Obstet Gynecol*, May 2013.

Results published in April 2013

A Multistate Quality Improvement Program to Decrease Elective Deliveries Before 39 Weeks of Gestation

Bryan T. Oshiro, MD, Leslie Kowalewski, BS, William Sappenfield, MD, MPH, Caroline C. Alter, MS, Vani R. Bettgowda, MHS, Rebecca Russell, MSPH, John Curran, MD, Lori Reeves, MPH, Marilyn Kacica, MD, MPH, Nelson Andino, MPA, Peyton Mason-Martí, MPH, Dennis Crouse, MD, PhD, Susan Knight, MA, Karen Littlejohn, MMHS, Sharyn Malatok, MPA, Donald J. Dudley, MD, and Scott D. Berns, MD, MPH

Appears in the April 8 online edition of *Obstetrics & Gynecology* Vol. 121, No. 5, May 2013

March of Dimes 39+ Weeks Quality Improvement Service Package

- Developed based on lessons learned from the Big 5 Hospital Network
- Complements the Toolkit and supports hospitals in implementing a 39+ weeks QI initiative
- 15-month project that includes:
 - Secure web-based data portal called the Perinatal Quality Improvement portal (PQIp)
 - Webinars focused on implementation guidance
 - Access to experts
 - Grand Rounds
 - Discount on consumer education materials

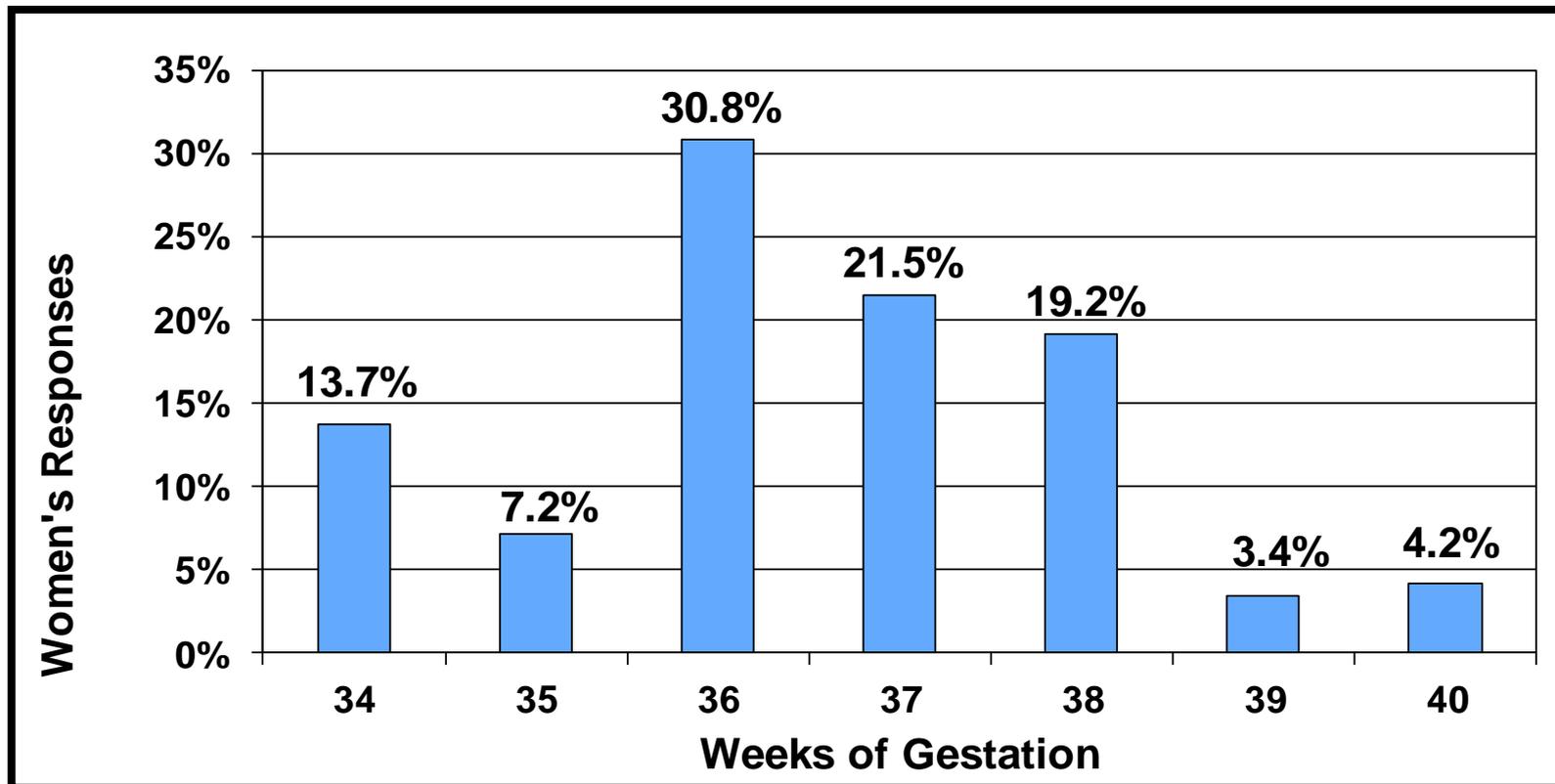
Women's Perceptions Regarding the Safety of Births at Various Gestational Ages

*Robert L. Goldenberg, MD, Elizabeth M. McClure, MEd, Anand Bhattacharya, MHS,
Tina D. Groat, MD, MBA, and Pamela J. Stahl*

VOL. 114, NO. 6, DECEMBER 2009

OBSTETRICS & GYNECOLOGY

The Gestational Age Women Considered it Safe to Deliver



New Media Campaign



Babies aren't fully developed until at least 39 weeks in the womb.....

If your pregnancy is healthy, wait for labor to begin on its own.



don't rush your baby's birth day

Your baby needs at least 39 weeks to grow and develop before she is born. If your pregnancy is healthy, wait for labor to begin on its own.

marchofdimes.com/39weeks

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healthy babies are worth the wait®

The American College of Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PROFESSIONALS

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don't rush your baby's birth day

marchofdimes.com/39weeks

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healthy babies are worth the wait®

If your pregnancy is healthy, it's best to stay pregnant for at least 39 weeks.

Lots of important things are happening to your baby in the last few weeks of pregnancy:

- 1 Important organs, like your baby's brain, lungs and liver, are still developing and growing.

A baby's brain at 35 weeks only two-thirds of what it will weigh at 39 to 40 weeks.

35 weeks	39 to 40 weeks

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Your baby's eyes and ears are still developing, too. Babies born too early are more likely to have vision and hearing problems later in life.

- 3 Your baby is still learning to suck and swallow. Babies born early sometimes can't do these things.

39 weeks gives babies all the time they need to grow before they're born. Talk to your provider about things you can do to help you and your baby get to at least 39 weeks. Births scheduled before 39 weeks should only be for medical reasons. If your pregnancy is healthy, wait for labor to begin on its own.

To order our catalog or multiple copies of our materials, call 800-367-6430 or visit marchofdimes.com/catalog.

English: #37-2525-10 Late Preterm Brain Development Flyer 4/12
Spanish: #37-2527-10 Folleto del desarrollo cerebral prematuro con 4 términos

March of Dimes materials are for informational 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 for updated information.

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Prematurity Awareness Month

- **November 1: Issue Premature Birth Report Cards**
- **November 1 - 30:**
 - Awareness campaigns
 - Social media (Twitter, Facebook)
 - Public relations outreach
 - Print ads
 - Billboard
 - Emails
 - Collaborate with global organizations and parent groups
- **November 17: World Prematurity Day**

Questions?

Norm Hess, Associate Director of Program Evaluation

March of Dimes National Office

1275 Mamaroneck Avenue

White Plains, NY 10605

517-930-0517

nhess@marchofdimes.com