

Zeta Phi Beta Sorority, Inc.
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2013
Zeta Prematurity Awareness
Program Toolkit

Promoting Preterm Birth
Information during the
Entire Month of November!



"Building on the Principles of Zeta While Blazing New Paths"

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Prematurity Campaign and March of Dimes History

The March of Dimes Prematurity Campaign was launched on January 30, 2003. Since then, the Campaign has made significant strides in achieving its two goals: (1) to raise public awareness of the problem of prematurity and (2) to decrease the rate of preterm birth in the United States.



In 2013, the March of Dimes celebrated its 75th Anniversary and its ongoing work to help babies get a healthy start in life. Early research

led to the Salk and Sabin polio vaccines that all babies still receive. Other breakthroughs include new treatments for premature infants and children with birth defects. About 4 million babies are born each year in the United States, and all have benefitted from March of Dimes lifesaving research and education.

The March of Dimes is the leading non-profit organization for pregnancy and baby health. With chapters nationwide and its premiere event, March for Babies®, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit marchofdimes.com or nacersano.org. Find March of Dimes on [Facebook](https://www.facebook.com/marchofdimes) and follow March of Dimes on [Twitter](https://twitter.com/marchofdimes).

Program Overview

Zeta Phi Beta Sorority, Inc., in partnership with the March of Dimes, will hold our 11th annual **Zeta Prematurity Awareness Program (ZPAP)** during the entire month of November!

The ZPAP serves as our sorority's effort to support the March of Dimes in their Prematurity Awareness Month® campaign by targeting our community's religious congregations. Since adopting this as a project in 2003, Zetas and Amicae have impacted the lives of well over than 500,000 men, women and children in more than 39 states and the U.S. Virgin Islands.



During the ZPAP, the religious leader, a designated congregation member, or a member of the Zeta family shares information with the congregation about prematurity.

This Toolkit contains information and resources to help chapters have successful events. The pages on the 2013 Premature Birth Reports, Global Action Report on Preterm Birth, and World Prematurity Day all contain facts that help us and our listeners understand the reality of prematurity in our local and global communities.

Additional items in the ZPAP Toolkit include sample templates to quickly and effectively launch your chapter's program. The sample script, for instance, is the base of the presentation that should last no longer than 5 to 10 minutes. Sample announcements can also be included in House of Worship publications: (i.e., church bulletin, newsletter, website and bulletin board). Also, don't forget to complete the *Zeta Prematurity Awareness Program (ZPAP) Reporting Form*.

If you need assistance or have questions, please send a message to ZetaPhiBetaNationalMOD@gmail.com

We will continue to help save the lives of babies.



Getting Started

The goal of the **ZPAP** is to increase familiarity and prevalence of premature birth by sharing facts with congregations in Houses of Worship. Additionally, the ZPAP is an opportunity for Zeta chapters and Amicae to earn Z-HOPE points! The following sections will assist with planning 2013 ZPAPs. Please read carefully as some new information and requirements are in effect.

ZPAP Requirements

1. The ZPAP script/announcement must be read at the event.
2. ZPAP attendance must total at least 100 for each site.
3. A ZPAP announcement is to be included in House of Worship publications, if available (i.e., church bulletin, newsletter, website or bulletin board).
4. The *ZPAP Reporting Form* must be completed and signed by House of Worship leader/representative for each site. Please include documentation of activities (photos, printed materials, etc.).
5. Chapters and Amicae auxiliaries can earn Z-HOPE points for up to two (2) ZPAP events held during the month of November.
6. *Optional*: Set-up a Prematurity Awareness/Stork's Nest display table.



Selecting Your Site and Date(s)

This year, events that fulfill the ZPAP requirements can be conducted throughout the entire month of November!

A House of Worship for the ZPAP is defined as a place where religious congregations and groups meet for regular or special event worship services (i.e., church, mosque, temple, and worship center).

Keep in mind that as you select your site(s) please make sure that the potential audience totals at least 100 attendees for either one event/presentation or more.

Reporting Your Event

- ❖ The *ZPAP Reporting Form* must be completed, signed, and received by your state Z-HOPE coordinator by no later than SATURDAY, DECEMBER 7!
- ❖ The ZPAP qualifies as a Z-HOPE women (body) activity.
- ❖ ZPAPs conducted during the month of November **MUST** be reported on the *ZPAP Reporting Form*. No other form should be used. Do not use the Z-HOPE participant evaluation forms.
- ❖ To earn points for Prematurity Awareness-themed events not held in November 2013, the event must meet the standard Z-HOPE activity requirements (a minimum of 30 minutes long with at least 20 non-Zeta and/or non-Amicae participants to receive Z-HOPE points). In this case, the regular Z-HOPE Chapter Reporting Form **AND** Evaluation Forms must be completed and mailed to your State Z-HOPE Coordinator, to receive Z-HOPE points. Z-HOPE points for ZPAP will only be awarded upon completion of ALL required Z-HOPE activities.

Helpful Programming Tips and Suggestions

- ❖ Begin your plan with the Houses of Worship of chapter members and Amicae.
- ❖ Your community may have a minister's alliance or some similar group. Ask if you can make a presentation to that group. This will allow your chapter to potentially reach a larger number of people.
- ❖ On college and university campuses, contact your Student Activities/Student Life office to get a list of student organizations and clubs classified as religious groups.
- ❖ Send a letter to your prospective Houses of Worship (a sample letter is provided). If possible, consider localizing the letter using information from the local chapter of the March of Dimes or community health agencies.
- ❖ Schedule a meeting with the religious leader or other members of the congregation who may be able to assist you in the planning of this program. During the meeting, emphasize the impact of prematurity, especially in the African-American community. Have handouts or support material on-hand to assist you in your meeting. Contact the local March of Dimes for assistance in getting materials.
- ❖ Review the proposed script with the religious official or designee.
- ❖ Ask to have a short announcement (please see the samples included in this Toolkit) included in the church bulletin/program in November.
- ❖ Assign a member of your chapter or Amicae auxiliary to work with each House of Worship that agrees to participate in the program. Make sure the Zeta or Amicae member is present during the service/event. Wear sorority or auxiliary colors to the service/event on the day(s) the program is scheduled to take place.
- ❖ Prepare items to hand out during and/or after the religious service (if available).
- ❖ Chapters with Stork's Nests may wish to ask if they can set-up a display. Remember to consider space limitations when planning a quality and professional-level display.
- ❖ Include the problem of premature birth in your message and announcements.
- ❖ Have March of Dimes information on signs and symptoms of preterm labor available.
- ❖ Wear/distribute purple ribbons/wristbands in support of Prematurity Awareness Month.
- ❖ Ask your women's group, nurses' program, adult education classes or other suitable congregational organizations to consider how best to get information about premature birth to families in the congregation.
- ❖ Read ZPAP script/announcement and set-up display table during House of Worship-sponsored religious/spiritual retreat, conference or festival held in November.
- ❖ Include information/host speaker to discuss prematurity and/or experiences as a part of Thanksgiving services and programming.
- ❖ Send a thank you letter or certificate to all participating Houses of Worship (a sample is provided). Be sure to send individual letters to the leaders and/or members who assisted you as well.
- ❖ Save copies of items used to conduct your ZPAP.
- ❖ Start planning for next year's event and consider expanding to more Houses of Worship in your community.

The Problem of Prematurity

The problem of premature birth has been with us since at least Biblical times, but during the last 30 years, the rate has increased dramatically, and no one knows why. Today, one in eight babies is born too soon.

When a baby is born prematurely, before 37 completed weeks gestation, there can be many problems. Premature birth is the leading cause of newborn death and many disabilities. It can happen to any baby, without warning and for no known reason. Until we have more answers, no one knows whose baby will be next.

Here are a few more suggestions of what we all can do—



A pregnant woman can:

- ❖ Get early and regular prenatal care.
- ❖ Talk to her health care provider about how to reduce her risk for preterm labor.
- ❖ Learn the signs and symptoms of preterm labor and what to do if it happens.

Health care providers can:

- ❖ Be diligent in counseling pregnant patients on reducing their risks for preterm labor and teaching them the signs and symptoms of preterm labor and what to do.

Everyone can:

- ❖ Recognize that premature birth is a common, serious and costly problem for all of us.
- ❖ Understand that preterm labor can happen to any woman; the causes of nearly half of premature births are not known.
- ❖ Understand that until we have more answers, no one knows whose baby will be next.

Support the March of Dimes on World Prematurity Day on Sunday, November 17!

For more information on World Prematurity Day and the March of Dimes mission, visit the following webpages:

http://www.marchofdimes.com/mission/prematurity_wpd.html

<http://www.marchofdimes.com/39weeks>

<http://www.marchofdimes.com/peristats>

2012 Premature Birth Report Cards

Nearly 500,000 babies are born too soon each year

Grade for National Preterm Birth Rate

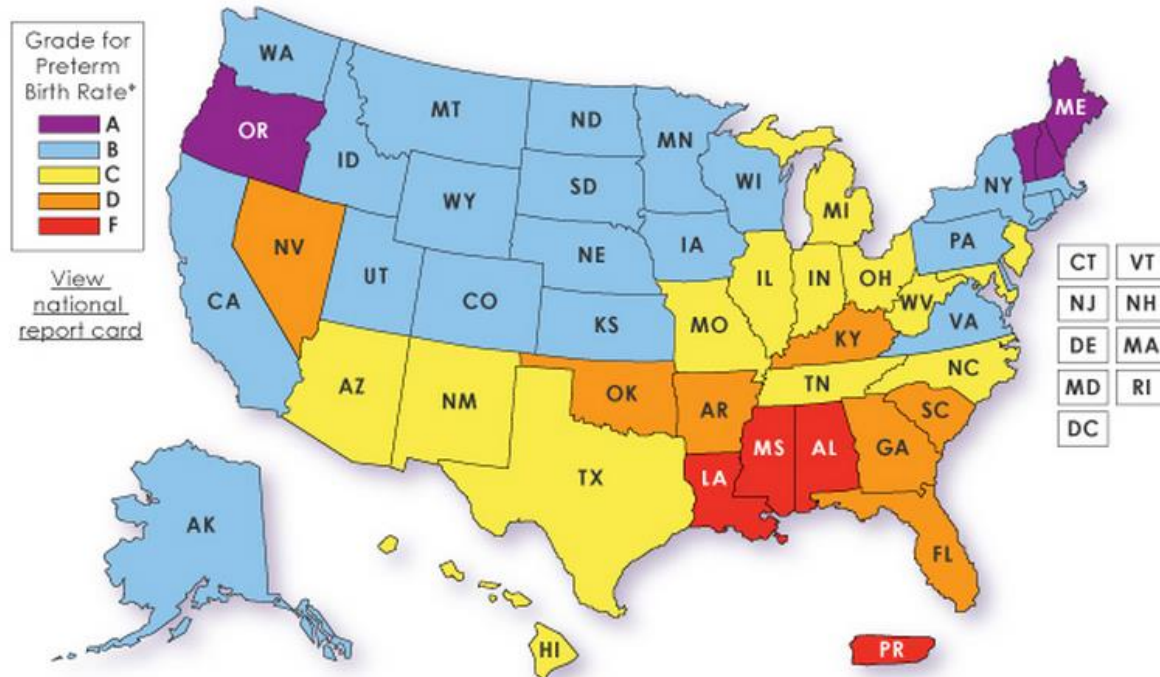


With a grade of "C," the United States has a long way to go in reducing our rate of premature birth. With 1 in 9 babies born too soon, our country's rate is higher than that of most developed nations.

What is Your State's Preterm Birth Rate and Grade?

To find out, log onto:

<http://www.marchofdimes.com/mission/prematurity-reportcard.aspx>



*Percent of babies born preterm is shown in parentheses ().

Preterm birth is less than 37 completed weeks of gestation.

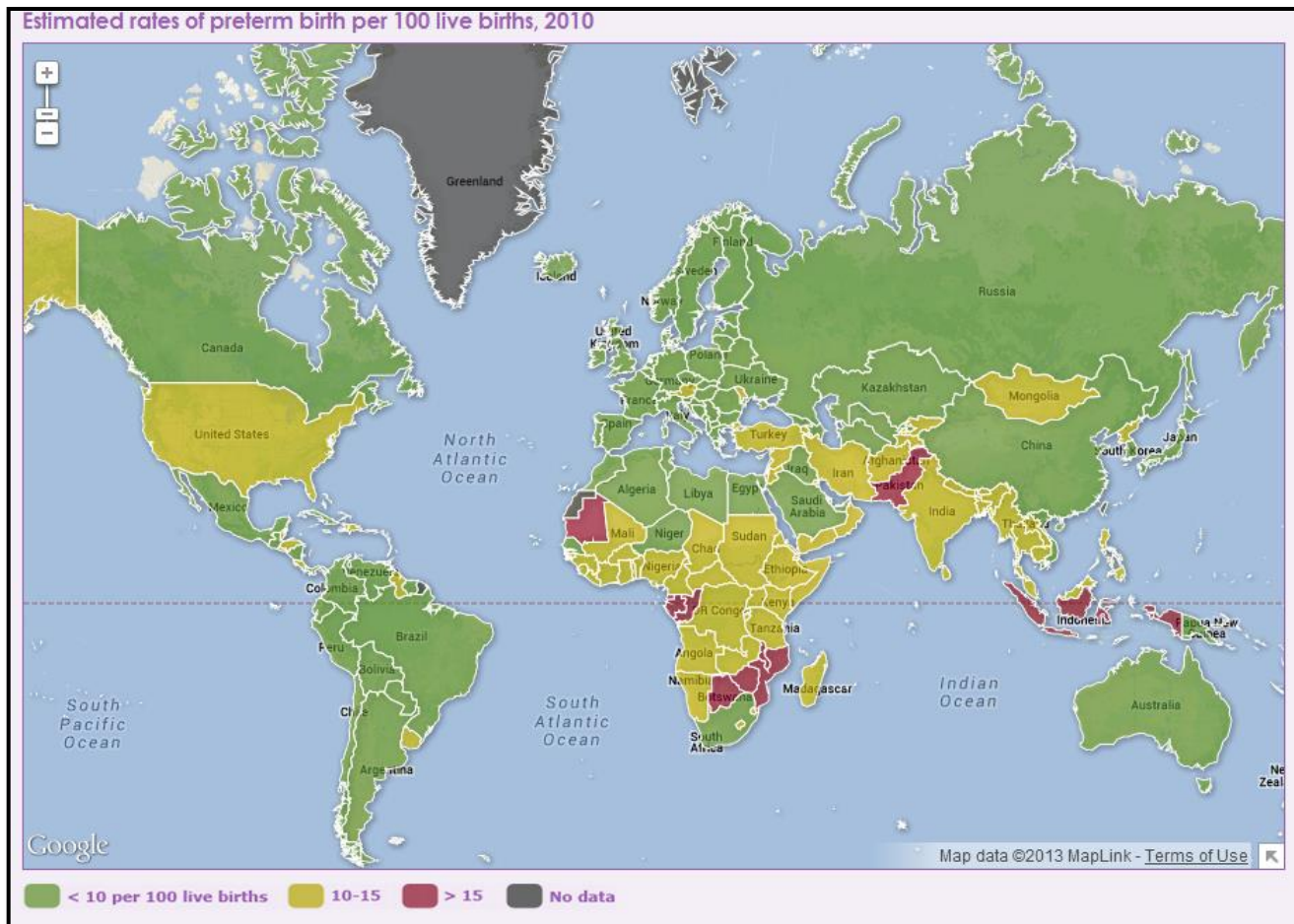
Source: National Center for Health Statistics, 2011 preliminary data.

Report card grades calculated by March of Dimes Perinatal Data Center, November 2012.

See Technical Notes for more information.

<http://www.marchofdimes.com/mission/prematurity-reportcard.aspx>

The Global Action Report on Preterm Birth



Source: <http://www.marchofdimes.com/mission/global-preterm.aspx>

Born Too Soon provides the first-ever comparable country-level estimates for preterm birth in 184 countries. The report shows that preterm birth rates are on the rise in most countries, with the result that preterm birth is now the single most important cause of neonatal deaths (babies under 28 days) and the second leading cause of death in children under 5.

Addressing preterm birth is now an urgent priority for reducing child deaths by 2015 and beyond.

Born Too Soon proposes actions for policy, programs and research by all partners — including government and non-government organizations and the business community — that, if acted upon, will substantially reduce the toll of preterm birth, especially in high-burden countries.

- ❖ 15 million preterm births each year and rising
- ❖ 1.1 million babies die from preterm birth complications
- ❖ >60% of preterm births occur in sub-Saharan Africa and South Asia
- ❖ 5 to 18% is the range of preterm birth rates (per 100 live births) across 184 countries of the world
- ❖ 75% of deaths of premature babies could be prevented with feasible, cost-effective care

World Prematurity Day

Honor the more than 1 million babies worldwide who died this year because they were born too soon, and the 14 million more who struggle to survive. **November 17** is World Prematurity Day and when we focus everyone's attention on the serious problem of premature birth.

"Like" [World Prematurity Day](#) on Facebook. Read stories from around the world and share your own. Help spread the word by updating your Facebook status with a message on premature birth. Together we can raise awareness of this serious problem and help more babies start healthy lives.

Other Resources:

[World Prematurity Day Volunteer Guide](#) (PDF, 508kb),

[Prematurity Awareness Month Calendar](#) (PDF, 1857k)

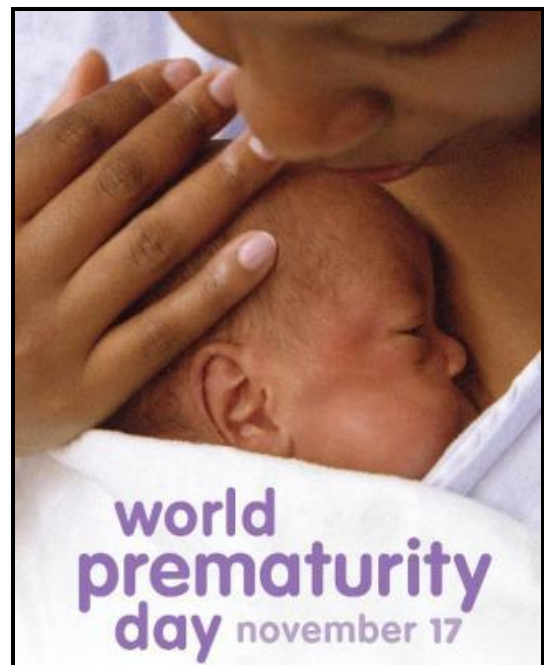
Worldwide Health Problem

15 million babies are born too soon every year.



15 Countries Account for Two-Thirds 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. of Congo
10. Brazil
11. Ethiopia
12. United Republic of Tanzania
13. Uganda
14. Sudan
15. Kenya



For more information,
log onto:

marchofdimes.com/mission/global-preterm.aspx

Sample Religious Leader Letter

This is a sample letter to the Religious Leader. You may wish to modify it to include local prematurity statistics gathered from the health department or hospital neonatal intensive care unit. Information about your local chapter or auxiliary can also be added. Be sure to print the letter on official Zeta letterhead and include contact information for the Program Chairperson.

* * * * *

(Month) 2013

Dear (name religious leader):

(Use the following sentence only if applicable)

Thank you for participating in last year's Prematurity Awareness Month®. We hope we can count on your support again this November.

A healthy pregnancy and baby are a blessing. But some families have their hopes and dreams crushed when their baby arrives too soon, too small and very sick.

Worldwide, 15 million babies are born too soon every year. More than 1 million die, but 75 percent of these deaths are preventable. Here in the United States, more than half a million babies are born prematurely, and (XX,XXX) are born right here in (STATE). November is Prematurity Awareness Month®, and November 17 is World Prematurity Day. It's when the March of Dimes focuses everyone's attention on the serious problem of premature birth.

In response to the significant rise in premature births in the past three decades, the March of Dimes, a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects and infant mortality, and Zeta Phi Beta Sorority, an international organization with chapters in over 850 communities in the United States and abroad, have joined forces in a national campaign to support research into the causes of premature birth, and to educate the public and health care professionals about this escalating health problem.

We are part of an international effort to defeat premature birth. With your leadership, your congregation can become part of a national public education campaign. Zeta Phi Beta Sorority and the March of Dimes are observing Prematurity Awareness Month. We ask you to make your congregation aware of how common, serious and costly a problem premature birth is for all of us, as well as what each person can do about it. To assist you, we are including some ideas that may help you incorporate the topic into your public prayers or sermon, your announcements and/or your congregational activities.

Thank you for participating and helping us give more babies a healthy start.

Sincerely,

NAME

Chapter President
(Congregational member, if applicable)

NAME

Prematurity Campaign Chair
(Congregational member, if applicable)

Sample Press Release

[PRINT ON CHAPTER LETTERHEAD]

FOR IMMEDIATE RELEASE:

FOR INFORMATION, CONTACT (NAME, NUMBER AND EMAIL)

Premature Birth Rates on the Rise

Zeta Phi Beta Sorority Supports March of Dimes to Save Babies from Premature Birth

(CITY, STATE, DATE)—In response to the significant rise in premature births, Zeta Phi Beta Sorority chapters across the country are planning to hold prematurity awareness events on during the month of November 2013. Zeta members in more than 850 communities across the America will conduct prematurity awareness activities in houses of worship and congregations. Worshipers will learn more about the infant health crisis that nearly half a million families cope with each year. This year marks the 11th consecutive year of Zeta’s participation by leading this nationwide grassroots campaign.

Here in (YOUR CITY), participating congregations include: (LIST NAMES OF CHURCHES). The March of Dimes is leading a World Prematurity Day observance on Sunday, November 17, 2013. Prematurity affects one out of eight babies born in the U.S. today—a rate that has increased 29 percent since 1981. The numbers are even more alarming for African-American babies who have a one- in-six chance of being born too soon.

In addition to the emotional toll, there is a tangible cost to premature birth as well. Average hospital charges in the United States for the most severe cases of prematurity were nearly 60 times higher than the charges for newborn stays without complications. Prematurity is the number one killer of newborns (in the first month of life) and many of the babies who survive leave the hospital with lifelong health conditions or developmental disabilities that will place an additional financial burden on the family.

That’s why the March of Dimes is leading a national effort to save babies from premature birth by funding research to find the causes and by supporting local programs that offer hope and help to families with a baby in intensive care. As part of that effort, November is designated as Prematurity Awareness Month to remind the public that premature birth is a crisis and to bring people together to help give all babies their nine months.

Despite its prevalence, many families endure the trauma of a premature birth, and all too often infant death, privately and silently. Most people are unaware of the scope of this common and costly health problem. “We want to help the March of Dimes educate the public,” said (NAME, COMMUNITY ZETA PRESIDENT). “So we are bringing this vital information to the places where we worship, one of the cores of community life. This issue affects so many families in (COMMUNITY), it just seems like the right thing to do.”

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education, and advocacy to save babies and in 2003, launched a national campaign to address the increasing rate of premature birth. For more information, visit the March of Dimes website at marchofdimes.com or its Spanish language website at nacersano.org.

Zeta Phi Beta Sorority, Incorporated was founded in 1920 on the belief that the social nature of sorority life should not overshadow the real mission for progressive organizations to address societal mores, ills, prejudices, poverty, and health concerns of the day. The international organization’s 125,000+ initiated members, operating in more than 850 chapters, have given millions of voluntary hours to educate the public, provide scholarships, support organized charities, and promote legislation for social and civic change. For more information on Zeta Phi Beta Sorority, Inc., please visit their website at www.zphib1920.org.

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Sample Announcements

November is Prematurity Awareness Month®, and November 17 is World Prematurity Day. One way for your faith community to participate is to place these announcements in a weekly bulletin or monthly newsletter. Be sure to ask the editor about 4 weeks before you want the announcement to appear.

** * * * **

For 2013, the March of Dimes is asking everyone to go to [Facebook.com/WorldPrematurityDay](https://www.facebook.com/WorldPrematurityDay) - November 17 to help raise awareness.

#1: Every year, more than 15 million babies are born too soon worldwide. More newborns die from premature birth than any other cause.

November is Prematurity Awareness Month® and when the March of Dimes focuses everyone's attention on the serious problem of premature birth.

Support our prematurity campaign at [Facebook.com/worldprematurityday](https://www.facebook.com/worldprematurityday). Share stories, give hope and save lives.

#2: More than half a million babies are born too soon in our country each year. These tiny babies often face serious problems. And some don't make it.

November is Prematurity Awareness Month®. Help spread the message about premature birth so more babies can be born healthy.

#3: A healthy pregnancy and baby are a blessing. But some families have their hopes and dreams crushed when their baby arrives too soon, too small and very sick.

November is Prematurity Awareness Month®. It's when the March of Dimes focuses everyone's attention on the serious problem of premature birth.

Visit marchofdimes.com to learn about premature birth, the signs of preterm labor and ways it may be prevented. Tell someone you love.

#4: Every parent wants a healthy baby. But it doesn't always happen that way. Too many babies die each year because they were born too small and too soon.

One in every 8 babies is born too soon in our country. The rate is even higher for African-American women. We need to change this. Together we can help more babies be born healthy and strong.

Help raise awareness about premature birth at [Facebook.com/worldprematurityday](https://www.facebook.com/worldprematurityday). Share stories, give hope and save lives.

Sample Program Script

You may modify the following short script to share with congregations in your community. The script can be modified using local information on prematurity. Work with the local March of Dimes office, local health organizations and hospitals for assistance with prematurity statistics. The March of Dimes has an excellent website full of statistical data at www.marchofdimes.com

* * * * *

Today, I want to share with you some of the disturbing facts about prematurity in this country. Every year, more than 543,000 babies are born premature – that's one in eight babies. Those numbers are worse for African-American babies, who have a one-in-six chance of being born too soon.

Babies born prematurely usually have less developed organs than full-term babies, and are more likely to face serious health problems. Even the best of care cannot always spare a premature baby from lasting disabilities such as cerebral palsy, mental retardation, developmental delays, chronic lung disease or vision and hearing impairment.

Prematurity can happen to anyone, we don't know why it happens in many cases, and that's why the March of Dimes is working so hard on the problem -- to find answers.

In response to the significant rise in premature births in the past three decades, the March of Dimes, a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects and infant mortality, and Zeta Phi Beta Sorority, an international organization with chapters in over 850 communities in the United States and abroad, have joined forces in this international campaign to support research into the causes of premature birth, and to educate the public and health care professionals about this escalating health problem.

November is Prematurity Awareness Month®, and November 17 is World Prematurity Day. Zeta Phi Beta Sorority has been a proud national program partner with the March of Dimes for over 40 years through our national Stork's Nest program. *(Note: If your chapter has a Stork's Nest, please add a relevant sentence regarding it to bring awareness of it.).*

Please support the March of Dimes on **World Prematurity Day on Sunday, November 17, 2013** by participating in local events in the area and by going to [Facebook.com/WorldPrematurityDay](https://www.facebook.com/WorldPrematurityDay) on November 17 to help raise awareness.

NOTE: *If you can find an appropriate scripture, please include it in your presentation.*

Sample Thank You Letter

This is a sample thank you letter to the church for their participation in the program. You may wish to modify it to include information about your local chapter or auxiliary and Stork's Nest (if applicable). Be sure to print the letter on official Zeta letterhead and include contact information for the Program Chairperson.

* * * * *

(Month) 2013,

Dear (name religious leader):

On behalf of the (insert name of chapter) of Zeta Phi Beta Sorority, Incorporated, we would like to convey our heartfelt thanks to you and your congregation for sharing the information for the Zeta Prematurity Awareness Program on (insert date), 2013. We are nationally affiliated with the March of Dimes to foster the ideals of promoting awareness of low infant mortality rates and preventive measures for babies to remain healthy.

Your commitment to the community as a leader requires selfless dedication. Our national organization spearheaded this grassroots public awareness campaign by targeting the month of November to network with Houses of Worship across the United States to inform their members of the alarming and growing rate of premature births within the minority races. By allowing us to rely on you to help spread the message, we are on our way to meeting our goals of informing the public of the grave concerns while providing important information about the available resources to possibly eliminate prematurity.

Again, we thank you for your time and participation with this collaborative effort. If we can be of any assistance to you and/or your congregation in the future, please do not hesitate to let us know.

Sincerely,

NAME

Chapter President
(Congregational member, if applicable)

NAME

Prematurity Campaign Chair
(Congregational member, if applicable)

Zeta Prematurity Awareness Program (ZPAP) Reporting Form



Please complete this form and submit it to your State Z-HOPE Coordinator
NO LATER THAN SATURDAY, DECEMBER 7, 2013.

Please complete a form for each participating House of Worship.

Chapter/Auxiliary Name: _____ State: _____ Region: _____

Chapter Basileus/Auxiliary President: _____

Chapter Z-HOPE Coordinator/Chair: _____

Chapter/Auxiliary Contact Information:

Address: _____

City: _____ State: _____ ZIP: _____

Phone (Prematurity Program Chair): _____

E-mail (Prematurity Program Chair): _____

Program Information:

Day and Date of Program: _____ Time of Program: _____

Type of Event: _____

Name of House of Worship: _____

Address: _____

City: _____ State: _____ ZIP: _____

Religious Leader's Name: _____ Number of people in attendance: _____

The **ZETA PREMATURETY AWARENESS PROGRAM** script was read. ☐ Yes ☐ No

A **ZETA PREMATURETY AWARENESS PROGRAM** announcement was placed in one or more House of Worship publication? ☐ Yes ☐ No ☐ N/A

Optional: Prematurity Awareness/Stork's Nest display table was on display. ☐ Yes ☐ No ☐ N/A

Please have a religious official/leader sign to affirm the following statement:

"Our House of Worship participated in the 2013 ZETA PREMATURETY AWARENESS PROGRAM".

Signature Title Date

Comments: On the back of this form or on an additional sheet, please provide feedback or suggestions for future **ZETA PREMATURETY AWARENESS PROGRAM** events.

THANK YOU FOR YOUR PARTICIPATION AND SUPPORT!

Checklist of ZPAP Requirements

| Requirements | YES! | No |
|--|--------------------------|--------------------------|
| 1. ZPAP script read. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. ZPAP attendance totals at least 100 for each selected site. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. ZPAP announcement was included in House of Worship publication, if available: (i.e., church bulletins, newsletters, website or on bulletin boards). | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Zeta Prematurity Awareness Program (ZPAP) Reporting Form(s) completed and signed by House of Worship leader/representative. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. <i>Optional:</i> Prematurity Awareness/Stork's Nest display table was on display. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

START PLANNING NOW!
MARCH FOR BABIES 2014



Additional Prematurity Awareness Programming Ideas

Interested in taking the Prematurity Awareness message on the road beyond the month of November? Consider these ideas to share the facts, stories and activities about this crisis to even more people in our communities! Remember, Prematurity Awareness-themed activities outside of November will be excluded from the 2013 ZPAP totals and must meet the standard Z-HOPE activity requirements. (See page 4 in this Toolkit)

- ❖ **Key-note Speaker:** Invite a community member, March of Dimes official or Zeta who is connected to the March of Dimes to share experiences and information about the prematurity crisis for Finer Womanhood programming or other Zeta event.
- ❖ **Prematurity Awareness Rally:** This can take place on college or university campuses and in the community that include speakers, entertainment, freebies and information. The local news media can also be notified to cover the event.
- ❖ **Prematurity Awareness Health Fair:** Chapters can partner with the March of Dimes and other agencies such as the Health Department and local hospitals to share information and have attendees engage in activities to understand the crisis of prematurity in the community.
- ❖ **Candlelight Vigils:** Honor and remember those families impacted by prematurity.
- ❖ **Take Advantage of the Sports Season!** Ask Athletic Department officials if they could provide a table/space at home games so chapters can distribute prematurity awareness information and/or freebies (wrist bands) or have some type of drawing.
- ❖ **Homecoming Events:** Connect with college and university alumni associations to include information on prematurity and preterm birth.
- ❖ **Athletic Game Tickets:** Have a printed message on game tickets inviting fans to stop by a table set up at the game to get a free wrist-band (limited quantities) when they present the game ticket.
- ❖ **Athletic Game Entry:** Free MOD prematurity awareness wristbands to the first XX number of fans through the gates wearing something purple.
- ❖ **Athletic Souvenir Programs:** Since many athletic programs have souvenir program books that are printed for games, chapters can pursue getting a complimentary ad in that book! If necessary, chapters may solicit help from the local March of Dimes office in making the connection or ad!
- ❖ **Pre-game and Half-time Announcements:** At the games, announcements made by the game announcer or flashed on the screens/score boards about prematurity facts.
- ❖ **Banners:** Sorors and Amicae on college and university campuses can display banners on the prematurity crisis.
- ❖ **Town-Hall Meetings:** Host/participate in a local town-hall meeting discussing the prematurity crisis.
- ❖ **Zeta Week/Blue and White Week Programming:** Sorors and Amicae on college and university campuses can host a special program or panel discussion on the prematurity crisis - to include the campus health center staff, graduate students, faculty members (i.e., from sociology, social work, nursing, school of medicine.)
- ❖ **All-Purple Social:** Chapters can host all-purple socials to promote prematurity awareness.
- ❖ **Prematurity Mock-tails:** Create non-alcoholic beverages with fun names.
- ❖ **Freebies:** Give out prematurity/MOD-themed items (i.e., purple wrist bands, purple ribbons, prematurity awareness stickers) at events.
- ❖ **Newspaper and Newscast Coverage:** Speak to campus and local news media to feature article/story about the prematurity message.
- ❖ **Purple T-shirt Day:** Host a purple T-shirt Day to raise awareness about prematurity and act as a potential mini-fund raiser for your March for Babies team.

