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LISTEN: Radio PSAs

[Baby-Story/Moms](#) :60
[Baby-Story/Moms](#) :30
[Baby-Story/Moms](#) :15

[Baby-Story/Af-Amer](#) :60
[Baby-Story/Af-Amer](#) :30
[Baby-Story/Af-Amer](#) :15

[Baby-Story/Dads](#) :60
[Baby-Story/Dads](#) :30
[Baby-Story/Dads](#) :15

[Baby-Story/Spanish](#) :60
[Baby-Story/Spanish](#) :30
[Baby-Story/Spanish](#) :15

LINKS

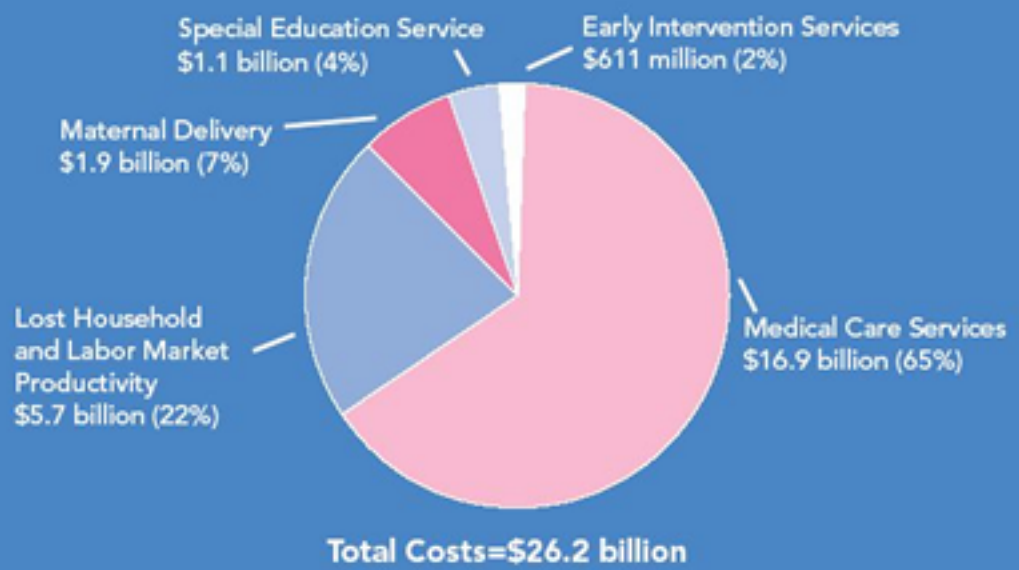
marchofdimes.com
healthypeople.gov
newbaby.com
expectantmothersguide.com
newstarget.com
pamf.org/pregnancy
cafemom.com
babycenter.com
walkamerica.org
marchofdimesride.com
marchofdimes.com/prematurity
shareyourstory.org

➔ MARCH OF DIMES LAUNCHES PREMATURITY RADIO CAMPAIGN

Cost of Premature Babies Exceeds \$2 Billion Annually

With more than 500,000 premature infants born each year in our country – or one out of 8 new births - this major medical problem is having a serious impact upon our health care delivery system, on the parents of the newborn, employers who often shoulder much of the cost, and on society as a whole. As the graph below indicates, given the number of premature births occurring in our nation each year, and a cost differential of nearly \$40,000 per birth between normal babies and those born prematurely, the cost to society is just under \$2 billion annually.

Annual Societal Economic Costs Associated with Preterm Birth, US, 2005



“Every parent wants a healthy baby. But it doesn’t always happen that way. Babies who survive may face lives of severe disability like blindness, mental retardation and cerebral palsy. Yet surveys show that the public doesn’t even know premature birth is a problem. That’s why we launched the ‘Every Baby Has A Story’ campaign to raise awareness and find lifesaving solutions,” says Doug Staples, Senior VP, Marketing and Communications for the March of Dimes.

By clicking on the link in the [upper right hand corner] you can hear the voices of real parents of premature infants sharing their stories of both challenge and triumph in an honest and unscripted way. There are 12 messages in groups of three (:60, :30 and :15), designed to appeal to various types of audiences. For example, there are PSAs from a “Dads” perspective that might resonate with predominantly male audiences; a series that feature “Moms”; a series that honors the uniqueness of the African-American experience with premature birth, and a series for a Spanish-speaking audience.

Other Important Facts

- ➔ On average, premature babies covered by employer plans spend 17 days in the hospital during the 12 months following birth, compared to 3 days for full-term babies.
- ➔ Premature babies make an average of nine visits to the doctor's office during the first year of life, compared to six visits for healthy, full-term babies. All of this means time away from work for the parents and loss of productivity and perhaps even wages.

The March of Dimes is leading the fight to defeat prematurity with a multiyear, multimillion-dollar national campaign to help the nation reduce the rate of premature births from 12.1 percent to the national [Healthy People](#) 2010 objective of no more than 7.6 percent.

We're attacking the problem from all vantage points by:

- ➔ Funding vital research into ways to prevent and treat premature birth
- ➔ Educating women about risk reduction including the signs of preterm labor
- ➔ Assisting health professionals in evaluating patient risks
- ➔ Expanding access to health care

The March of Dimes invites everyone to participate in our “Every Baby Has A Story” campaign by going to www.marchofdimes.com and tell the story of a special baby in your life. You can also read other babies’ stories – those born healthy and those who need help to survive.