Community
Our programs help moms-to-be in New York have full-term pregnancies and healthy babies.

Advocacy
We advocate for programs that help moms in New York get care and services to improve their health and the health of their babies.

Research
We research the serious problems that threaten our babies and work on treating and preventing them.

Education
Our websites provide the latest pregnancy health information in English and Spanish. Health experts provide personal answers to moms’ questions.

Support
Through our online community and in hospitals in New York, we offer information and comfort to families with a newborn in intensive care.

In New York...

240,916 babies are born each year

25,759 babies are born prematurely

7,300 babies are born with a birth defect

Almost every baby receives a polio vaccine developed with funding by the March of Dimes. Children in New York are vaccinated against 14 diseases.

Each year about 1,010 babies in New York receive life-saving surfactant therapy developed with funding by the March of Dimes.

Babies in New York receive screening for 30 inherited disorders. We funded the development of 4 of these tests and advocated for newborn screening for all babies.

Preventing premature birth in New York could mean an annual savings up to:

$1 billion

Average medical cost for a healthy baby: $4,389

Average medical cost for a premature baby: $54,194

Sources:
- Birth defects—Centers for Disease Control and Prevention estimate of 1 in 33 babies.
- Surfactant therapy—National Center for Health Statistics.
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Community Programs

Grants 2015

**Center for Court Innovation** (2014-2015) $162,460 To support the Patient Navigator Program, which provides preconception/interconception education, patient navigation services and case management to court-involved women who are pregnant and/or parenting children under the age of one. Sites are located in Syracuse and Buffalo.

**Children’s Health and Research Foundation, Inc.** (2013-2014) $117,07 To provide preconception health education to adolescents (13-21 years) in Mt. Vernon and Peekskill, NY, two communities at high risk for prematurity and low birthweight through the "Healthy From Birth For Life" project.

**Crouse Hospital** (2014-2015) $10,000 To provide March of Dimes “Healthy Babies are Worth the Wait® Consumer Education Initiative” instruction and materials during childbirth education classes.

**Fort Drum OB/GYN** (2014) $31,236 To support CenteringPregnancy®. To obtain and sustain site certification for an established CenteringPregnancy® program that provides care to active-duty military and their dependents at Ft. Drum.

**Health Research, Inc.** (2015) $15,000 To provide through the “New York State Perinatal Quality Collaborative (NYSPQC) ACT Initiative” improved understanding and timing of antenatal corticosteroid treatment (ACT) and administration in collaboration with NYS Regional Perinatal Centers (RPCs) and birthing facilities from other March of Dimes “Big 5” States. Participating NYS RPCs will engage in quality improvement activities to embed evidence-based guidelines into practice.

**Hudson River HealthCare** (2014) $43,920 To provide “Prenatal Care at Park Care” to promote healthier pregnancies and improve birth outcomes for 750 pregnant women receiving prenatal services annually at HRHCare’s Yonkers prenatal care site by implementing an enhanced program of prenatal health education and incentives and group support to ensure positive birth outcomes and reduce the high rate of C-sections in its prenatal patients.

**Independent Health Foundation, Inc.** (2014) $43,174 To provide smoking cessation classes for pregnant women at four (4) sites in underserved communities and will be open to all smoking pregnant women to improve premature birth risk reduction. Education in family planning in the form of preconception screening and counseling will be provided.

**JERICHO ROAD COMMUNITY HEALTH CENTER** (2015) $36,050 To provide refugee women with culturally and linguistically appropriate doula and mentor services, as well as education classes to foster knowledge and behavior changes that will reduce the risk of premature birth.

**Maternal-Infant Services Network of Orange, Sullivan & Ulster Counties, Inc.** (2015) $48,784 To provide through the “New Parent U” program education and support to pregnant and postpartum Medicaid-eligible women in two high needs Orange County communities with the intention of reducing preterm births by increasing knowledge of healthy fetal development, access to prenatal care and commitment to make healthier lifestyle choices.

**Niagara Falls Memorial Medical Center** (2011-2015) $257,865 To support the Women’s Health Education Navigation (WHEN) program which provides preconception health education, as well as risk reduction and/or health services to court-involved women who are pregnant, parenting a child up to one (1) year or of childbearing age.

**Norton Ministries** (2014-2015) $80,000 To support implementation of the “My Sensational Me” Faith-Based Health and Empowerment program in 6-8 churches in year one and up to 15 churches for year two, in high-risk communities of New York State.

**Richmond University Medical Center** (2014) $9,809 To support participation in the New York State CenteringPregnancy® Exchange, including data collection and training opportunities.

**Stony Brook University, SUNY** (2014-2015) $10,000 To support implementation of the March of Dimes “Healthy Babies are Worth the Wait® Consumer Education Initiative” to reach 500 women.

**University of Rochester - Highland Family Medicine** (2015) $62,369 To support implementation of IMPLICIT, an evidence-based interconception care program.

**Women & Children’s Hospital of Buffalo** (2014-2015) $10,000 To support incorporation of March of Dimes “Healthy Babies are Worth the Wait® Consumer Education Initiative” in their childbirth education classes.

**Zeta Phi Beta Sorority, Inc. – New York State Chapters** (2014-2015) $10,000 To support the development and implementation of a Brooklyn Stork’s Nest in conjunction with Kings County Hospital Center and Brooklyn-based Zeta Phi Beta Sorority, Inc. Chapters.
Support for moms, babies and families in New York State in 2014-2015

Awards  As of July 20, 2015

Awards

Albany Medical College  (2014-15)  $3,000  To support the “Strong MOM Program” that assists teenagers in having healthy pregnancies by providing safe and healthy environments for their future babies and developing a sense of self-advocacy.

Beyond the Bump  (2014-2015)  $2,000  To support the “Beyond the Bump” event, “The ultimate event for new and expectant moms” for education, including our “39 weeks” consumer presentation.

Buffalo Public School District  (2012-2014)$2,000  To support the “Baby & Me” Expo, where pregnant and parenting teens hear from speakers on topics including March of Dimes “Healthy Babies are Worth the Wait® Consumer Education Initiative”. Representatives from over 25 community agencies are present to share available resources for moms and babies.

Catholic Charities WIC  (2014-2015)  $2,300  To support the Erie and Niagara Healthy Baby Festivals, which aim to increase community awareness and knowledge of healthy behaviors, whether pregnant or parenting.

Child & Family Resources, Inc.  (2014-2015)  $1,500  To support the implementation of a community baby shower, providing education and resources to Ontario and Seneca County Mother To Be.

Children’s Health and Research Foundation, LLP  (2014) $2,000  To support the Regional Perinatal Public Health Conference plenary session “Maternal and Infant Health in U.S. Hispanic Populations: Prematurity and Health Indicators Hispanic March of Dimes Report”.

Children’s Health and Research Foundation, Inc./Lower Hudson Valley Perinatal Network  (2015)  $1,500  To support “Interconception Care: From Concept to Practice” an interactive lecture given by Merry-k Moos, BSN, FNP, MPH for maternal child health providers serving women of color in Westchester County.

Community Healthcare Network  (2015)  $1,500  To support the 2nd Annual Helen B. Atkins Health Center and Community League Health Center Baby Prep Rally.

Crouse Hospital  (2014-2015)  $1,500  To implement postpartum depression training for perinatal nurses.

Erie County Council for Alcohol & Substance Abuse & Northpointe Council, Inc.  (2015)  $1,000  To support their professional conference: “The Drink That Lasts a Lifetime: Preventing Fetal Alcohol Spectrum Disorders.”

Geneseo Migrant Center  (2014)  $1,500  To provide increased access to service and translation services to Spanish-speaking pregnant migrant farmworker women.

Institute for Family Health  (2015)  $1,500  To support the purchase of CenteringPregnancy® Notebooks for patients in IFH’s New York City CenteringPregnancy® program.

Kappa Eta Chapter, Inc. Chi Eta Phi Sorority, Inc.  (2014)  $1,000  To support the community seminar, “Ready, Set, Go…Preconception Health.”

Metropolitan Hospital Center Community  (2015)  $1,500  To support their 2015 NICU Reunion, which will connect new NICU families with NICU graduates, offering an opportunity to build a network of parents who serve as a support group for future NICU Families.

Mothers & Babies Perinatal Network  (2014)  $3,500  To conduct “Grand Rounds” at Arnot Ogden Hospital and UHS Binghamton provided by Merry-k Moos on preconception and interconception health.

Mount St. Mary’s Hospital of Niagara Falls, Inc.  (2015)  $1,000  To support the Niagara Mommy & Baby Expo.

New York State Perinatal Association  (2014)  $3,000  To support the “Advocacy in Action: Promoting the Healthy Women, Infants and Children Prevention Agenda for NYS” annual NYSPA conference.

New York State Perinatal Association  (2015)  $3,000  To support the “Be the Change: Influencing Social and Scientific Determinants of Perinatal Health Outcomes” annual NYSPA conference.

North Country Prenatal/Perinatal Council, Inc.  (2014)  $450  To conduct a month-long prematurity awareness campaign in Lewis County in partnership with Lewis County General Hospital.
Support for moms, babies and families in New York State in 2014-2015

Community Programs

Awards  Continued

North Country Prenatal/Perinatal Council, Inc. (2015) $1,500 To provide perinatal bereavement training and interconception education to providers at six birthing hospitals in the North Country.

Northeast Region Chi Eta Phi Sorority, Inc. (2013-2014) $3,000 To support presentations conducted by sorority chapters in New York, Washington DC, Maryland, Pennsylvania, Virginia, Delaware, New Jersey and Connecticut about premature birth and strategies to decrease incidence.

North Shore Child and Family (Faith Alliance of Nassau County (2014) $1,000 To support the community seminar "Voices for Infant Health Disparities: Preventing Premature Births."

North Shore-LIJ Health System (2014) $1,000 To support the Neonatal Conference: Emerging Trends in Reforming Neonatal Care.

Postpartum Resource Center of NY (2015) $1,500 To support the Long Island Screening Day for Perinatal Mood and Anxiety Disorders Awareness.

Queens Hospital Center (2015) $1,500 To support the implementation of the Nurse Module, "Diabetes in Pregnancy."

Rochester General Hospital (2014) $1,500 To support a Prematurity Awareness Month "Grand Rounds" presentation on late preterm birth.

Sigma Gamma Rho Sorority, Inc. Theta Rho Sigma Chapter (2015) $1,500 To support their "April Showers" Community baby shower.

Sisters Hospital Foundation (2015) $1,500 To support the 2015 NICU Graduate Reunion.

Staten Island University Hospital (2015) $1,500 To support the purchase of educational materials for use in SIUH’s group prenatal classes for first time mothers.

The Greater Hudson Valley Family Health Center, Inc. (2015) $1,500 To support the “Hudson Valley WIC Teach-In and Appreciation Day” devoted to professional development and enrichment, sharing of ideas and best practices, and celebration of WIC agencies’ workforce accomplishments in Orange, Rockland, Sullivan and Ulster Counties.

The New York Perinatal Society (2015) $1,500 To support their annual summit, “Resolving Issues in Perinatal Care."

Theta Omega Sigma Chapter of Sigma Gamma Rho Sorority, Inc. (2013-2015) $2,000 To support the implementation of Project Cradle Care, an annual community baby shower with both educational and motivational speakers.

Tuscarora Community Health Worker Program (2014-2015) $1,250 To support the “Tuscarora Community Baby Shower” for pregnant and parenting Native Americans.

University of Rochester – Highland Women’s Health (2015) $2,130 To support “Gestational Diabetes: The Effects of a Group Prenatal Care Program on Knowledge, Empowerment and Patient Outcomes (GDGPCP).”

Westchester Children’s Association (2014) $1,500 To support the Regional Perinatal Public Health Conference “New Concepts in Maternal Health, Fetal Monitoring, and Breastfeeding’s Impact on the Microbiome”.

Westchester Children’s Association (2015) $1,500 To support the Hudson Valley Perinatal Public Health Conference "Hot Topics in Perinatal Health: Social Media, Donor Milk, Paternal Impact, and Reproductive Environmental Health."


Winthrop University Hospital c/o Nassau County Perinatal Services Network (2014) $1,000 To support the seminar, “A Dialogue with Mario Drummonds on Reducing Perinatal Health Disparities.”
Support for moms, babies and families in New York State in 2014-2015

Community Programs

Healthy Babies are Worth the Wait®

The Healthy Babies are Worth the Wait® (HBWW) Community Program is a preterm birth prevention initiative with a focus on decreasing preventable preterm birth. Through partnerships and collaborations among hospitals, health departments and community organizations, the HBWW Program provides education for pregnant patients, perinatal providers and the greater community on the problem of preterm birth and on strategies for reducing risk. The program provides a supportive structure for implementing multiple, evidence-based preterm birth prevention interventions.

HBWW was formally launched in Western New York on November 17, 2014. There is an active advisory board comprised of over 50 community organizations and four hospitals, “sites,” have launched evidence-based interventions that include CenteringPregnancy®, Family-Centered Care and Women’s Health Education Navigation. An Advisory Committee for Queens was established in 2014 and the Queens program was officially launched on July 16, 2015.

The Healthy Babies are Worth the Wait® Consumer Education Initiative was developed through a partnership between the Association of Perinatal Networks and March of Dimes because early elective deliveries are a national problem, and many women believe it is safe to deliver before 39 weeks gestation. A Prezi presentation, facilitator guide, mom’s notebook and pre/post questionnaire were developed to educate Mothers To Be about the importance of staying pregnant for at least 39 weeks. The presentation has been provided to over 2,000 women across New York State and is currently being incorporated into three Regional Perinatal Centers’ childbirth education programs. For more information go to PrematurityPrevention.org.

Health Education Scholarships

The Harvey E. and Esther M. Schultz Health Education Scholarship provides scholarships to area high school students who are beginning their health-related studies at an accredited, post-secondary school located in Livingston, Monroe, Ontario, Seneca, Wayne or Yates counties.

Mothers To Be

March of Dimes annual Mothers To Be in Rochester invites pregnant women to a half-day event, where breakfast is provided and speakers present on topics including nutrition, prenatal care, labor & delivery, breastfeeding and how to access community resources.

Student Convocations

March of Dimes New York State Chapter Student Convocations seek to increase student awareness and interest in the life sciences, while encouraging students to pursue studies in related fields. These four (4) Convocations give New York's most promising high school students the opportunity to hear and meet outstanding speakers of national prominence in the fields of science and medicine. The 2015 presentations focused on the “Bioethics of Public Health Decision Making.”

The 44th Annual Nelson Rosenthal Student Convocation was held on Wednesday, March 18, 2015. The keynote speaker was Arthur L. Caplan, PhD. Dr. Caplan is the Drs. William F. and Virginia Connolly Mitty Chair, Division of Medical Ethics NYU Langone Medical Center. He discussed the topic, “Emerging Ethical Challenges from Genetic Testing for Neurological Conditions.” This convocation was held at the New York University-Esiner and Lubin Auditorium.

The 11th Annual Franklin D. Roosevelt Student Convocation was held on Wednesday, March 25, 2015. The keynote speaker was Ms. Mohini P. Banerjee, BA, Research Assistant, The Hastings Center. She discussed the topic, “Unearthing Hatred: Bioethics in a Changing World.” This convocation was coordinated in partnership with the Franklin D. Roosevelt Presidential Library and Museum.

The 7th Annual Central New York Student Convocation was held on Wednesday, April 1, 2015. The keynote speaker was Ms. Mohini P. Banerjee, BA, Research Assistant, The Hastings Center. She discussed the topic, “Unearthing Hatred: Bioethics in a Changing World.” The convocation was coordinated in partnership with SUNY Upstate Medical University.

The 38th Annual Tina Russo Convocation for Students was held on Wednesday, April 22, 2014. This keynote speaker was Amy Fox, MD, MS, Associate Professor Clinical Pathology and Pediatrics at Montefiore Medical Center. She discussed the topic, “Diagnostic Testing in an Era of Scarce Resources: What are the Priorities?” This convocation was held at the NYS Institute for Basic Research in Developmental Disabilities.
2015 Advocacy and Government Affairs Priorities

1. Access to health care for women of childbearing age, infants and children.
2. Research to prevent prematurity, birth defects and infant mortality.
3. Prevention and treatment to improve maternal, infant and child health.
4. Institutional concerns for tax-exempt organizations.

March of Dimes New York State Chapter has successfully helped

- Add Critical Congenital Heart Disease to New York’s Newborn Screening Panel.
- Improve education, referral and treatment of maternal depression.
- Ensure continued state funding of Nurse-Family Partnership.
- Eliminate a 6-month waiting period for previously insured children to enroll in New York’s Child Health Plus.
- Defeat legislation that would have created a philosophical exemption to New York’s vaccine schedule.

Research Funding

In New York State, March of Dimes currently funds twenty-nine (29) National Research Grants for a total investment of $7,228,979.

Albert Einstein College of Medicine for a total of $350,000 for one (1) project in the Bronx, NY
Title: Role of the MAP Kinase and Related Pathways in Human Disorder of Gonadal Development.
Goal: Improve the diagnosis and treatment of DSDs.

Cold Spring Harbor Laboratory for a total of $7,500 for one (1) project in the Bronx, NY
Title: Ninth Meeting on Germ Cells.

College of Veterinary Medicine for a total of $290,161 for one (1) project in Ithaca, NY
Title: The Mechanism of Intestinal Coiling.
Goal: Improve diagnosis and treatment of intestinal malrotation, which occurs in 1 of 500 births.

Columbia University College of Physicians & Surgeons for a total of $680,800 for two (2) projects in New York City
Title: Spns1 Mediates TfR1-Iron Delivery in Organogenesis.
Goal: Improve understanding of the causes of kidney defects, and ultimately develop ways to prevent them.
Title: Role of Autophagy in Kidney Tubular Atrophy.
Goal: Develop treatment to prevent kidney damage and kidney failure, resulting from prenatal urinary tract obstructions.

Icahn School of Medicine at Mount Sinai for a total of $1,003,036 for four (4) projects in New York City
Title: Ethanol-induced Sphingosine-1-P04 Accumulation Maintains Tissue Homeostasis by Preventing BAS-dependent Apoptosis.
Goal: Design drugs to prevent and possibly treat tissue damage leading to FASDs.
Title: Use of Human Pluripotent Stem Cell-Derived Hepatic Cells in Pediatric Liver Transplantation.
Goal: Develop treatment to repair childhood liver defects.
Title: Epigenetic Profiling in Multiple Congenital Anomalies Syndromes.
Goal: Understand a potentially important cause of birth defects, which would be missed by conventional genetic screening approaches.
Title: Strategies for Preventing Vision Loss Due to Eye Birth Defects.
Goal: Develop novel treatments for amblyopia, which are effective beyond age 5.

New York State Institute for Basic Research in Developmental Disabilities for a total of $471,196 for two (2) projects in Staten Island, NY
Title: A Pilot Study of Copy Number Variation Among Chinese vPTB.
Title: The Role of Excess Perinatal Dietary Folic Acid Intake on Aberrant DNA Methylation in Newborn Brains and its Relationship in Neuropsychiatric Disorders.
Goal: Inform public health policies on folic acid supplementation in pregnancy, aimed at preventing neural tube defects.
New York University for a total of $420,000 for two (2) projects in New York City

Title: Meiotic Segregation of Small Chromosomes.
Goal: Improve understanding of the causes and risk factors for Down syndrome, one of the most common inherited causes of intellectual disabilities, and related chromosomal conditions.

Title: The Molecular Basis of the SMA-resistant Motor Neurons.
Goal: Understand the underlying basis of SMA, to speed discovery of effective treatments.

New York University School of Medicine for a total of $1,572,635 for five (5) projects in New York City and one (1) Tuxedo, NY

Title: Molecular and Cellular Basis of Head Muscle Patterning.
Goal: Prevent and treat craniofacial birth defects.

Title: Epigenetic Control of the Human Decidual Stromal Cell Inflammatory Response.
Goal: Improve understanding of the role of inflammation in preterm labor, as a step toward developing ways to prevent preterm labor.

Title: Telomere Shortening, Chromosome Nondisjunction and Embryo Aneuploidy.
Goal: Understand why the chances of chromosomal conditions increase with maternal age, especially after age 35.

Title: Unfolded Protein Response in Drosophila Development.
Goal: Understand the links between abnormalities in these pathways and birth defects.

Title: Identification of Factors Contributing to the Dysregulation of Imprinted Gene Loci Implicated in Human Developmental Disorders.
Goal: Understand the causes of disorders linked to imprinting failure, and learn to help prevent and treat them.

Title: The link between Particulate Air Pollution (PAP) and Premature Birth: A Systematic Approach to a Complex Question Using a Pregnant Mouse Model.
Goal: Contribute to the establishment of protective regulatory guidelines for exposure of pregnant women to particulate air pollution.

Rensselaer Polytechnic Institute for a total of $150,000 for one (1) project in Troy, NY

Title: Role of Nodal Signaling in Epithelial Chiral Morphogenesis.
Goal: Understand this crucial early step in development and establish improved screening for environmental factors that can cause birth defects.

SUNY Upstate Medical University for a total of $150,000 for one (1) project in Syracuse, NY

Title: Molecular Mechanisms of the Generation of Intermediate Neural Progenitor Cells.
Goal: Improve understanding of the causes of brain defects.

Syracuse University for a total of $150,000 for one (1) project in Syracuse, NY

Title: Investigating Ghrelin O-acyltransferase as a Potential Target for Treating Prader-Willi Syndrome.
Goal: Develop novel drugs that block the activities of GOAT, potentially improving hunger control and reducing obesity in children with PWS.

The Rockefeller University for a total of $378,138 for one (1) project in New York, NY

Title: Genome-wide Dissection of Human Congenital Asplenia.
Goal: Improve early diagnosis of ICA, so affected children can receive antibiotic treatment and vaccines to help prevent serious infections, and ultimately, develop improved treatments.

University of Rochester Medical Center for a total of $350,000 for two (2) projects in Rochester, NY

Title: Frizzled2-mediates Canonical Wnt Signaling to Promote Vasculature Formation in the Early Lung.
Goal: Develop new approaches to prevent and treat BPD and other newborn lung disorders.

Title: Identification of the Molecular Mechanism Underlying the Neuroprotective Effects of Erythropoietin Treatment for Hypoxic Ischemic Encephalopathy.
Goal: Develop effective treatment for HIE.
**Support for moms, babies and families in New York State in 2014-2015**

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### Research Funding

**Continued**

**Weill Cornell Medical College** for a total of **$375,000** for one (1) project in *New York City*

**Title:** Role of EGFL7 in Implantation, Placental Development and Preeclampsia.

**Goal:** Understand the causes of placental abnormalities and preeclampsia, which causes 15 percent of premature births, as a step toward developing effective diagnostic tests and treatments.

**Weill Cornell Medical, Cornell University** for a total of **$200,000** for one (1) project in *New York City*

**Title:** Annexin A2 in Retinopathy of Prematurity.

**Goal:** Develop drug treatment to prevent ROP in high-risk premature infants, especially those undergoing oxygen treatment for lung disease.

**Winthrop University Hospital** for a total of **$680,513** for two (2) projects in *Mineola, NY*

**Title:** Carbon Monoxide as a Novel Therapy for Preterm Labor.

**Goal:** Develop an effective treatment for infection-related preterm labor.

**Title:** Role of Prostaglandin D2 in Preterm Birth.

**Goal:** Identify women at risk of infection-related preterm delivery and develop drug treatment to prevent it.

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### Education

The March of Dimes provides public health education materials that help promote behaviors that lead to healthy pregnancies and healthy babies. Material topics include: preconception health, healthy pregnancy, prematurity, bereavement, and after baby arrives. March of Dimes provides professional health education materials to community providers through continuing nursing education, genetics and birth defects and perinatal data resources.

**Public Education**

- **Healthy Beginnings Workshops (formerly Pregnancy Workshops)** FREE workshops, given by clinical professionals (registered nurse, developmental specialist, doula, child birth educators, etc.) on topics including planning for pregnancy, preterm birth and newborn care.

- **Faith-Based Health Disparities Programs** promote prematurity and preconception messages in faith-based settings primarily in African American communities. Includes the Zeta Phi Beta Sorority “Prematurity Awareness Sunday” activities.

- **Quality Improvement** consumer and professional education addressing the elimination of non-medically indicated (elective) deliveries before 39 weeks gestation. March of Dimes works in partnership with the American Congress of Obstetricians and Gynecologists (ACOG) and the Association of Perinatal Networks (APN) across the State to educate the public and clinicians to improve the quality and safety of perinatal care.

- **Women’s Health Education Navigation (WHEN)** Patient Navigation and case management for high-risk women who are court-involved. March of Dimes funds projects in Buffalo, Niagara Falls and Syracuse that provide preconception/interconception education to women of childbearing age and case management and referral to resources for women who are pregnant or parenting a child under 1 year of age. Women are linked to medical and social services including prenatal care, WIC, insurance, etc. through a well-integrated referral network.

- **CenteringPregnancy®** is a community-based, group prenatal care model which replaces individual prenatal visits by a pregnant woman with ten, 90- to 120-minute group sessions led by a trained health care provider and attended by 8-12 women of approximately the same gestational age. Centering prenatal care providers are educated through a comprehensive workshop provided by the Centering Healthcare Institute (CHI). It is an innovative program intervention that has demonstrated potential to decrease preterm birth.

- **Social Media**

  We launched a new “Ask a Doctor” series via Facebook in June, 2014. In collaboration with the March of Dimes New York State Program Department, Dr. Scott Hartman from the University of Rochester Medical Center, writes on selected topics and answers questions from March of Dimes followers on monthly basis. He works closely with our social media team to submit text on a deadline for posting each month. Like us on Facebook: [facebook.com/marchofdimesny](http://facebook.com/marchofdimesny). Follow us on Twitter: [@marchofdimesny](http://twitter.com/marchofdimesny). Updated and cultivated every day, these channels provide the best snapshot of what’s going on in your area and across the state.
Support for moms, babies and families in New York State in 2014-2015

Education

Professional Education

• **Annual Perinatal Nurses Conference** presented by the March of Dimes New York State Nurse Advisory Committee, brings together nursing and other healthcare experts to provide state-of-the-art information in nursing theory, clinical practice and policy. Developed by nurses for nurses, the conference focuses on continued clinical excellence and patient advocacy in the face of current restructuring and redesign in health care delivery.

• **“Big Five” Collaborative – Antenatal Corticosteroid Treatment (ACT) Pilot. September 2015 – December 2016**

  **Background**
  Since 2007, perinatal champions from five of the most populous states (California, Florida, Illinois, New York, Texas), which represent nearly 40 percent of the births in the U.S., have been working together to improve birth outcomes. Following the initial success of the “Big 5” States early elective delivery pilot, (results published in *Obstetrics and Gynecology* Vol. 121, No. 5, May 2013) leaders have been planning the launch of the next “Big 5” State initiative, improving the utilization of antenatal corticosteroids.

  **The Pilot**
  25-50 hospitals from the Big 5 States will be selected to participate in the ACT pilot. Chosen hospitals will begin working together in September on improving antenatal corticosteroid utilization and will commit to having all process improvements in place at their institution by January 1, 2016.

  Monthly ACT webinars and technical assistance calls will be conducted throughout the project to:
  • Increase understanding and timing of ACT administration
  • Standardize the assessment of imminent delivery
  • Ensure availability of ACT on Labor & Delivery
  • Clarify and document ACT for maternal transports
  • Improve documentation and reporting of ACT administration

  **Collaborative Partnership.** The NYS CenteringPregnancy® Network Exchange is composed of current and recent past CenteringPregnancy® NYS grantees to network, share best practices, and measure the impact of CenteringPregnancy® on C-sections and breastfeeding rates. The group is reaching 1,400 women in a diversity of settings and demographics. “The Network” will produce a paper that will highlight the results of March of Dimes investment in this innovative method of delivering prenatal care and its impact on C-section and breastfeeding rates, as well the uniqueness of the exchange. Participating members of the Network Exchange are Auburn Medical Center OB/GYN, Bronx Lebanon Hospital Center, Fort Drum, Institute for Family Health, Jamaica Hospital Medical Center, Nassau University Medical Center, Reach CNY, Richmond University Medical Center and Suffolk County Department of Health Services.

• **Genetics & Your Practice**, created in response to the increased awareness and interest generated by the Human Genome Project, is a curriculum aimed to educate health care professionals via a free, one-hour seminar. Sessions are facilitated by a trained genetic counselor or geneticist.

Support

NICU Family Support

NICU Family Support provides information and comfort to families experiencing the hospitalization of their baby in a newborn intensive care unit (NICU). Since 2001, NICU Family Support has been providing emotional support to families with sick newborns and supporting hospital initiatives to further family-centered care practices. In 2012, NICU Family Support activities were provided in 128 hospitals across the United States. These activities included parent-to-parent support, print and online education and innovative programs for parents, siblings and grandparents — all with the purpose of providing comfort, information and critical health care messages to families in crisis. The program also recognizes the integral role of hospital staff in supporting families. The program actively engages neonatologists, nurses and other clinicians who care for babies in the NICU in professional development trainings to promote the implementation of best practices in family-centered care.

**Stony Brook University Medical Center Newborn Intensive Care Unit NICU Family Support** provides information and comfort to families during the hospitalization of their newborn, during transition home and in the event of a newborn loss. It also includes a professional development component that provides NICU staff with support and educational opportunities.
Support for moms, babies and families in New York State in 2014-2015

**From Polio to Prematurity**

*a president's cause*

It was his personal experience with polio that inspired President Franklin D. Roosevelt to found the March of Dimes in 1938 to defeat the crippling disease. Success came in the form of a vaccine, and there has not been a single outbreak of polio in our country in more than 30 years.

For the March of Dimes, the polio vaccine was only the beginning. In the decades to follow, we helped to stamp out rubella, pushed for regionalized newborn intensive care, funded the development of surfactant therapy and other lifesaving treatments, promoted folic acid to prevent neural tube defects and brought newborn screening to every baby.

From school children to scientists, from presidents to parents, from celebrities to citizens, everyone has made a difference.

**Prematurity Campaign**

Launched in 2003, the March of Dimes made a public commitment of resources and reputation to confront the most serious perinatal health problem in our nation: preterm birth. The prematurity campaign is a multimillion-dollar research, awareness and education initiative to prevent prematurity and to help families have healthier babies. In New York State we implement the campaign through:

- Funding of Community Service Grants and Awards.
- Holding awareness activities during November for Prematurity Awareness Month and World Prematurity Day.
- Supporting professional provider evidence-based clinical intervention, continuing education, and quality improvement activities to help prevent preterm births.
- Educating women of childbearing age about risk reduction and warning signs of premature birth.
- Providing affected families with information, emotional support and opportunities to help other families.
- Advocating to expand access to health coverage in order to improve maternity care and infant health outcomes.

**Prematurity Cost to Business**

*Premature birth - The financial impact on business*

**Overview**

380,000 babies will be born too soon in our country this year. The emotional impact of premature birth on families is high — and the cost to businesses is astronomical.

Childbirth and newborn care are a big part of employers’ health insurance costs, representing the most expensive conditions billed to commercial insurers for hospital care and accounting for 7 of the top 10 individual hospital procedures billed.

**A national health crisis**

- Affects 1 in 10 babies born in our country
- Can lead to long-term health problems and lifelong disabilities
- Is the leading cause of death during the first month of life
- Causes developmental delays, cerebral palsy, blindness and intellectual disabilities

**A major impact on business**

- Affects almost 11 percent of babies covered by employer health plans
- Places a multibillion-dollar burden on business, with employers billed more than $12 billion annually in excess health care costs
- Costs individual companies thousands of dollars in absenteeism and lost productivity

**Prematurity Research Centers**

Premature birth is a complex problem with no single solution. More than 380,000 babies are born prematurely each year in the United States. In about half of cases, the cause is unknown. March of Dimes researchers are seeking the causes of prematurity as a step toward developing ways to prevent it.

The March of Dimes is pioneering a novel team approach to examine the complex problem of preterm birth from every angle. We have launched the fourth of five planned transdisciplinary research centers aimed exclusively at finding the unknown causes of premature birth. At these centers, scientists from many diverse disciplines work together to develop new strategies to understand, and ultimately develop preventions for preterm labor.
Support for moms, babies and families in New York State in 2014-2015

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