We need your help as business leaders to reduce the rate of premature birth. Here are some steps you can take to bring solutions to your business.

1) Calculate the cost by taking a good look at your claims data to determine how much premature birth costs your business each year.

2) Ask your HR or benefits team to recommend workforce wellness approaches and programs that can help prevent premature birth — exercise, weight management, smoking cessation, parent education.

3) Review your company health insurance plan to see if it’s truly promoting healthy pregnancies and helping to prevent preterm birth. Does it cover all prenatal and postpartum visits, smoking cessation, and/or progesterone treatment for women at high risk of preterm birth? Does it actively discourage doctors and women from having early elective deliveries (before 39 weeks without medical reasons)? Consider using your insurance plans to provide these incentives.

4) Partner with the March of Dimes. There are many ways to connect with us, including: Healthy Babies, Healthy Business®. A complimentary worksite wellness program that provides information to employees before, during and after pregnancy, as well as on newborn care. Go to marchofdimes.org/hbhb for more information.

March of Dimes events and fundraisers: sponsor, volunteer or participate.
Mid-April thru Mid-May | (14) March for Babies® events across Ohio
October – November | (8) Signature Chefs Auction® events across Ohio
Payroll Deduction

Prematurity Awareness Month®: Held in November, this awareness campaign focuses the nation’s attention on the impact premature birth has on babies and families and on opportunities for prevention. Engage your employees and the local business community through creative activities and events.

Cause Marketing Opportunities:
Mother’s Day & Father’s Day imbornto Platform
Prematurity Awareness Month® (November)
World Prematurity Awareness Day (November 17)

Support Groundbreaking Research: Ohio Collaborative Prematurity Research Center

Contact us to see how your company can get involved in helping to prevent premature birth in your local community.

For more information about the March of Dimes Ohio Chapter, visit marchofdimes.org/ohio or contact us at (513) 769-3588