



HEALTHY MOMS. STRONG BABIES.

Here's how March of Dimes leads the fight for the health of all moms and babies:

RESEARCH

We fund and support research at our Prematurity Research Centers and in promising areas to find solutions and make lifesaving breakthroughs.

EDUCATE

We offer resources and programs that help moms before, during and after pregnancy and give medical professionals the tools and best practices they need.

ADVOCATE

We fight for policies in the halls of government that prioritize the health of moms and babies.

UNITE

We bring together organizations and professionals from diverse backgrounds to identify and act on solutions to improve equity and preterm birth prevention.

SUPPORT

We comfort and assist moms and families throughout every stage of the pregnancy journey, even when things don't go according to plan.

PARTNER

We partner with community organizations and health care providers to ensure moms and families have access to programs and services that support healthy pregnancies.

EACH YEAR IN WISCONSIN



64,975

babies are born



6,260

babies are born prematurely



1,960

babies are born with a birth defect



420

babies die before their first birthday



110,000

women live in a maternity care desert



\$323 MILLION

is the societal cost of preterm birth

In Wisconsin, March of Dimes is a champion for families, focusing on communities with the greatest need and fighting for the best possible care for all moms and babies.

RESEARCH

In 2018 March of Dimes invested nearly **\$20 million** in research to understand, treat and prevent the serious health problems that threaten babies. This research improves the care of mothers and babies in Wisconsin, throughout the United States and across the globe. At our **six Prematurity Research Centers** teams of brilliant minds from a range of disciplines look for answers and share discoveries to transform our understanding of preterm birth, including causes and preventions. Learn more at marchofdimes.org/research.

ADVOCATE

March of Dimes is a powerful voice for the needs of pregnant women, infants, children and families in Wisconsin. In 2019 top March of Dimes priorities include advocating to prevent preterm birth, protect moms from dying from pregnancy-related causes, and address the impact of the opioids crisis on moms, babies and families.

SUPPORT

March of Dimes helps families when a pregnancy doesn't go according to plan. In 2018 we launched the My NICU Baby™ app, providing free, easy to use information for all NICU families. Through the online Share Your Story® site and Facebook mentoring program, we bring together families impacted by the biggest health threats to mom and baby. We also educate families and staff and improve the NICU experience through our NICU Family Support® program in **Milwaukee** and our Training Institute for health care professionals.

SOURCES AND NOTES: Births and preterm births—National Center for Health Statistics, final natality 2017. Preterm is less than 37 weeks gestation. Birth defects—Based on CDC estimate that 1 in 33 babies is born with one or more birth defect. Infant mortality—NCHS, infant mortality, 2016. Women living in maternity care desert—"Nowhere to Go", March of Dimes, 2018. Cost of preterm birth—Institute of Medicine report, 2007.

EDUCATE

March of Dimes helps all women have healthy pregnancies and strong babies by providing the latest health information in English and Spanish on preconception, prenatal, postpartum and newborn care. We communicate this information through our websites, social media, and community and workplace programs. In Wisconsin we partner with Zeta Phi Beta Sorority, Inc. to provide prenatal health education to approximately **1,000 high-risk pregnant women**.

UNITE

March of Dimes is a founding member of the Wisconsin Perinatal Quality Collaborative (WisPQC) whose mission is to improve perinatal health outcomes and equity across the continuum for all women and infants. WisPQC is leveraging local, regional, and statewide organizations to form a lasting structure that will formally and systematically improve the quality of perinatal care and outcomes. March of Dimes is also a founding member of the Wisconsin Contraceptive Access Network, which strives to ensure a full range of safe and effective contraceptive health care is available, affordable and accessible in Wisconsin and is provided with inclusivity and cultural appropriateness and without coercion.

PARTNER

In Wisconsin we partner with organizations to achieve demonstrated improvement in health equity and premature birth. Partners include the Wisconsin Contraceptive Access Network and Wisconsin Partnership Program's Lifecourse Initiative for Healthy Families. We also partner closely with the Wisconsin Perinatal Quality Collaborative, Strong Baby Sanctuary with the City of Milwaukee Health Department, and with Zeta Phi Beta Sorority, Inc. and African-American churches with our Stork's Nest® program.

JOIN THE FIGHT

Because of friends like you, we can provide programs, tools and support for all moms and babies.

JOIN US

MARCHOFDIMES.ORG

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