

# NFI Celebrates World Prematurity Day 2017



Friday, November 17, 2017

In honor of World Prematurity Day 2017 the NIDCAP Federation International (NFI) invites you to pay tribute to newborns, and to their families, nursery staff and hospitals around the world who provide essential NIDCAP care.

## About World Prematurity Day

Celebrated internationally on November 17<sup>th</sup>, World Prematurity Day (WPD) acknowledges the journeys of preterm infants and their families as well as raises awareness of the challenges faced by children born preterm and their families. This is ever so important as the incidence of preterm birth, worldwide, is increasing rapidly. According to the World Health Organization (WHO), every year an estimated 15 million infants worldwide are born preterm (over 3 weeks early). Sadly, the complications of preterm birth are among the leading causes of death in children under five. All infants born preterm require immediate and significant medical care posing unexpected challenges - emotional and financial - to their parents and family system.

World Prematurity Day was initiated by the European Foundation for the Care of Newborn Infants (EFCNI) and partnering European parent organizations in 2008. Since then, many organizations from around the world sponsor activities and public events to advocate for infants born preterm and their families.

## About the NIDCAP Federation International (NFI)

The NFI, a non-profit organization, serves as the gold standard for research, development, and dissemination of NIDCAP (Newborn Individualized Developmental Care and Assessment Program). NFI members, including professionals from various disciplines, parents and family of preterm infants, and graduates of newborn hospital care settings themselves, work together to increase awareness of prematurity and encourage developmentally supportive care to enrich the lives and long term outcomes for children born preterm and their families.

## Please Join Us

The NFI invites you to join the celebration of World Prematurity Day to raise awareness about prematurity and NIDCAP Care. Purple is the symbolic color of WPD representing sensitivity and individuality, two of the characteristics of the premature infant. A popular way to spread the word is through the purple illumination of landmarks, such as the lighting of the Zakim Bridge in Boston, MA, home of the National NIDCAP Training Center. Please consider exploring similar illumination opportunities in your community, or approaching local news agencies for a story about WPD, or sponsoring activities in your newborn intensive care units and/or your community, and promote your events/activities via social media. We encourage you to mark WPD in your own special way and to share these ideas with us so that we may help broaden NIDCAP's global reach.

Please join our efforts on World Prematurity Day and throughout the year to make a difference for preterm infants and their families.

