

## **Guidelines for Creating Positive and Respectful World Prematurity Day Celebrations**

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World Prematurity Day (WPD) creates opportunities to celebrate raising awareness for preterm birth as well as supporting these early born infants and their families. World Prematurity Day sends out positive messages of hope and self-confidence. It is of great importance to find a sensitive balance between celebrating this day and respecting the needs of the infants in the NICU as well as their parents. It is also important to be mindful of those individuals or families who may wish to abstain from these activities. In celebration of the day, the medical needs of the tiny patients, their personal rights and the emotional well-being of their parents take precedence above all else.

We offer the following NICU/SCN guidelines for WPD celebrations:

- Give appropriate notice to parents and staff in the NICU of any planned activities and emphasize their optional nature
- Hold group activities/celebrations away from bedsides
- Maintain dim/low lighting (e.g., use flash-free photography)
- Be sensitive to minimize any additional noise
- Decorate the nursery in a way that supports the clinical staff to pursue their daily work
- Consider the infants' medical needs on the day of the planned activities and ensure that infants are supported to be comfortable, restful and relaxed
- Consider the infants' personhood for this occasion. Assure that all infant clothing (e.g., hats, booties, blankets), offered to families as part of your units' WPD celebrations, provides comfort (i.e. soft, natural fabrics) and are infant-appropriate. In choosing festive outfits or clothing consider those that are culturally appropriate, natural and respectful.
- Uphold the infants' personal rights (e.g., all pictures shared on social media must have the parents' explicit consent)
- In general, follow a WPD plan that is based on respect and transparency including parents, staff and all other parties involved.

Please note, these guidelines are meant to provide support in the planning and execution of events and activities around World Prematurity Day in order to spread a hopeful and vibrant message. They are recommendations that aim to promote international positivity and inclusion around involvement in activities associated with World Prematurity Day. We welcome your thoughtful participation to join and nurture the WPD effort to raise awareness and offer support for premature infants and their families.