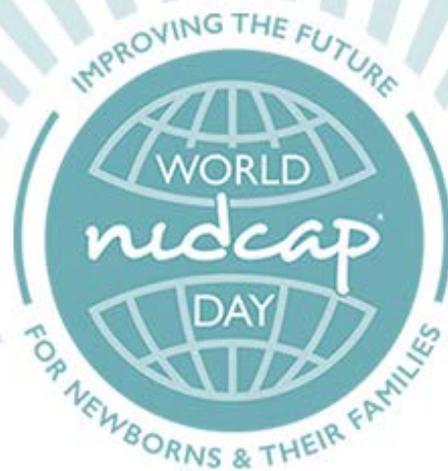


CELEBRATE



MARCH 20TH

## World NIDCAP Day

On March 20th, the NIDCAP Federation International (NFI) invites you to join, celebrate and promote NIDCAP care for hospitalized newborns and their families.

### Why are we celebrating World NIDCAP Day?

Every day, the NIDCAP Federation International, its NIDCAP Training Centers, and their NIDCAP Trainers and NIDCAP Trained Professionals and Supporters strive to improve the experience of newborns and families in hospitals all over the world. World NIDCAP Day is an opportunity to recognize these efforts and build awareness of the importance of providing NIDCAP care for hospitalized infants and their families. Acknowledging our global work on the same day each year raises attention for NIDCAP and promotes opportunities for everyone to discuss NIDCAP and why it matters!

Celebrating World NIDCAP Day through social media, such as Facebook and Twitter, and using hashtags, can help raise awareness of NIDCAP and its possibilities.

NIDCAP recognizes families as the most important influence on the development and wellbeing of infants. For nearly four decades the NIDCAP community has partnered with families to improve newborn outcomes. By acknowledging and celebrating the incredible number of years we have been active in newborn hospital settings, we help to further promote the work, influence and place for NIDCAP within the global newborn community.

### How you can celebrate on World NIDCAP Day

- Promote NIDCAP and the World Day in your unit and hospital
- Wear Teal
- Have an afternoon or morning tea for your staff and families
- Celebrate and promote what your team has achieved in the past 12 months
- Share photos and posts on social media using #NIDCAP, #NIDCAPpartneringwithfamilies and #worldNIDCAPday
- Approach local news agencies for a story about NIDCAP in your unit/hospital
- Illuminate landmarks in your area in the color Teal
- Download promotional fact sheets, poster templates, the WND logo



## What is NIDCAP?

Hospitalized newborns are faced with uncertainty due to their preterm birth and/or illness and the intensive care environment can be a shocking place for them. Babies in the newborn intensive unit are exposed to bright lights, cold temperatures, loud sounds, a tangle of tubes and wires, and experiences of discomfort and pain. These experiences may interfere with healthy development, causing serious medical and developmental issues.

NIDCAP, which stands for Newborn Individualized Care and Assessment Program, was developed to support infants and their families in and beyond the intensive care unit. NIDCAP seeks to minimize stressful experiences, separation from parents and support development with consistent caregiving. NIDCAP individualizes care based on the strengths and needs of each infant and family. NIDCAP supports high-risk newborns to reach their full potentials and their parents to be their infants' advocates, protectors and nurturers.

This caregiving approach is based on in-depth research. Some examples of NIDCAP care's positive effects on the overall health and development of premature and high-risk infants are:

- Enhanced brain structure and function
- Shortened hospital stays
- Strong weight gain
- Improved behavioral outcome in infancy and at school age

NIDCAP is an extensive worldwide training program for healthcare professionals. Education is provided to understand and respond to infants' behaviors and support family/infant relationships as critically important for short and long-term health, development and wellbeing. To find out more about NIDCAP go to [www.nidcap.org](http://www.nidcap.org) and contact your nearest NIDCAP Training Center!

## About the NIDCAP Federation International (NFI)

NIDCAP is the gold standard for developmental care. This program and its development are overseen and promoted by the NFI, a non-profit organization. NFI members, including professionals from various disciplines, parents and families of preterm and ill infants, work together to increase awareness of the importance of NIDCAP care for preterm and ill newborns.