

Dear Members of the NFI,



On March 20th and the whole month of March, we will celebrate our first annual **WORLD NIDCAP Day**, recognizing the importance of providing NIDCAP care to premature and ill infants and their families. Every day, our NIDCAP community makes a difference for hospitalized infants and their families all around the world. This annual celebration is an opportunity to *Share our Work, Recognize our Efforts* and *Celebrate our Accomplishments!*

There are lots of ways that you can celebrate. Locally, you can plan events and communications within your hospital and community (such as holding family and staff teas, wearing teal, participating in news stories, illuminating landmarks in teal, etc.). Globally, one important way that you can participate is through social media communications sharing NIDCAP's significance and potential. We will be posting messages all month long about what NIDCAP means to us on Facebook and Twitter. Please help participate by submitting, posting and sharing messages. We have three social media hashtags that will help spread our message: #NIDCAP, #NIDCAPpartneringwithfamilies and #worldNIDCAPday .

On our NIDCAP website, we have a [World NIDCAP Day page](#), with a Toolkit for your use. World NIDCAP Day resources include: Fact Sheet; Poster Template; Logo; Cover Photos for Facebook and Twitter; and Press Release (forthcoming). There are also *Guidelines for the Use of World NIDCAP Day Materials* posted.

Throughout the month and beyond, please share with us your March celebratory NIDCAP activities by sending stories and photographs to us at shareyourstory@nidcap.org. For families' confidentiality protections, please only use this email when sending us materials rather than our group listserv.

Your feedback, questions, comments, NFI updates, and membership news written to me personally and/or to the whole board, are welcome.

Sending warm and joyous [World NIDCAP Day](#) greetings all month long,

Deborah

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