



premiefamily
support. educate. advocate.



Are We Really Aware?

Prematurity Awareness is More an Event

The reality is that prematurity is not a day or a year event. It happens every minute, every hour and every day of the year. Babies are born worldwide and the death and disabilities rates are still shockingly large considering the incredible efforts put towards other health epidemics for various types of cancer, diabetes and more. To be clear, these are real health threats but so is a premature birth, one that will affect that child's lifespan as well as the family, too. As we raise awareness and attempt to "fight premature birth", let's also make a pledge to do more to advocate for these babies already born early for their lifespan.

Make 2018 your year to make a difference by getting involved with one or more of these organizations: the **National Coalition for Infant Health** (www.infanthealth.org); the **Premie Parent Alliance** (www.PremieParentAlliance.org) and the **European Foundation for the Care of Newborn Infants** (www.efcni.org)

- Deb Discenza, CEO & Publisher, PremieWorld

IN THIS ISSUE:

Premie Shower

You won't want to miss this shower - it is one of our favorites. Make sure to sign up to enter!

Premie Genius: Lifeness Mattress

We highlight the latest Premie Genius product that is making a difference with preemies everywhere.

Premie Organization: The TEACUP Premie Program®

This organization is helping to support parents in a truly unique manner.

Look for worldwide events

<https://premieworld.com/events/>



www.OnceUponaPremie.com

TO DO LIST:

- Check out our latest **Premie Shower** for one NICU on Page 4. Enter your NICU today and find out last month's winner.
- Check out the latest and greatest **Freebies4You** from PremieWorld at <http://bit.ly/PremieFreebies> - feel free to share them with others.
- World Prematurity Awareness Month**
November, 2017 Worldwide
<http://preemie.us/PremieAware2017>
- World Prematurity Awareness Day**
November 17, 2017 Worldwide
<http://preemie.us/PremieAware2017>

CONNECT WITH US:

Have an event you want to share with our community? Visit <https://premieworld.com> or drop us a line at connect@premieworld.com!



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PREEMIE FREEBIE: WORLD PREMATURETY AWARENESS LISTING

PremieWorld provides a number of free handouts to be used in the NICU and beyond on the "Freebies For You" page of our website. This month's freebie is a listing of World Prematurity Day Awareness Activities worldwide.

Our annual listing continues to grow and incorporate more and more events happening worldwide. Check it out here: <http://preemie.us/PremieAware2017>

You can also find this freebie and more at <https://premieworld.com>



Each year, renew your pledge to do more to advocate for preemie families working through their journey. The more we do, the more we dramatically change numerous lives and affect taxpayer costs.

~ Deb Discenza, PremieWorld



TERM: PREEMIE (aka PREMATURE BABY)



Preemie (aka Premature Baby)

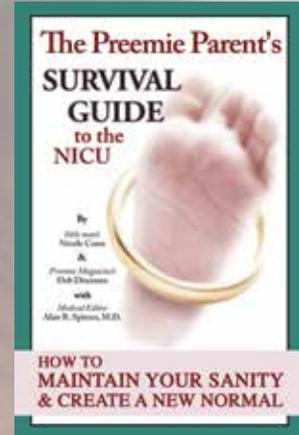
Any baby born prior to 39 weeks' gestation is deemed premature. The level of prematurity is based on gestational age at birth and falls within measured guidelines for weight. The categories are Full Term, Mild Premature, Moderate Premature, Extreme Premature and Micro-Premature (also known as Micro-Preemie).

“ I always think about the NICU as sort of like being a special member of a club. When you meet another NICU parent, it's like meeting a fellow veteran with whom you've gone through the bloody battle together. There's a wonderful shorthand to your language and they get it.

~ Deb Discenza, PremieWorld



This excerpt is from *The Premie Parent's Guide to Survival in the NICU*, PremieWorld's widely circulated support book, on sale at <https://premieworld.com>. Get yours today!



SUPPORT:



The TEACUP Preemie Program® helps parents cope with the challenges of preemie parenthood. TEACUP® is open to parents of premies whether the baby is in the NICU or has transitioned home.

Dr. Sandy Muñoz, CEO of The Children's Healing Institute, founded TEACUP® in 2009 as a program of The Institute, whose mission is the prevention of child abuse and neglect. Research shows that premies are three times more likely to be victims of abuse and/or neglect, and Dr. Muñoz collaborated with a partner hospital to determine what kinds of support would be the most useful to parents of premies to ease the emotional mired of the NICU experience.

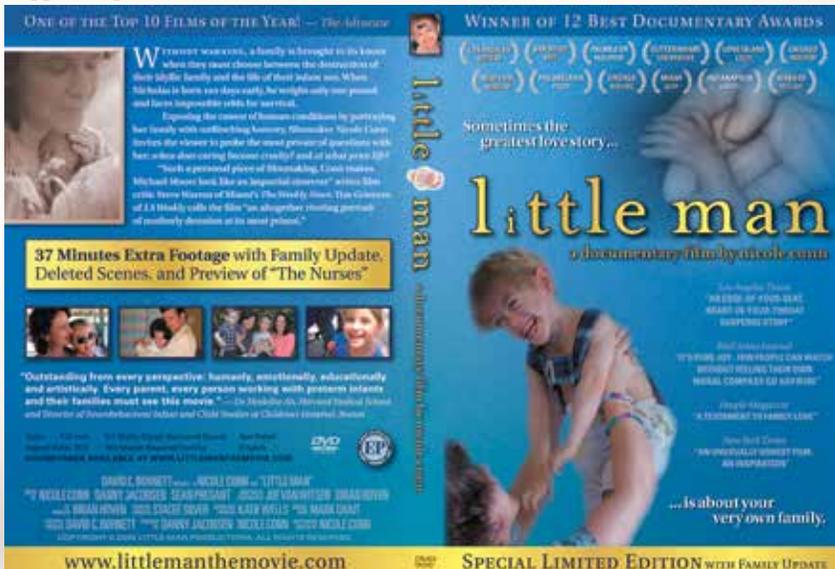
The program began with breast pump lending, to help moms who could not afford to rent a breast pump, so that their babies could receive the nutritional and developmental benefits of breast milk. Over the years, the program has grown to serve preemie families from 6 area hospitals, and provides support groups at Level III NICU sites, individual support through the transition home, and a social media community through a private Facebook page for TEACUP® families. TEACUP® also offers FirstPlay Therapy®, a developmental play therapy model incorporating storytelling with playful infant massage, as a way of helping new parents facilitate bonding and attachment after baby comes home. The Children's Healing Institute is the only provider of such specialized support to preemie families in Palm Beach County.

Established: 1988, and the TEACUP® program was established in 2009.

Website: www.childrenshealinginstitute.org

Focus: Help parents cope with the challenges of preemie parenthood.

Outreach: Palm Beach County, Florida, USA



“little man” is every preemie parent's story



www.littlemanthemovie.com

PREEMIE GENIUS: LIFENEST MATTRESS

Who doesn't love a great mattress and a perfect night's sleep? Premies have a great need for a NICU environment that is sleep-focused so that they can improve health, gain weight and go home. And that starts with a quiet environment and a proper mattress.

That is where the UBIMED Lifenest mattress comes in and provides a product that tackles all of this successfully. Developed by an Ear Nose and Throat doctor, the mattress has shown to reduce pressure ulcers (such as the common flat spot on preemie heads), creates breath-ability with special venting in its netting (this is key as premies are at high risk for SIDS) all while providing a non-toxic product. It is the perfect mattress for any baby in the NICU, incubator or crib.

The company has also launched other products for home - a Lifenest Bassinet and a Lifenest full size mattress for larger, heavier babies. Learn more at <https://ubimed.com>



One lucky winner will receive a Lifenest Mattress! We'll select one NEW Instagram follower prior to 11/22/17. Enter to win by following us on Instagram at www.instagram.com/premieworld.

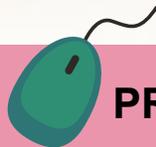
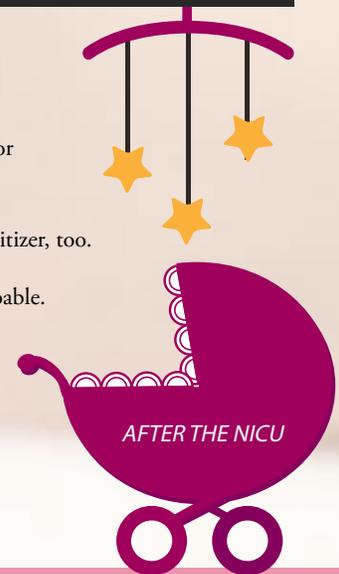
Congrats to [Selena Tisdale](#) winner of October's giveaway, 2 Tubesies' Outfits!

ENTERING RSV LOCK-DOWN

With Respiratory Syncytial Virus (RSV) in full swing, preemie parents with or without Synagis in play are scrambling to prepare for life out of the public eye. Some tips:

- ✓ **Siblings.** Set up sibling clothing in containers near the front door for easy change once home from school. Hand sanitizer, too.
- ✓ **Flu Shot Prep Now.** Get the flu shots in place now. Parents, siblings, grandparents and also ask co-workers, too if doable.
- ✓ **Remember Soap is Your Friend.** Research shows that regular hand soap is the ultimate hand-washing tool.
- ✓ **Hand Sanitizer is Your Friend.** But remember that soap should be your first defense when available.

We have freebies devoted to this topic. Check out more at <https://premieworld.com> and feel free to share.



PREEMIE FAMILY ONLINE

Inspire Preemie Community- Parents, Grandparents, Adults and High-Risk Moms to Be

Help your families connect with over **40,000** parents of premies worldwide! This close-knit forum is **moderated by our own Deb Discenza**. The community connects families in the NICU, at home, into the school years, adult premies and women with high-risk pregnancies.

<http://preemie.inspire.com>

PreemieWorld on Twitter

<http://bit.ly/PreemieTweets>

PreemieWorld on Facebook

<http://preemie.us/PreemieFB>

PreemieWorld on LinkedIn

<http://bit.ly/PWLinkedIN>

PREEMIE SHOWER



PreemieWorld continues its monthly Premie Shower! Do you know a deserving NICU in need? Each month, PreemieWorld picks one NICU to receive donated items such as blankets, toys, and diapers to help brighten the days of preemie parents and the professionals who treat their children. This month we are giving back to a deserving NICU with **37 (yes, 37) of It's A Premie Thing products, shirts for team members, onesies and shirts for babies.** To enter, a professional from a NICU must sign up as a new subscriber on our "Premie Family for Pros" list by **11/22/17**. Enter to win at <http://bit.ly/PremieFam4Pros>



YAY! We congratulate October's shower winner Jodie Hanrahan. She gets a large venue license of the little man DVD for her NICUs use for training and more.

FEATURED PREEMIE PRIDE:

ANDERSON JAMES WALL:

AJ was born at 30 weeks weighing 2lbs 3oz. Now 9 months actual! Crawling, trying to stand up on his own, teething, and he says "hey" "yeah" and "momma"! He's my fighter!

We welcome your submissions for this section of Premie Pride, Premie Angel, and Premie Prayer at PremieWorld.com



SNEAK PEEK

In next month's issue.....

New Premie Shower

We are gearing up for a special Premie Shower for one lucky NICU. Will it be yours?

Premie Genius

We are reviewing something real cool next edition. Don't miss it!

And More!

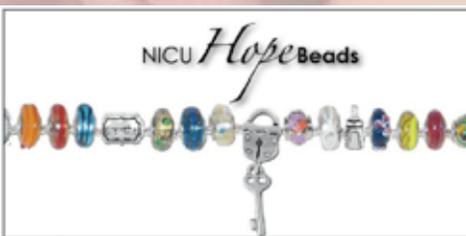
Have you subscribed to *PremieFamily* yet? It's free!
<http://bit.ly/preemie1>



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Premie Tags

Honor the Journey



JOIN THE CONVERSATION

“ Always remember, you know what is best for your child! ”
~ Deb Discenza, PremieWorld

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