



premiepro
support. educate. advocate.

BOB SELBY

Executive Director, Holding Tiny Hands



Photo Credit: NICU Staff

Org: Holding Tiny Hands

Website: www.HoldingTinyHands.com

Years Helping Premies: 11 years

Focus:

Bob is a two-time NICU Dad, with 25 and 28 week old premies. He and his wife Susan founded Holding Tiny Hands to support NICU families in Iowa.

Professional Tip:

Listen, listen, listen. NICU parents need to tell their story and know they're being heard.

IN THIS ISSUE:

Interview with Bob Selby

As the Executive Director of Holding Tiny Hands, he is making a huge impact for premies one family at a time with support, meals and much, much more.

Premie Genius: Lifeness Mattress

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

Premie Organization: Aly & Izy Foundation

This non-profit takes the guesswork out of trying to find a place to stay when your baby is in the NICU far, far away.

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> and pass them onto Premie Parents in their welcome packets.
- World Prematurity Awareness Day/Month** November, 2017 (17th is the Day) Worldwide <http://preemie.us/PremieAware2017>
- 6th Global Congress for Consensus in Pediatric and Child Health (CIP)** November 12-15, 2017, Sri Lanka <http://2017.cipediatrics.org/>

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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@ www.instagram.com/premieworld

PREMIE 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





SUPPORT: THE TEACUP PREEMIE PROGRAM®

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

The TEACUP Preemie Program® helps parents cope with the challenges of preemie parenthood. TEACUP® is open to parents of preemies 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 preemies 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 preemies to ease the emotional duress 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.

ORG: ALY AND IZY FOUNDATION

The Aly & Izy Foundation (AIF) was created out of love and consideration to families of babies requiring treatment in the Neonatal Intensive Care Unit (NICU) in October 2009 by founders Dustin and Cyndi Mitchell. As parents of twin girls born premature and having to stay in the NICU and suffering a loss during their pregnancy, the founders know first-hand how emotionally and physically draining this experience can be.



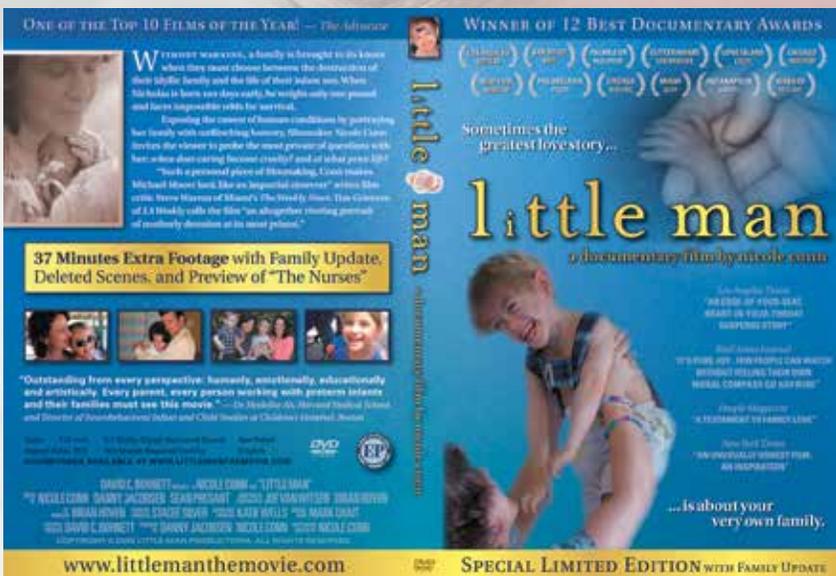
The RV 4 Premies is a unique service that provides families a place to stay in a fully-equipped and stocked recreational vehicle on hospital grounds while their infant receives necessary care in the Neonatal Intensive Care Unit (NICU). Stocking and maintenance of the RV is handled by the foundation while the families use it. This service is provided free-of-charge to the families that use the RV and is available for as long as needed.

Year Established: 2009

Website: www.alyandizyfoundation.org

Outreach: Greater Sacramento California Area

Visit www.alyandizyfoundation.org for more info.



"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 preemies 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 Everywhere Else.** 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 preemies 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 preemies 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 Instagram

<http://preemie.us/PreemieInstagram>

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




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Premie Tags

Honor the Journey

NAME: BABY DOE
DOB: 01/01/2006
WT: 500 GRAMS
GEST WEEK: 25.5



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 *PremiePro* yet? It's free!
<http://bit.ly/preemie2>

JOIN THE CONVERSATION

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

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