



Vol. VII, Issue 8: August 2020



A NOTE FROM DEB

BLACK LIVES MATTER NEWS. We are forming a new non-profit organization, the **Alliance for Black NICU Families** to push state and national certification boards to mandate annual racial and healthy equity education as part of continuing education requirements. This has snowballed in a way I never could have imagined with partnerships, sponsorships, and volunteers. Have a Black NICU family that can take our important survey?: <https://preemie.us/BlackNICUFamilies> - thank you!

The Premie Parent's Survival Guide to the NICU, 2nd Edition is selling strong! As of press time we have sold over 1,100 copies of the print/e-book! Please feel free to check it out on our website at www.PremieWorld.com or on Amazon.com

 continued at premieworld.com/note-from-deb-2020-Aug

STRATEGIC PARTNERS

PROLACTA BIOSCIENCE



prolacta.com

ONCE UPON A PREMIE



onceuponapremie.com

SAGE THERAPEUTICS



sagerx.com

NICU HEALING



nicuhealing.com

WANT TO PARTNER WITH PREMIEWORLD?

Visit premieworld.com/our-partners to inquire.

INDUSTRY NEWS

- During Coronavirus Lockdowns, Some Doctors Wondered: Where Are the Premies? - <https://preemie.us/CoronavirusNews>
- Anxiety, depression increasing among mothers during the COVID-19 pandemic - <https://preemie.us/CoronavirusAnxiety>
- Skin-to-skin 'kangaroo care' shows important benefits for premature babies - <https://preemie.us/KC>
- In the NICU, both parents are essential and need to be at their child's bedside - <https://preemie.us/BothParentsBedside>



continued at premieworld.com/industrynews-2020-Aug



MELINDA J. ELLIOTT, MD, FAAP

NEONATOLOGIST/CHIEF MEDICAL OFFICER



Meet Dr. Melinda J. Elliott, Neonatologist at **Pediatrix Medical Group**, and Chief Medical Officer at **Prolacta Bioscience**.

"The influence of a neonatologist in caring for babies and their families in the NICU can last a lifetime. The right nutrition affects the long-term health of a baby. Giving a baby the chance to achieve his/her full potential impacts not only that baby and the family, it can influence society. Healthy babies mean healthy families, productive citizens, and a bright future for us all," states Dr. Elliott.

“ Human milk is for human babies, cow's milk is for cows. ”

- Melinda J. Elliott, MD FAAP



continued at premieworld.com/pro-2020-Aug



KAYLEN'S FIGHT

OUTREACH: DALLAS, TEXAS



Callie Kirby, Founder of **Kaylen's Fight** relates, "Our twin girls, Kaylen and Kamdyn were born at 30 weeks with a prolonged NICU Stay. Sadly, Kaylen succumbed to Hydrops. Kaylen's twin sister, Kamdyn spent 63 days in the NICU growing and feeding and is now a healthy, happy 2-year old."

Because of our experience with a NICU stay and infant loss, **Kaylen's Fight** was created to support our local NICU's, their patients, and eventually we hope to fund additional research for Hydrops.



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PREEMIE SWAG



It's not just the cool design or perfect fit—our t-shirts help support our organization.

Each shirt is constructed with 100% fine jersey cotton.



QUESTION OF THE MONTH

Tell us about your preemie's feeding issues.

@areanaduhart: It took my ex 24 week mico-preemie twin 6 years to have his Gtube removed and successfully eat by mouth. So proud of my li'l man!

@hummingbirdofparadise: My 32 weeker, 18 months corrected barely has an interest in eating. Grazes mostly, and only takes a few bites at a time. Thanks for this post!

@mynicumomlife: My ex 23 weeker will put a spoon in his mouth and swallow the baby food but if I try to do it for him he gags. He wants total control of what he puts in his mouth.



PREMIERWORLD TAGS

KALLEY-MAE MAKANAMAKAMAE YEE



Tag us on Instagram before the 15th of the month for a chance to be highlighted!

“Meet adorable Kalley-Mae Makanamakamae Yee! Kalley Mae was born at 23 weeks & 3 days, weighing 1lb, 6.6 oz. Kalley-Mae spent 183 days in the NICU and bravely fought many battles.

Currently at 19 months, she is running around and trying to put everything in her mouth to see if it's edible! She loves singing ABC's and Itsy Bitsy Spider.”

continued at premiworld.com/PWtags-2020-Aug



WHAT'S NEW?

PREMIERWORLD PARTNERSHIP WITH SAGE THERAPEUTICS

PremieWorld is excited to announce its Partnership with Sage Therapeutics!



Sage is a biopharmaceutical company committed to developing novel therapies with the potential to transform the lives of people with debilitating disorders of the brain. Sage Therapeutics franchise programs aim to change how brain disorders are thought about and treated. Sage mission is to make medicines that matter so people can get better, sooner.



continued at premiworld.com/WhatsNew-2020-Aug



PREEMIE GENIUS



NURTURE by IMALAC

ATTENTION,
Breastfeeding Mothers!

Introducing: Nurture by Imalac - the next best thing to another set of hands!



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PREEMIE STORY OF THE MONTH

ASTON & ARIA XENITOPOULOS



“Alexandra Xenitopoulos, preemie mom of twins, Aston and Aria recalls, “There were a few reasons for my emergency surgery; Aria's placenta was calcifying; I had been diagnosed with preeclampsia and the night before my C-section I was having severe pain in my abdomen which I later found out was due to abnormal liver function.

“Remind yourself to enjoy the journey because the days are long but the years are short.”

- Alexandra Xenitopoulos

As my C-section occurred at 31+ 5 weeks it was a case of getting them out, giving a quick kiss and off they went to be looked after in the NICU.”



continued at premiworld.com/premiestory-2020-Aug



PREEMIE FREEBIES

POSITIVE PREEMIE BREASTFEEDING TIPS

For mothers of preemies, breastfeeding can be a huge challenge and one that does not always work out well. This month's freebie is all about **Positive Preemie Breastfeeding Tips**. Download today! *Ahora disponible en Español*.



get it at premiworld.com/premie-freebies



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