



preemiePRO

Vol. VII, Issue 7: July 2020



A NOTE FROM DEB

BLACK LIVES MATTER. As I write this, the United States is undergoing protests worldwide regarding the horrific death of African American George Floyd while in police custody.

We at PreemieWorld are lifting up the African American community in our hearts and minds. We are using this momentum to push for change in how professionals work with families. Look for more at PreemieWorld.com and social media.

The Preemie Parent's Survival Guide to the NICU, 2nd Edition is Out Now! We are pleased to announce the second edition of our print book and a new set of e-books. Please feel free to check it out on our website at:

www.PreemieWorld.com or on [Amazon.com](https://www.amazon.com)

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

STRATEGIC PARTNERS

PROLACTA BIOSCIENCE



prolacta.com

KEY TO CP



keytoocp.com

CRYSTAL BALL HEALTH



crystalballhealth.com

WANT TO PARTNER WITH PREEMIEWORLD?

Visit premieworld.com/our-partners to inquire.

INDUSTRY NEWS

- Indirect effects of COVID-19 estimated to lead to tens of thousands of additional maternal and child deaths. - <https://preemie.us/COVID19>
- Racial Disparities Persist in Maternal Morbidity, Mortality and Infant Health. - <https://preemie.us/RacialDisparities>
- Heat and Racism Threaten Birth Outcomes for Women of Color - <https://preemie.us/RacismThreat>
- What it's Like Having a Child in the NICU During Covid-19 - <https://preemie.us/NICUcovid19>



continued at premieworld.com/industrynews-2020-July



JENNÉ JOHNS, MPH

PRESIDENT AND FOUNDER, ONCE UPON A PREMIE



Meet Jenné Johns, National Senior Health Equity Thought Leader, Micropreemie Mom, Author, Speaker and President and Founder of Once Upon a Premie.

Jenné's focus is health and racial equity for preemies. Her training program, **Once Upon A Premie Academy**, addresses health equity solutions for professionals. To learn more about the training courses and to register to attend, go to : www.onceuponapremie.com

“Of all forms of inequality, injustice in healthcare is the most inhumane”
- Dr. Martin Luther King Jr.



continued at premieworld.com/pro-2020-July



NICU CHEER

OUTREACH: MELBOURNE, VICTORIA, AUSTRALIA



“In 2016 my son, Ashton was born at 30 weeks. He had stopped all fetal movements on Mother’s Day. He was delivered silent and still and taken to the NICU where he was ventilated and spent 6.5 weeks,” relates Mom, Maddie Francis.

I set up NICU Cheer after feeling how horrible it must be to have a preemie in the NICU over Christmas. I wanted to give parents something to cheer them up and also let them know they’re not alone on this journey.



continued at premieworld.com/org-2020-July

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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 vision.

@mummagogo: Mine is long-sighted, with a slight squint, but glasses seem to sort them. He's nearly 5 and has been wearing glasses since he was 3.

@stylingby_sal: My baby had severe ROP, stage 3 which led to laser...and now she is 4 and she has CVI and ongoing vision therapy.

@kas_kares17: My 22-weeker hasn't shown any signs of ROP and his vision has improved. We now have a new prescription and new glasses are on the way!



PREMIERWORLD TAGS

KORA DAVIS the **WARRIOR PRINCESS**



“Kora was born at 28 weeks and was in the NICU for 68 days. Kora's mom relates, “Kora has always blown us away with her strength and how much she can do.

Kora is now 16 months old and walking, climbing and even doing assisted forward rolls! She's a happy, determined sassy little thing destined for great things! ”

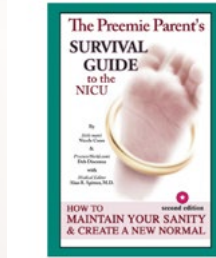
Tag us on Instagram before the 15th of the month for a chance to be highlighted!

continued at premiworld.com/PWtags-2020-July



WHAT'S NEW?

THE PREMIER PARENT'S SURVIVAL GUIDE TO THE NICU



PreemieWorld and Prolacta Bioscience are proud to announce publication of the updated second edition of *The Preemie Parent's Survival Guide to the NICU*.

The Preemie Parent's Survival Guide to the NICU now reflects the latest clinical advancements to better support parents worldwide, providing in-depth information for parents with a preterm infant in the NICU.



continued at premiworld.com/WhatsNew-2020-July



PREEMIE GENIUS



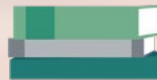
THE MOMENT YOU WERE BORN

Author: Sandra M. Lane, MA, SLP & Brenda S. Miles, PhD

A book to soothe both parents and the baby in the NICU.



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PREEMIE STORY OF THE MONTH

LIHAM AHMAD



“You won't lag behind, because you'll have the speed. You'll pass the whole gang and you'll soon take the lead...Wherever you go, you will top all the rest.” - Dr. Seuss ”

“At 24 weeks I started having contractions, my water broke and I went into labor...one minute later without even pushing, my little preemie, Liham Ahmad made his way into this world weighing 1.45 lbs,” relates Liham's mother.

There were times when I was in the NICU with Liham and he would stop breathing and the machines would go off...and that broke me. But watching Liham fight is what gave me the courage. ”



continued at premiworld.com/premiestory-2020-July



PREEMIE FREEBIES

THE TOP 7 THINGS PREMIER PARENTS NEED TO KNOW

The NICU is an overwhelming and scary place. The author of *The Preemie Parent's Survival Guide to the NICU* has provided some valuable tips in this free download: **The TOP 7 Things Preemie Parents NEED to Know**. Ahora disponible en Espanol.



get it at premiworld.com/premie-freebies

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