



preemiePRO

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A NOTE FROM JENNY

How do you describe what lies behind those solid double doors to the NICU?

I had NO IDEA of what I was seeing! It's like walking into a sci-fi horror flick and you suddenly realize the main characters are you and a tiny baby that practically fits into the palm of your hand.

September is NICU Awareness Month. NICU awareness is so important because every parent who sets foot through those double doors comes out irrevocably changed. To say "the struggle is real" is an understatement. This month, we honor all NICU professionals and NICU families.

Need support? *The Premie Parents Survival Guide to the NICU - 2nd Edition* is available to help you navigate the NICU. Available at www.PremieWorld.com and Amazon.com

[continued at premieworld.com/note-from-jenny-2020-Sep](http://premieworld.com/note-from-jenny-2020-Sep)

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

- Kidney Dysfunction Before Pregnancy Linked to Preterm Birth - <http://premie.us/KidneyDysfunction>
- Louisiana hospital staff stayed behind to care for 19 babies as Hurricane Laura hit- <http://premie.us/HurricaneLaura>
- Discriminatory Housing Practices Tied to Premature Births - <http://premie.us/DiscriminatoryHousing>
- The "gold" in breast milk - <http://premie.us/BreastMilk>



[continued at premieworld.com/industrynews-2020-Sep](http://premieworld.com/industrynews-2020-Sep)



KIMBERLY NOVOD, MPA

FOUNDER & EXECUTIVE DIRECTOR, SAUL'S LIGHT



Meet Kimberly Novod, MPA, Founder and Executive Director of Saul's Light

My profession chose me. I had been an educator for over 10 years. However, when my son Saul was born prematurely and ultimately died as a result, my entire world shifted. It was important for me that his death not be in vain and that mothers in my community feel supported in their NICU and grief journeys. In 2015, I founded Saul's Light to do just that.

“Women and children face the greatest risk of poverty. It's up to us to change that.”

- Kimberly Novod, MPA



[continued at premieworld.com/pro-2020-Sep](http://premieworld.com/pro-2020-Sep)



PROJECT BABY LOVE

OUTREACH: INTERNATIONAL



Ahnwyn Bowden, Founder & CEO of Project Baby Love states, "I saw so many families struggling. Families who had other kids while trying to take care of a NICU baby. There were many families who didn't speak English well. Though the NICU staff is amazing, there is only so much they can do.

I wanted these families to know that there are people to help them both while they are in the NICU and when they leave. I started Project Baby Love (PBL) to make that a reality."



[continued at premieworld.com/org-2020-Sep](http://premieworld.com/org-2020-Sep)

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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

What was your preemie's nickname in the NICU?

@packerschick86: Peach (because of all the peach fuzz) and tater tot later on because he was small and his stomach was bigger.

@tearsraven: Grasshopper because she would be curled up in baby position and then just fling her long legs out. They couldn't even swaddle her!

@kalirchaos: Buddo, because he was our little buddy and every time someone spoke he would make an "ooooo" face, so we called him, Buddo!



PREEMIEWORLD TAGS

OLIVER AND RILEY WALTON

“Meet the adorably well-dressed Walton Twins! Oliver (Ollie) and Riley were born at 30-weeks gestation.



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

Today, Ollie and Riley are 12 1/2 months and are starting to deal around and stand up on things while chattering away. They can say *mum* and *dad* and *bub*. Mum says, “they are our strong little warrior boys and we are so grateful.”

continued at premieworld.com/PWtags-2020-Sep



WHAT'S NEW?

PREEMIEWORLD NEWS

- PreemieWorld is proud to announce our newest PreemieWorld Partners: **NICU Healing & Once Upon a Preemie**.
- Winner of our August PreemieWorld Give-away: Congratulations to **Toni Quick** of Illinois.
- **Eli Collins Foundation for Premature Babies** hosted their 1st Annual Elibabies Baby Contest. Click on our What's New link for the winners!



continued at premieworld.com/WhatsNew-2020-Sep



PREEMIE GENIUS



THE PRAPELA SVS HOSPITAL BASSINET PAD

A safe sleep space for your baby with gentle, random vibration that calms hyperirritable infants.

Founded by parents who spent their professional lives in Life Sciences.



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PREEMIE STORY OF THE MONTH

ROWAN CUMMINGS



“On February 1, 2020, my water spontaneously broke three months early. I was 26 weeks pregnant with my first baby—it was an unexpected pregnancy that occurred during an extremely tough time and only complicated my already complicated life.

The concept of having a baby was so beyond my comprehension, let alone being launched into it 14 weeks early. I begged my doctor for an explanation...She paused, then shook her head, “Sometimes you can do everything right, and bad things will still happen.”

“All I ever felt was pain, but I think I am going to remember the smiles instead.”

- Meghan Cummings



continued at premieworld.com/premiestory-2020-Aug



PREEMIE FREEBIES

PREPPING FOR DISCHARGE DAY

You've been in the NICU for days, weeks or even months and you are finally getting down to that long awaited discharge day! Here are some helpful tips in our latest freebie, “Prepping for Discharge Day.” Download today! *Ahora disponible en Español.*



get it at premieworld.com/premie-freebies

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