



March of Dimes

Careful with
Image text. Make
sure it is readable.
Compare to font
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Presented by
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Prepared for
Dr. Mark Hearn

CBA 350-01 Business Communications

MWF 8:45-9:45

Fall 2018



March of Dimes Overview

- What is March of Dimes
- History of Success
- Prematurity Campaign
- How You Can Help
- MOD Today





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What is March of Dimes

- U.S. Based Health Charity
 - Focusing on premature births
 - Fighting for health of babies
- Why it's Important
 - 1 in 8 US babies premature
 - Leading cause of newborn deaths



March of Dimes History of Success

- Uniting to Beat Polio
- Uniting to Save Babies





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March of Dimes Uniting to Beat Polio

- **Founder**
 - Franklin D. Roosevelt
 - Established in 1938
- **Why It Started**
 - Fund polio research
 - Salk vaccine founded
 - No cases since 1991



Franklin D Roosevelt

Label Pictures
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March of Dimes Uniting to Save Babies

- Reducing Prematurity
- Fighting Birth Defects
- Reducing Infant Mortality Rates
- Educating

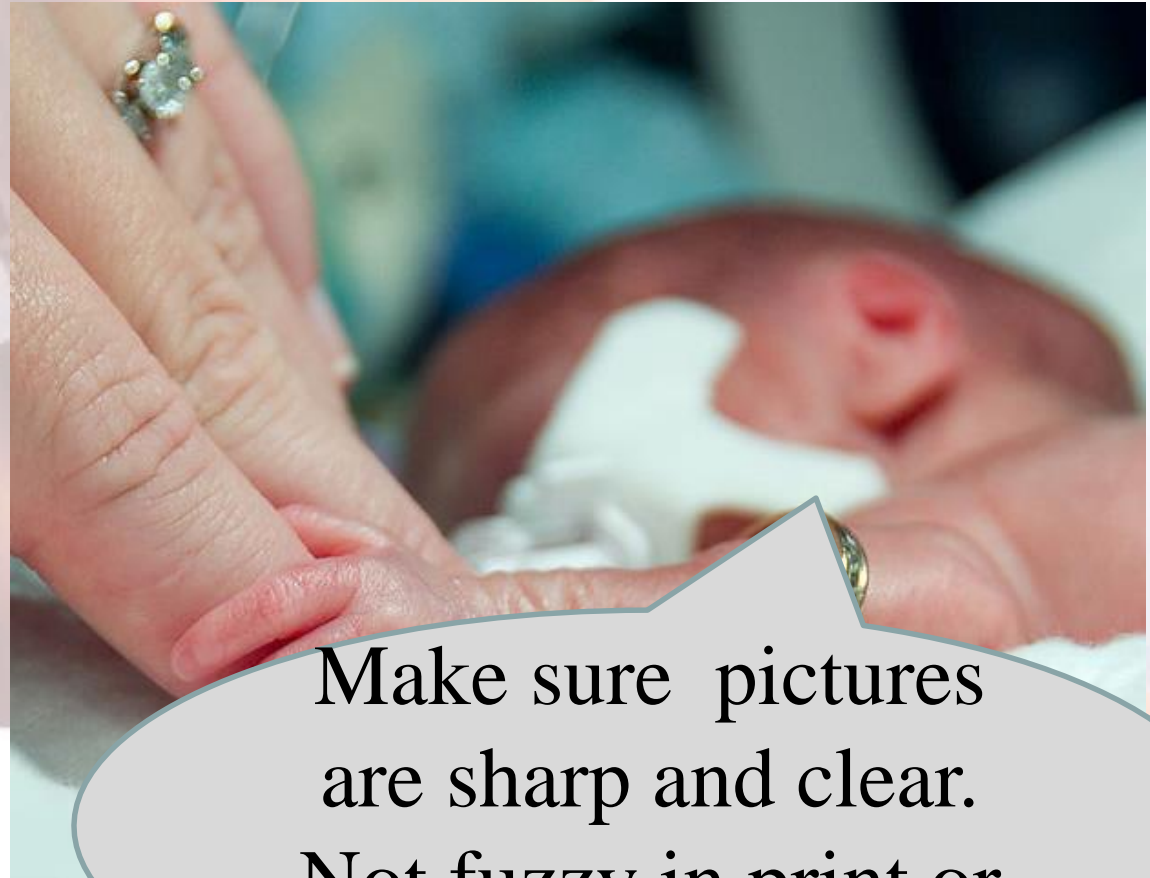




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March of Dimes Prematurity Campaign

- Campaign Goals
- What is Prematurity?
- Narrowing Gap



Make sure pictures
are sharp and clear.
Not fuzzy in print or
on screen



March of Dimes Campaign Goals

- **Raise Prematurity Awareness**
 - In 2002 only 35% considered prematurity very serious problem
 - MOD wants to raise % to 60% by 2007
- **Reduce Prematurity Rate**
 - Goal of reducing premature births by 15%
 - Accomplish by education and funding research





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March of Dimes What is Prematurity?

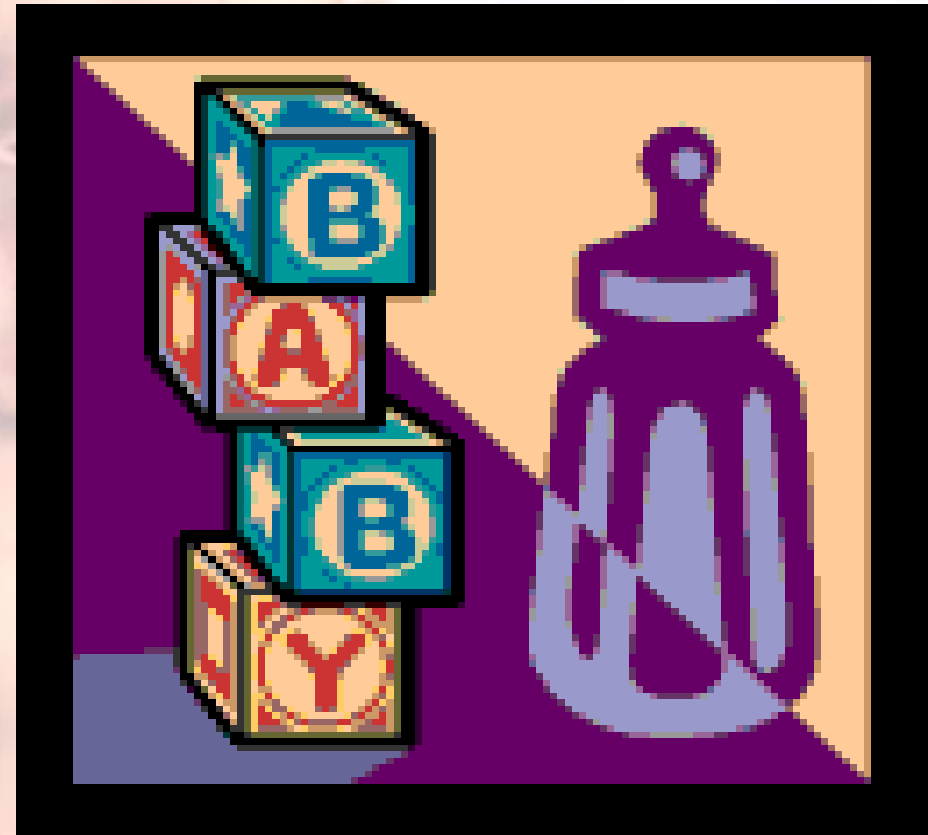
- National Health Crisis – counts for 12% of all live births in US
- Serious – leading killer in new borns & may cause life long problems
- Costly - hospital bills easily over \$75,000
- Mysterious – no clear causes have been established



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March of Dimes Helping Narrow Gap

- Gap Between
 - Identifying risk factors
 - How they actually cause premature birth
- How To Narrow Gap
 - Funding researchers
 - Participating as volunteer



Birth Facts for US & Alabama

- United States

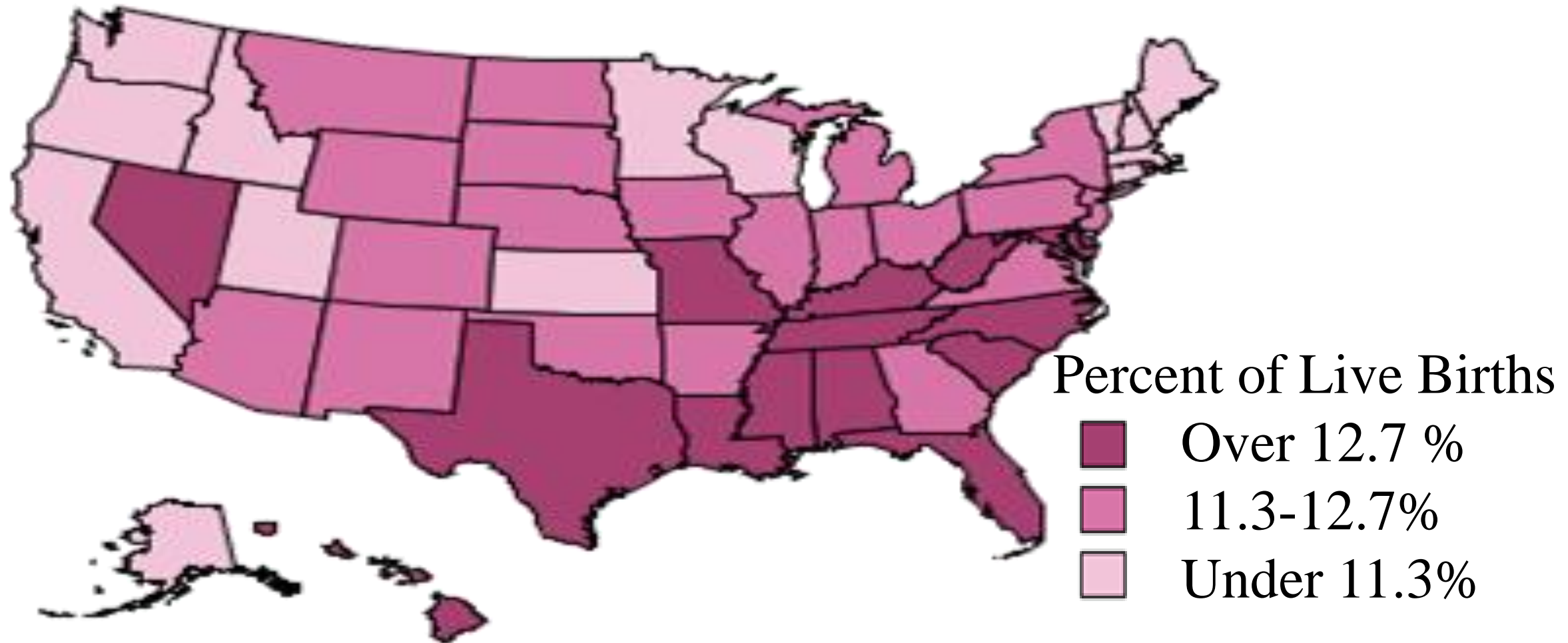
- 77,341 babies born
- 6,040 with low birth weight
- 92,246 preterm

- Alabama

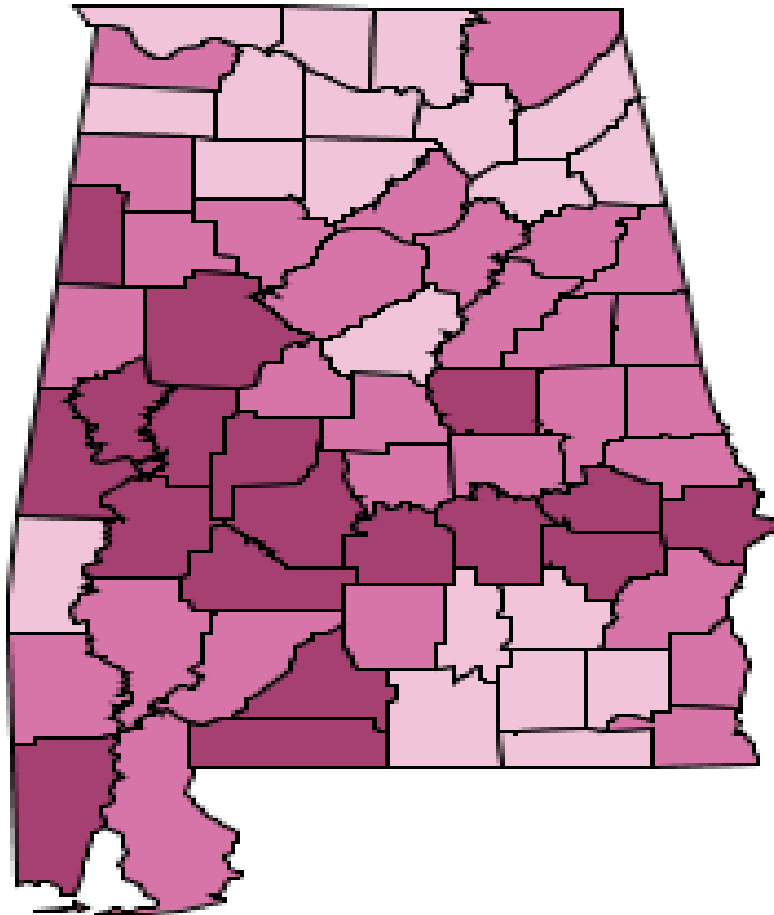
- 1,134 babies born
- 112 with low birth weights
- 178 preterm



Preterm Birth Rates in U.S.



Preterm Births in Alabama



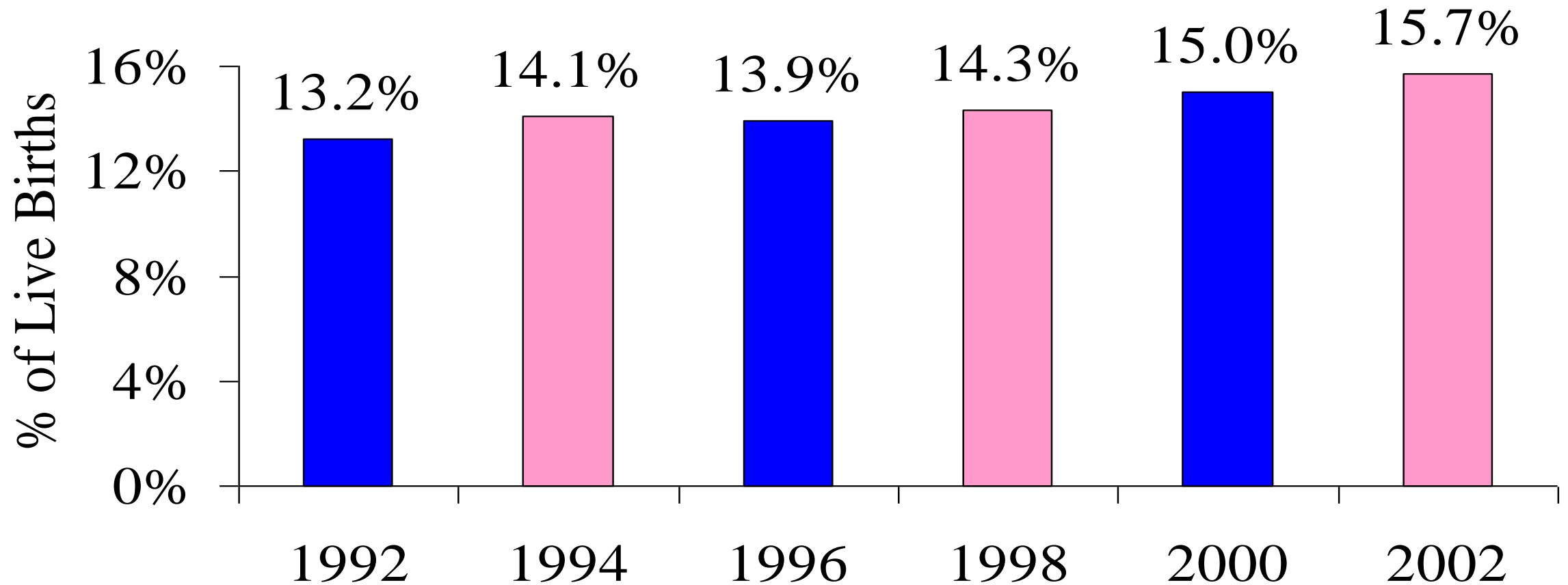
Percent of Live Births

- Over 16.3 %
- 14.2-16.3%
- Under 14.2%

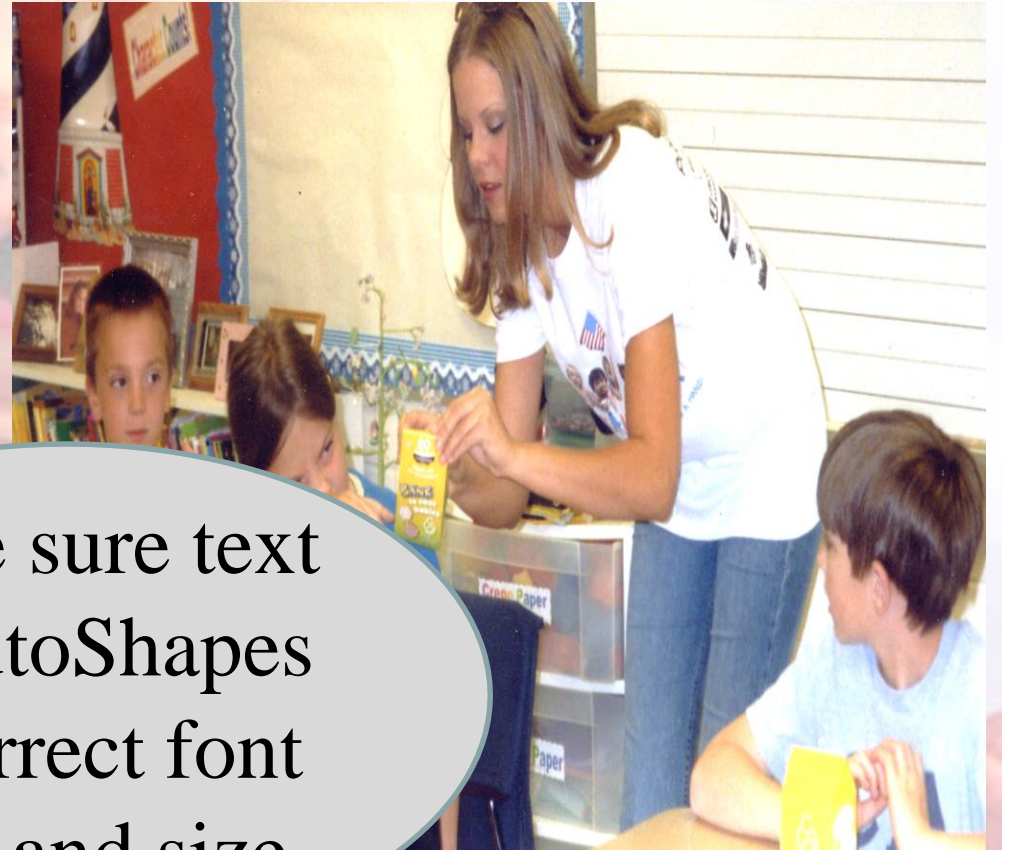
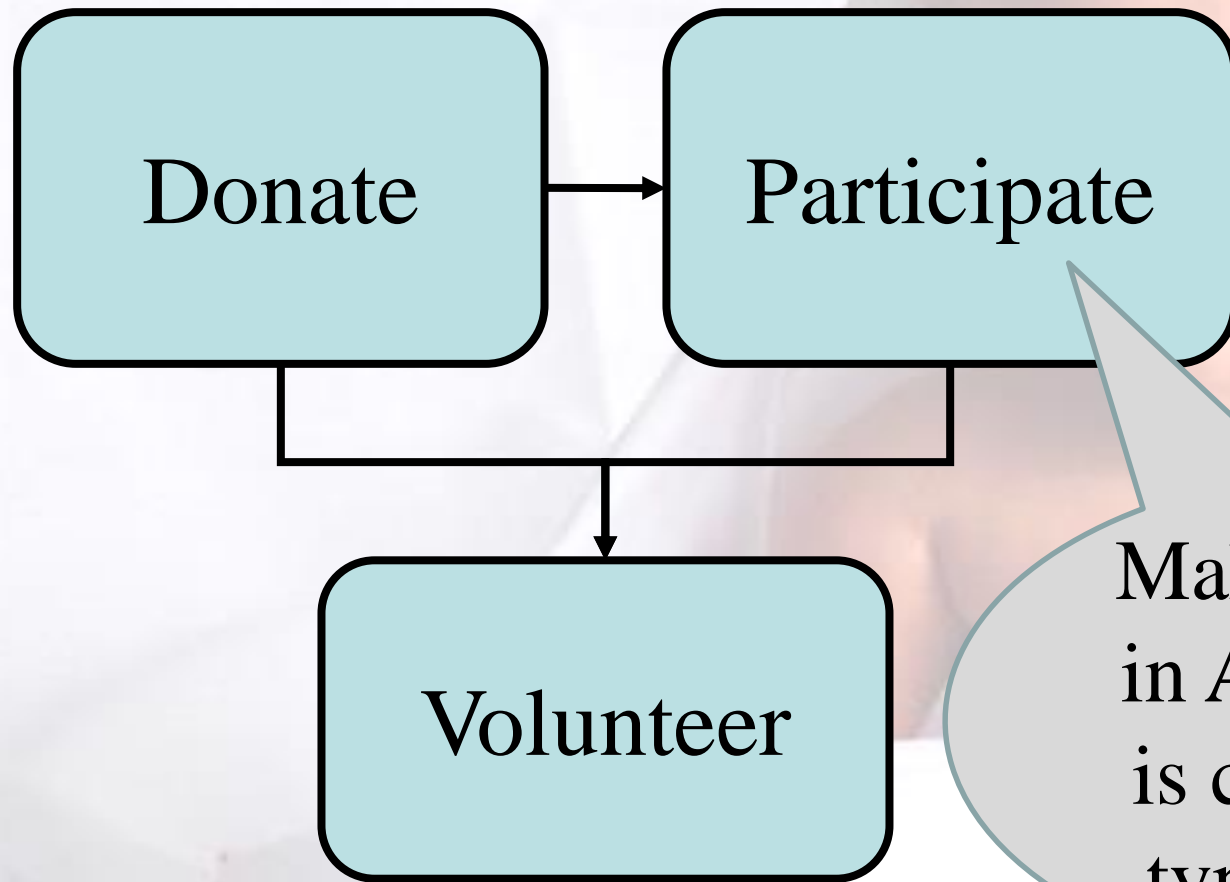
Make sure
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Premature Births in Alabama 1992-2002



How You Can Help March of Dimes



Make sure text
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March of Dimes Funded Research

- **Fight Goes On**
 - Perinatal Epidemiology Research Initiative
 - Microbiology, developmental biology, genetics studies
- **What Future Holds**
 - Folic acid research
 - Neural tube defects





March of Dimes Summary

- What is March of Dimes
- History of Success
- Prematurity Campaign
- How You Can Help
- MOD Funded Research
- Making It Personal



Samantha Presson