

.....
Saving babies together

march  of dimes®

March of Dimes

Mission:

- To improve the health of babies by preventing birth defects, premature birth and infant mortality



March of Dimes

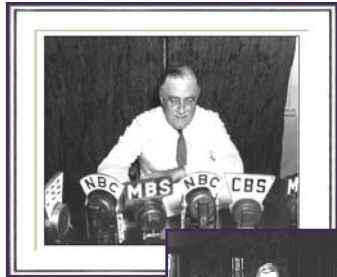
Who we are...

What we do...

How we do it...



From our famous beginnings...



In 1938, President Franklin D. Roosevelt founded the March of Dimes to fight Polio -- the scourge that killed or disabled thousands of children. Americans responded by raising funds for research and by working to help those suffering from polio.



FDR established the MOD to save America's youth from threat of polio.

His premise: People can solve any problem if they work together.

From its beginning the MOD has been a powerful partnership of researchers and volunteers.

Together we have saved millions of babies and children from death and disability.

...to our spectacular success!



In April 1955, March of Dimes research paid off when the Salk Polio Vaccine was found to be “Safe, Effective & Potent.”



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Read Slide.

At that point we could have closed our doors, knowing we were successful in accomplishing our goal.

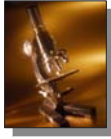
Our Board of Trustees made the wise decision to tackle the most serious problem facing children-----birth defects and now, prematurity.

4 Strategies to Reach our Mission

Research
Advocacy
Community Services
Education



This is what we want everyone to know... when someone asks “what does MOD DO?” read slide.



Mission Strategies: Research

Research Grants

Nationally in 2005 there were 409 active March of Dimes research projects totaling more than 79.8 million dollars.

National Research = YOUR research. Every baby benefits from March of Dimes research.

March of Dimes researchers have won 11 Nobel prizes.



Other than our mission, if there is one other thing that I want you all to connect with the March of Dimes, it's our research. The scientists associated with PKU testing, Folic Acid to prevent neural tube defects, Nitric Oxide treatment, and surfactant therapy were all March of Dimes researchers. Our volunteers and sponsors made it possible to dedicate nearly 80 million dollars to MOD research in 2005. Our researchers are award winners, including 11 Nobel Prizes.

Mission Strategies: Advocacy

Public Affairs issues and priorities are reviewed annually and advocacy priorities are selected from within the following four categories:

- Access to health care
- Research
- Prevention programs
- Not-for-profit sector concerns



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Mission Strategies: Community Service

Chapter Community Grants invest more than 8 million dollars to support community based programs that address our mission.

Community Grant Priority Areas are focused on services related to prematurity, access to care, and prevention services

NICU Family Support - Goal is to provide emotional support and services to families who have a baby in the NICU.



Another mission strategy of the March of Dimes is Community Service. Our Chapter awarded over \$ 10,000 this year to community organizations, hospitals, and groups that provide direct service to help fulfill our mission.



In May of 2008 at Innovis Health the March of Dimes NICU Support Program was implemented.

March of Dimes NICU Family Support®



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- It is for families, frightened and confused by a NICU experience, that March of Dimes NICU Family Support was created...

March of Dimes NICU Family Support®

- Provide information and comfort to families during the NICU hospitalization of their newborn, during the transition home, and in the event of a newborn death
- Contribute to NICU staff professional development
- Promote the philosophy of family-centered care throughout the NICU



- (the goals)
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- ***Contribute to NICU staff professional development***
- ***Promote the philosophy of family-centered care throughout the NICU***

Mission Strategies: Education

- Pregnancy and Newborn Health Education Center -www.marchofdimes.com / www.nacersano.org / askus@marchofdimes.com
- TV, radio, print PSAs
- Folic Acid Education



Education is an important part of what the MOD does. We publish educational materials in print and online for the general public, pregnant and parenting women and their families, and health care professionals, including nursing modules and online continuing education.

Took an active role in the National Folic acid education campaign and food fortification which has resulted in a 30% decrease in the rate of neural tube defects.

A new piece for providers as a teaching tool is the “Brain Card”
EXPLAIN~ DEMONSTRATE

The Coming of the Blessing Pregnancy Training Workshop



The Coming of the Blessing

OUR MOMENTUM



Stronger, healthier babies.

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This is what we're all about: stronger healthier babies.

Can you imagine the day when every baby is born healthy?



We can.



Can you imagine a day when all babies are born healthy? We can.

This is what gets us up out of bed every morning and motivates us to succeed. We are passionate about getting to this day and we need partners like you to help get us there.

OUR CAUSE



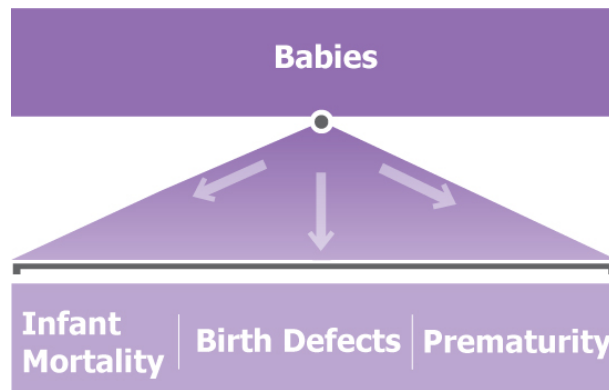
We stand for babies. All babies.



Because we stand for babies. All babies. The March of Dimes has played a major role in improving the health of each baby born today.

We stand for a solution, not a problem. You have the opportunity to be part of the solution families are looking for.

OUR MISSION



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Imagine a world without infant mortality, birth defects, and preterm births. We stand for all babies and work every day to tackle the serious health issues facing babies before and after they are born.

Through our efforts in funding the development of the polio vaccine, we are the only organization to have completely solved a serious health problem like this in the US. And we are primed to solve problems for this generations' babies.

Saving babies together

What can you do?

Sponsor a Community Award or Grant

Sponsor the NICU Family Support
Program

Sponsor a March for Babies Team





Closing: Thank you so much for the opportunity to talk with you.