



executive leadership team

Karen Cameron, Chair

Ann Bodziak

Samantha Idle

Tarayn Korkus

Helen Scott

Deborah Tsoukalas

Rebecca Vernon

Bonnie Wittman

marching for stronger, healthier babies!



March for Babies is the largest annual fundraising event for the March of Dimes, and it's a great opportunity for you, your company, and family to raise funds to prevent preterm birth and give more babies a healthier start in life.

Karen Cameron, Vice President & NE FL District Manager, Wells Fargo, knows how important the March of Dimes mission is. As a proud mother and grandparent, she has taken on the role of March for Babies Chair making her commitment to the good health of moms and babies personal and meaningful.

"As a business leader, this campaign gives me and my company a unique opportunity to help the community that I love," said Cameron, who will be asking other local businesses for their support in the coming months. "Premature birth is the leading cause of newborn death in this country. One in seven of our babies here in Florida is born too soon, and that's just not acceptable. It takes leaders in our community working together to ensure more moms have healthier and full-term pregnancies."

As Chair, Cameron will play an integral role in raising awareness and funds to advance the scientific research and educational programs at the core of the March of Dimes effort to find causes and preventions for preterm birth and birth defects. Joining her as part of her Executive Leadership Team will be Ann Bodziak from the Volusia County Health Department, Samantha Idle, Tarayn Korkus from the Volusia County Health Department, Helen Scott, Deborah Tsoukalas from Bright House Networks, Rebecca Vernon from Florida Hospital Memorial Medical Center and Bonnie Wittman from Halifax Health.

Last year, the Flagler/Volusia March for Babies raised \$173,024. Cameron has made the commitment to raise \$34,000 in new revenue as part of the 2015 March for Babies total goal of \$191,400.

"Karen is a wonderful leader who will be an amazing asset to the March for Babies initiative," says Bonnie Wittman, Halifax Health, Executive Leadership Team. "The partnership between Halifax Health and March for Babies has always been a perfect fit as we have the same passion in bringing best practices to the areas of women's, infant and children's health to our local communities. I know that Karen will continue the legacy of Halifax Health and March for Babies in ensuring that every mom, baby and child has a healthy and bright future."

Nearly 4 million babies are born in the United States each year, and the March of Dimes has helped each and every one through more than 75 years of research, education, vaccines, and breakthroughs.

Visit us!

marchofdimes.org/florida

Join us!

marchforbabies.org/event/greaterhalifax

Like us!



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january is birth defects prevention month

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Birth defects are health conditions that are present at birth, which change the shape or function of one or more parts of the body. They can cause problems in overall health, how the body develops, or in how the body works.

Birth defects – the leading cause of infant death – are caused by a complex mix of factors, among which are genetics, health behaviors, and environmental exposures. Every year in Florida, about 6,460 babies are identified with a major structural and/or genetic birth defect. The causes of 70 percent of birth defects are unknown.

Babies born with birth defects have a greater probability for illness and long-term disability. Certain birth defects are more severe than others. Some can be treated, which can improve the baby's quality of life, while others are untreatable.

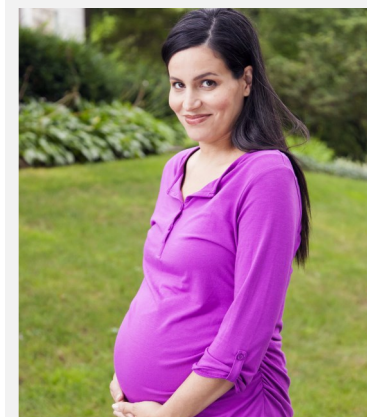
Some of the most common birth defects are:

- Heart defects: Affect as many as 1 in 100 babies in the United States
- Cleft lip/palate: Affects 1 in 700 babies and can cause eating, speech, and language problems. One or multiple surgeries are required to correct the cleft lip/palate, depending on the severity.
- Down syndrome: Affects 1 in 800 babies. This is a chromosomal abnormality that causes a delay in cognitive ability, among other disabilities.
- Spina bifida (open spine): Affects 1 in 2,500 babies, causing varying degrees of paralysis, and bladder and bowel problems.

Women of childbearing age can increase the likelihood of having a healthy baby by:

- Managing health conditions and adopting healthy behaviors before becoming pregnant
- Taking a multivitamin with 400 micrograms of folic acid every day at least one month before and during early pregnancy, as well as eating foods rich in folate, which include leafy green vegetables, beans, peanuts, and orange juice.
- Refraining from drinking alcohol, smoking, or using illegal drugs
- Talking to a health care provider about their family history, and any use of medication, including prescription and over-the-counter drugs.

For more information, visit marchofdimes.org/research/birthdefectsresearch.html



join us and advocate for all babies

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Are you interested in joining the other volunteers at the Capitol in Tallahassee to advocate on behalf of babies?



Last year, volunteers from around the state represented March of Dimes at the Capitol for our annual Advocacy Day. They were overwhelming successful helping the state legislature understand the cost of preterm birth on Florida's families, communities, and business.

This year we will continue the tradition of success on February 17, 2015. If you would like to help, contact Keith Nash at knash@marchofdimes.org and learn how you can make a difference.

did you know. . .

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Florida remains one of the worst states in the U.S. for women who smoke during their pregnancy?

Smoking during pregnancy and second hand smoke are key factors in causing premature birth.

The March of Dimes has partnered with the Florida Department of Health to provide better smoking

cessation services to women who smoke before, during, and after pregnancy. If you are pregnant and looking to stop smoking, call 1-877-U-CAN-NOW (1-877-822-6669).



meet our march for babies presenting sponsor

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HALIFAX HEALTH

March of Dimes welcomes Halifax Health as presenting sponsor of March for Babies.

Bonnie Wittman knows how important the mission of the March of Dimes is. Like the March of Dimes, Halifax Health has always been committed to ensuring every mother, infant and child has the best care for every stage of their life. It is our passion and purpose to ensure that each mother has a safe delivery and each child has a bright future. Since Halifax Health opened its doors in 1928 we have focused our attention and hearts to the needs of our patients, which we see as family. We are dedicated to partnering with the

March of Dimes in 2015 and know that our relationship will continue to pave the way for best practices and provide a positive impact within our local community and around the nation.

The emotional cost of premature birth to families is high — and so are the financial cost to businesses. The direct health care cost to employers for a premature baby from birth through the first years of life, average almost 11 times higher than a healthy baby according to research by Thomson Reuters.

"For that reason and many more, we support this cause. We believe in stronger, healthier babies. March for Babies gives us an unique opportunity to help the community that we love. I challenge the CEO's and businesses in the community to stand with me and Halifax Health to work together with the March of Dimes to ensure moms have healthy pregnancies. "

There's still time for your company to get involved. Contact Kelley Harrell at (386) 956-9957 for a marketing package customized just for you.

cinemama[®]

 for iPhone[®]

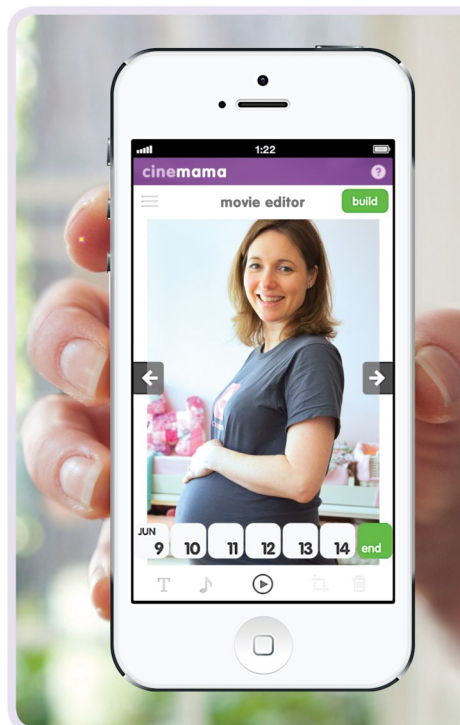
make a movie, mama

Turn pictures of your belly into a fun movie of your pregnancy. Celebrate your progress and get tips on how to have a healthy baby.



This award-winning app is **FREE** from the iPhone App Store.

 **march of dimes[®]**
healthy babies are worth the wait[®]



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March of Dimes Flagler/Volusia
P.O. Box 740358
Orange City, FL 32774
(386) 956-9957



a special incentive just for you



Don't you love this beautiful March for Babies drawstring bag? It's yours if you raise \$100 in online donations* by February 28, 2015.

Carry it with pride and show everyone you care about helping moms have full-term pregnancies and healthy babies.

Head over to marchforbabies.org and start your fundraising today!

* Incentive is for individual fundraisers, not team totals.

become a member of the circle of champions

We are excited to announce our new program to acknowledge your individual fundraising success—Circle of Champions. Take a look at the benefits associated with each level and set your fundraising goal with them in mind.

\$1,000 – Circle of Champions - Circle of Champions T-shirt, gift card to Macy's or Kmart, and Circle of Champions button and decal

\$2,500 – Bronze Medal - All the benefits listed above, plus listing on marchforbabies.org

\$5,000 – Silver Medal - All the benefits above, plus a letter from March of Dimes President Dr. Jennifer Howse

\$10,000 – Gold Medal - All the benefits above, plus a signed print from photographer Anne Geddes

\$20,000 – Platinum Medal - All the benefits above, plus a March of Dimes 2015 Commemorative Coin



your reward for helping babies

Set your goal with these fundraising levels in mind. These gifts are our way to say thank you for your efforts. Registered March for Babies participants who raise \$1,000 or more earn membership in the March for Babies Circle of Champions and will receive a T-shirt and button.



Raise	Receive
\$200	March for Babies T-shirt
\$350	\$15 gift card* and T-shirt
\$500	\$25 gift card* and T-shirt
\$1,000	\$50 gift card* and T-shirt
\$2,500	\$125 gift card* and T-shirt
\$5,000	\$250 gift card* and T-shirt
\$10,000	\$500 gift card* and T-shirt
\$20,000	\$600 gift card* and T-shirt

* Choice of Kmart or Macy's Gift Card