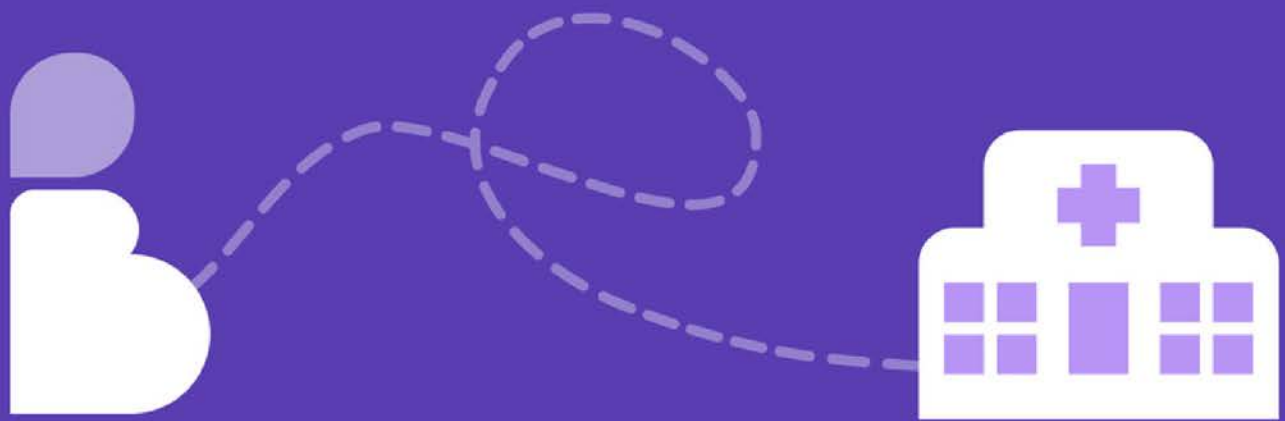


1 in 12 women live in counties with no or limited access to maternity care services.





Over 5.6 million women
have limited or no access to maternity care.



PRETERM BIRTH
IS ONE OF THE
LEADING CAUSES OF
INFANT DEATH IN THE
U.S. AND GLOBALLY.

**HEALTHY
MOMS.
STRONG
BABIES.**





**THE U.S. PRETERM BIRTH
GRADE REMAINS A D+,
WITH 1 IN 10 BABIES
BORN TOO SOON
EACH YEAR.**

**HEALTHY
MOMS.
STRONG
BABIES.**





**Every 4^{1/2}
minutes**

**a baby is born with
a birth defect in the U.S.**





DID YOU KNOW

March of Dimes funded the research that discovered newborn screening which has continued to save and improve the lives of **12,000 babies each year** since?



CELEBRATING LASTING IMPACT FOR FAMILIES



**ONE OF THESE BABIES IS
TWICE AS LIKELY
TO DIE BEFORE AGE 1.**



EVERY

12 HOURS

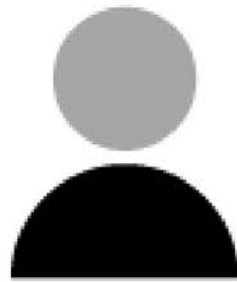
**A WOMAN DIES
FROM PREGNANCY-
RELATED CAUSES.**



**AROUND 80% OF
PREGNANCY LOSSES
OCCUR DURING THE
FIRST TRIMESTER
BETWEEN 0 AND 13 WEEKS.**



**40% OF BLACK WOMEN
EXPERIENCE MATERNAL
MENTAL HEALTH
SYMPTOMS.**



**UP TO HALF OF THEM DO
NOT RECEIVE ANY
SUPPORT OR TREATMENT.**



**1 IN 5 NEW MOMS
EXPERIENCES A
MATERNAL MENTAL
HEALTH CONDITION.**

**40% OF BLACK WOMEN
EXPERIENCE MATERNAL
MENTAL HEALTH
SYMPTOMS.**



**BLACK WOMEN ARE
ABOUT 2.6 TIMES MORE
LIKELY TO DIE THAN
WHITE WOMEN
AND 2.5 TIMES MORE
LIKELY TO DIE THAN
HISPANIC WOMEN.**





**HEART CONDITIONS
AND STROKE ARE THE
LEADING CAUSE OF
PREGNANCY-RELATED
DEATHS, CAUSING MORE
THAN 1 IN 3 DEATHS.**



**BLACK AND NATIVE
AMERICAN WOMEN
ARE 62% MORE
LIKELY TO GIVE
BIRTH PRETERM
AND THEIR BABIES
ARE TWICE AS
LIKELY TO DIE
BEFORE THEIR
FIRST BIRTHDAY.**



**MORE THAN 2.2 MILLION
WOMEN OF CHILDBEARING
AGE LIVE IN MATERNITY
CARE DESERTS THAT HAVE
NO HOSPITAL OFFERING
OBSTETRIC (OB) CARE, NO
BIRTH CENTER, AND NO OB
PROVIDER AT ALL, PUTTING
THEIR LIVES AND THE LIVES
OF THEIR BABIES AT RISK.**



**A WOMAN DIES
EVERY 12 HOURS FROM
PREGNANCY-RELATED
CAUSES IN THE U.S.**



60%

ARE PREVENTABLE



**75% OF WOMEN WHO
EXPERIENCE MATERNAL
MENTAL HEALTH
SYMPTOMS GO
UNTREATED.**

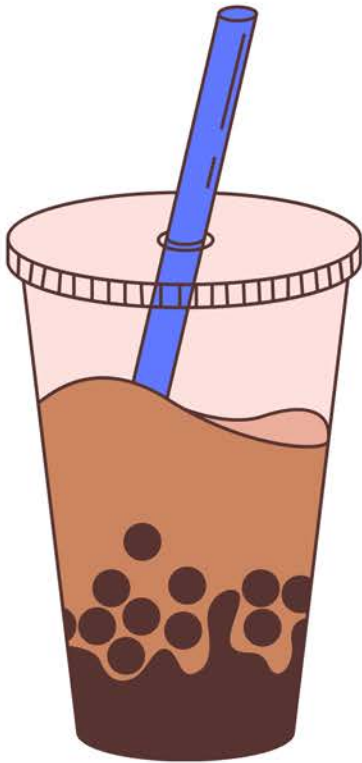
**RACIAL INEQUITIES IN
SCREENING MEAN A
DISPROPORTIONATE NUMBER
OF BLACK AND LATINX
WOMEN DO NOT RECEIVE
ADEQUATE SERVICES.**



**TWO OUT OF THREE
MATERNAL DEATHS IN
THE US ARE
PREVENTABLE AND
BLACK MOMS ARE MORE
LIKELY TO DIE FROM
PREGNANCY-RELATED
CAUSES.**



**BREATHING
THROUGH A
SMALL STRAW
MIMICS HOW
IT FEELS FOR A
PREMATURE
BABY TO TAKE
EACH BREATH.**



**THE FOOT OF A
PREMATURE
BABY IS
ABOUT AS
LONG AS TWO
LIVESAVER
MINTS PUT
SIDE-BY-SIDE.**





**THE BLOOD
PRESSURE
CUFF USED TO
MONITOR A
PREMATURE
BABY IS
ABOUT THE
SAME SIZE AS
A BAND-AID.**

**THE ARMS
AND LEGS OF A
PREMATURE
BABY COULD
FIT THROUGH
THE OPENING
OF A RING.**



Visuals

PREMATURITY ITEMS

- **BAND-AID** to illustrate the approximate size of a premature baby's blood pressure cuff
- **BOTTLE OF WATER** to illustrate the approximate weight of a premature baby (~1.5lbs)
- **CLOTHING** in preemie and newborn sizes
- **COFFEE STIRRER** to illustrate the approximate size of a premature baby's breathing tube
- **DIAPERS** newborn and premature sizes (sold in store) two additional smaller preemie sizes only available in the hospitals
- **DOLLAR BILL** to illustrate the average length of a premature baby
- **TEABAG** to illustrate the approximate size of a premature baby's lungs

PRECONCEPTION HEALTH

- **BOTTLE OF MULTIVITAMINS** represents working towards your best health before becoming pregnant and the need to consume 400 micrograms of folic acid daily
- **GRADUATION CAP** to represent life planning that includes meeting goals, including an intended pregnancy
- **GRAIN OF RICE** to represent the approximate size of a baby when their neural tube, which will become their brain and spinal cord, closes. This is when neural tube birth defects occur, and consuming folic acid with a daily multivitamin or enriched grain diet 3 months prior to conception can reduce the risk of a baby being born with a neural tube defect by 70%
- **FOOD LABELS SHOWING FOLIC ACID SERVING** to show the fortification of folic acid in popular grain products, including masa corn flour. This is a great visual for our national advocacy wins, where we led the fight for folic acid enrichment in all popular grain products

