



March  
*of* Dimes®

# Healthy Babies, Healthy Business: A Worksite Health Education Program

Presented at APHA 135<sup>th</sup> Annual Meeting  
Stephen Abelman, MBA; Janis Biermann, MS

HEALTHYBabies | HEALTHYBusiness®

# March of Dimes Mission

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



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# Background

- **Labor Force (Women 16-44) – 41,685,000**
  - **Women (16-44) as % of Labor Force – 46%**
- **U.S. Births – 4,140,419**
- **Birth Rate (per 1000) among women 16-44 in labor force – 48**
- **Births among women 16-44 in labor force – 2,000,880**



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# March of Dimes Prematurity Campaign

**A multiyear, multimillion-dollar campaign  
to address awareness, education and  
research to help families have healthier  
babies**



March  
of Dimes

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# Why Premature Birth?

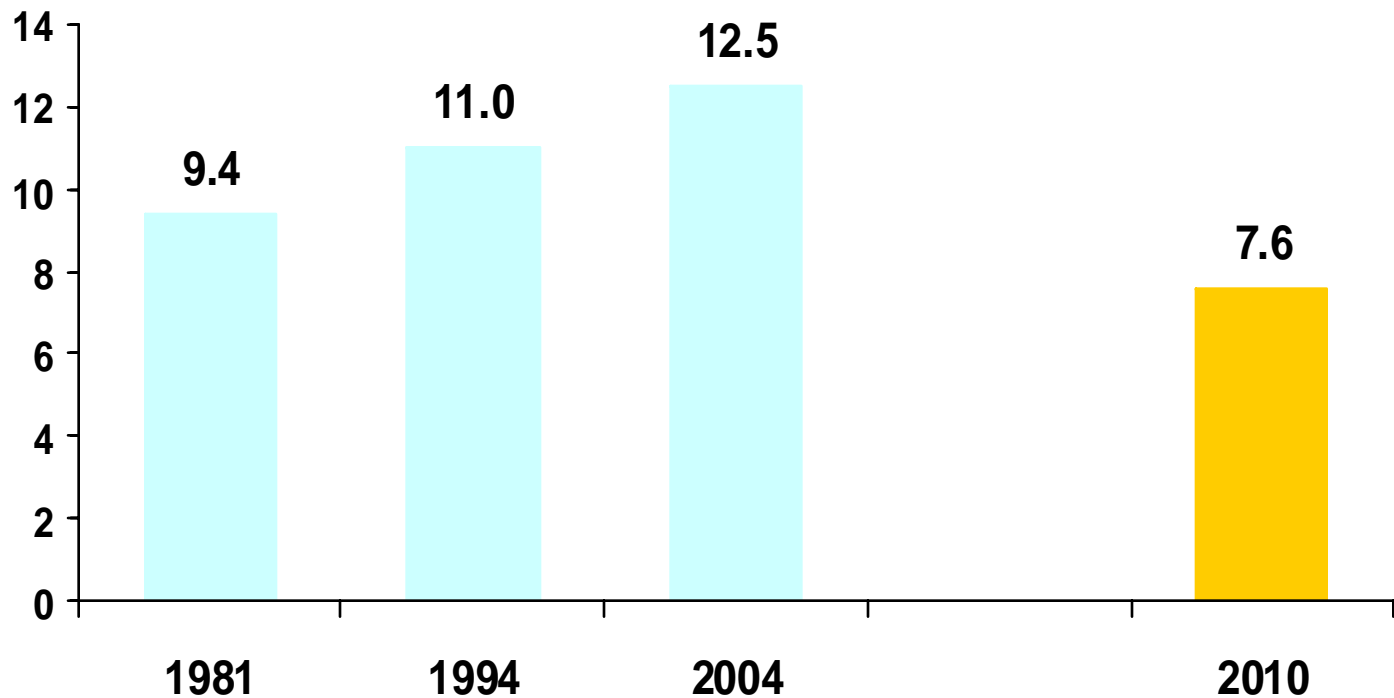
- **It's a common, serious, costly medical burden.**
- **It's the #1 killer of newborns.**
- **The March of Dimes is well suited to tackle the challenge.**



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# Premature Births, United States, 1981-2004

Percent of live births



More than 30 percent increase

Healthy  
People  
Objective



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# Major Factor in Neonatal and Infant Illness

- Neurodevelopmental handicaps (cerebral palsy, mental retardation)
- Chronic respiratory problems
- Intraventricular hemorrhage
- Infection
- Necrotizing enterocolitis
- Neurosensory deficits (hearing, visual)



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# Cost to Business

- **The IOM estimates the societal economic cost of prematurity to be \$26 billion annually.**
- **Direct health care costs to employers for premature babies during the first year of life average \$41,610, compared to \$2,830 for babies born healthy and full term.**



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# Cost to Employers, United States, 2004

	Full-term, <u>no complications</u>	Premature <u>birth</u>
Infant health care	\$2,830	\$41,610
Hospital days	2.3	16.8
Days of disability	18.9	29.1



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# Major Risk Factors for Premature Birth

- **Current multifetal pregnancy**
- **History of preterm birth**
- **Some uterine and/or cervical abnormalities**



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# Additional Risk Factors

- **Chronic health problems (high blood pressure, diabetes, obesity)**
- **Medical risks in current pregnancy**
- **Behavioral and environmental risks (smoking, drinking alcohol, using drugs)**
- **Demographic risks (African-American, over 35)**



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# **Employer Programs that Address Risk Factors**

- **Smoking cessation programs**
- **Employee assistance programs (EAPs) that address substance abuse, depression, etc.**
- **Health risk assessments**
- **Fitness club discounts**
- **Childbirth education classes**
- **Flexible spending accounts**
- **Pregnancy and newborn benefits**



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**An educated employee improves the chances of a positive pregnancy outcome.**

**Thus, the March of Dimes created a free tool to help your employees make better health care decision.**



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# HEALTHY Babies HEALTHY Business<sup>®</sup>



A cost-saving worksite wellness  
program from the March of Dimes



HEALTHY Babies | HEALTHY Business<sup>®</sup>

January 26, 2006

HEALTHY BABIES  
HEALTHY BUSINESS

- My 9 months Homepage
- Cost of Saving Babies
- Online Demonstration
- Product Specs
- HR Center
- Tell a Colleague
- Contact Us



→ **Reduce Your Healthcare Costs While You Help Save Babies.**

America's babies are in crisis! Half a million are born prematurely every year and the number's growing. Premature birth takes babies' lives or disables them, devastates parents, and costs billions of dollars a year. Direct health care costs to employers for a premature baby average \$41,610 — 15 times higher than the \$2,830 for a healthy full-term delivery.

**AN EDUCATED EMPLOYEE IMPROVES THE CHANCES OF A POSITIVE PREGNANCY OUTCOME**

Thus, March of Dimes created a free tool to help employees make better health care decisions... Healthy Babies, Healthy Business is a multi-dimensional health education program for the workplace. It offers six resources to help companies improve employee health and the health of the company's bottom line.

**Here's a preview of the program:**



**1** "My 9 Months<sup>SM</sup>": Our preconception and pre-natal information for the company Web site or Intranet  
[View the online demonstration](#)



**2** March of Dimes Web sites in English and Spanish:  
[www.marchofdimes.com](http://www.marchofdimes.com)  
[www.nacersano.org](http://www.nacersano.org)



**3** E-mail access to March of Dimes Health information specialists



**4** Printed health education materials on childbearing topics in English and Spanish  
[View our online product catalog](#)



**5** Online community for NICU families. Participate in online discussions, start a blog, make friends  
[www.shareyourstor.org](http://www.shareyourstor.org)



**6** Guidance, comfort & information for employees who have lost a baby or child



**Dr. Jennifer Howse, President March of Dimes**

March of Dimes President, Dr. Jennifer L. Howse, talks about why "My 9 months" is an important strategy for delivering our healthy baby content.

[Link to Video Now](#)



# My 9 Months

HBHB Homepage 2006: - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites

Address <http://syndicator-preview.marchofdimes.com/Randstad/intranet/standalone> Go Links >>



ABOUT THE MARCH OF DIMES

There's a lot you can do both before and during pregnancy to help you have a healthy baby. Developed by March of Dimes experts, this web site gives you the information you need — when you need it.

**BEFORE YOU'RE PREGNANT**

- [Getting Healthy Before Pregnancy](#)
- [Are You Ready Emotionally?](#)
- [Are You Ready Physically?](#)
- [Are You Ready Financially?](#)
- [Ovulation Calculator](#)
- [Folic Acid](#)
- [Pregnancy After 35](#)
- [Choosing a Prenatal Care Provider](#)



**DURING YOUR PREGNANCY**

- [Due Date Calculator](#)
- [Eating for Two](#)
- [Exercise](#)
- [Weight Gain](#)
- [Prenatal Care](#)
- [Smoking](#)
- [Drinking Alcohol](#)
- [Preterm Labor](#)
- [C-Section: Medical Reasons](#)
- [How Your Baby Grows](#)
- [Welcome To the World!](#)
- [Just for Dads: Helping Out](#)



Internet



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# March of Dimes Web Sites

The screenshot shows the English homepage of the March of Dimes website. At the top left is the logo with the tagline "Saving babies, together". A search bar and navigation tabs for "PROFESSIONALS & RESEARCHERS", "PREGNANCY & NEWBORN", "HOW YOU CAN HELP", and "ABOUT US" are visible. The main content area features a large banner with the text "Fighting to save babies from premature birth. Support the March of Dimes." and a "DONATE NOW" button. To the right is a "NEWS DESK" section dated 9/26/2006 with several news items. Below the banner are two smaller boxes: "ONLINE NICU COMMUNITY SHARE YOUR STORY" and "ARE WE... Doodle - WORTHY?". At the bottom, there are navigation links for "FOR YOUR HEALTHY PREGNANCY", "HELP US FIGHT PREMATURITY", and "DONATE NOW".

[marchofdimes.com](http://marchofdimes.com)

[nacersano.org](http://nacersano.org)

E-mail access to March of Dimes health information specialists:

[askus@marchofdimes.com](mailto:askus@marchofdimes.com)

[preguntas@nacersano.org](mailto:preguntas@nacersano.org)



The screenshot shows the Spanish homepage of the March of Dimes website. At the top left is the logo with the tagline "Luchamos por tu bebé". A search bar and navigation tabs for "CENTRO DE ENSEÑANZA DEL EMBARAZO", "NACIMIENTO PREMATURO", "ÁCIDO FÓLICO", and "QUIÉNES SOMOS" are visible. The main content area features a large banner with the text "bienvenido a ... nacersano.org" and a "Conozca más" button. Below the banner are three main sections: "el centro de enseñanza DEL EMBARAZO" with a woman's image, "NACIMIENTO PREMATURO" with text about preterm birth, and "¡Suscribase!" with a subscription form. At the bottom, there is a section for "ÁCIDO FÓLICO" and "¡Noticias!".

# March of Dimes Print Materials

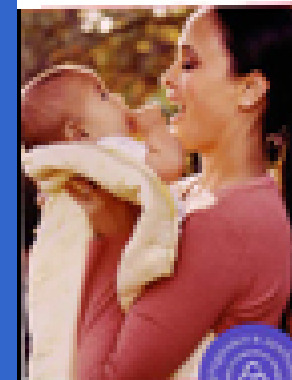
Becoming a Dad



marchofdimes.com



Newborn Care



marchofdimes.com



My 9 months  
Eating Healthy



marchofdimes.com



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# Online Community for Families of Premature Babies

SHARE Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://www.shareyourstory.org/> Go Links

WELCOME ABOUT SHARE WITH CARE HELP

March of Dimes  
Saving babies, together

Share your story.

An online community for NICU families.  
Participate in online discussions, start a blog, or just make friends.

HOME COMMUNITY CENTER SHARE YOUR STORY PARENT TO PARENT GET INVOLVED

FIND A DISCUSSION:  
  
Extended Search SEARCH

“ You will quickly find that we are all brought to Share Your Story for different reasons, whether it be prematurity, birth defects or infant mortality or for some all three. We all, however, share the love for our children that is unmistakably and undeniably the strongest bond for all of us!  
— AmyBeth (Ohio) ”

WELCOME, GUEST  
SEPTEMBER 29, 2006

MEMBER LOGIN:  
(13526 Total Members)  
USER I.D.

PASSWORD

REGISTER NOW! LOGIN

Lost Password?

RECENTLY UPDATED BLOGS  
A JOURNAL FOR OUR GABBY

WELCOME TO SHARE YOUR STORY  
Share your experience with your own blog and join conversations with other parents.

What's Hot on Share:

- U.S. Senate Approves [PREEMIE BILL](#)! The bill is now before the House for consideration.
- RSV Season is here. Learn about keeping your baby safe this winter and endure cabin fever in the [Flu, RSV & Synagis](#) discussion

GET READY FOR PREMATURITY AWARENESS DAY

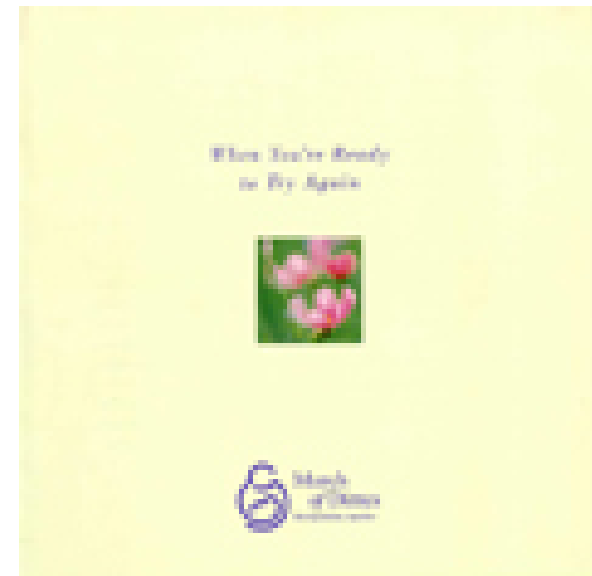
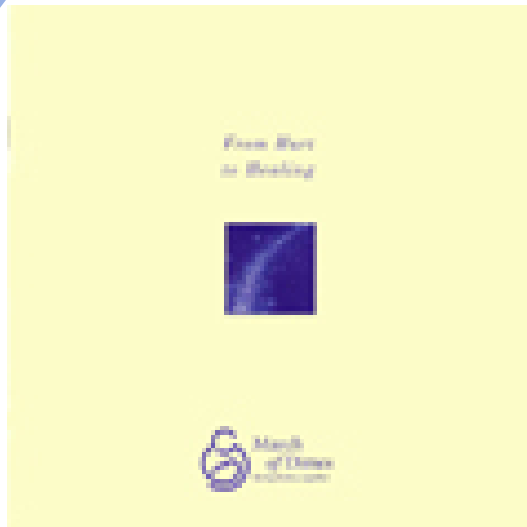
Are we...  
Doodle worthy?  
SIGN THE PETITION

Internet



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# Bereavement Materials



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Welcome

Health Education

**Individual Programs**

MyHealth Zone

Self Service Tools

Video Archive

Contact Us



**BlueCross BlueShield  
of Nebraska**

An Independent Licensee of the Blue Cross and Blue Shield Association

## individual programs

[Overview](#) [Know Your Numbers](#) [Walking Works](#)

### Know Your Numbers

Are you at risk for diabetes, heart disease and other chronic diseases? And how do you know? Thankfully there is a system of "numbers" we can use to tell us how we compare to the healthy state. By knowing your numbers, you can take action to make positive changes that will help prevent the onset of chronic health conditions. [Click here](#) to learn more about the numbers you should know, and print a tracking card to help you monitor your numbers over time.

### WalkingWorks

Walking works - in a lot of ways. A brisk-paced walk can help you and your family look and feel better, increase energy, and pick up your spirits. Walking can work to improve your health, too. A regular routine of brisk-paced walking daily can help you lose weight, lower cholesterol, strengthen your heart, and reduce the likelihood of serious health problems down the road. [Click here](#) to learn more about Blue Cross and Blue Shield of Nebraska's Walking Works program.

### My Nine Months

Whether you're pregnant now or just thinking about it, there's a lot you can do to help your baby be born healthy. Brought to you by Blue Cross and Blue Shield of Nebraska and created by the March of Dimes, My 9 Months is a special web site packed with the latest information about preconception health and pregnancy in a quick and easy-to-read format. And, Dads - there's lots here for you, too! [Click here](#) for trusted pregnancy and newborn information from the experts on healthy babies.

Microsoft Internet Explorer window: Saving Babies - Health - Microsoft Internet Explorer

Address: http://infoweb/HS/HEALTH/pcs/savebaby.htm

Health Department

# Fairfax County Human Services

HS Agencies/Programs:

Health Department - [Infoweb Page](#) - [Public Web Site](#)  
 General | Staff | Resources | Programs | Communication | Forms

**HS Home**

Infoweb Home

**Accessibility**

Help

HS Forms

Infoweb Forms

OnLine Apps

HS Resource Guide

Outlook Web Access

Send a Message

**Training**

HS Training Calendar

Search HS Infoweb:

## Saving Babies

An educated employee improves the chances of a positive pregnancy outcome, thus the March of Dimes created a free tool to help employees make better health care decisions. **Healthy Babies, Healthy Business** is a multi-dimensional health education program for the workplace.

Developed by the March of Dimes experts, this web site gives you the information you need — when you need it. Click on the March of Dimes "[My 9 Months](#)." link for resources and information for saving babies.

[top of page](#)  
 document URL: http://infoweb/HS/HEALTH/pcs/savebaby.htm

Fairfax County

Contains commands for working with the selected items.

Windows taskbar: start, Microsoft Outlook, FW: My 9 Months - M..., Saving Babies - Healt..., 11:31 AM



Home

Choosing Coverage

Get the Best Care

Lower Costs/ Save Money

Improve Your Health

Health Care News

Explore Plans and Services

CVS Benefit Answers

search...

Search

Home > Do You Have?...Pregnancy/Childbirth > My 9 Months

## My 9 Months



# My 9 months<sup>SM</sup>

Brought to you by the March of Dimes

ABOUT THE MARCH OF DIMES

There's a lot you can do both before and during pregnancy to help you have a healthy baby. Developed by March of Dimes experts, this web site gives you the information you need — when you need it.

### BEFORE YOU'RE PREGNANT

- [Getting Healthy Before Pregnancy](#)
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- [Are You Ready Physically?](#)
- [Are You Ready Financially?](#)
- [Ovulation Calculator](#)
- [Folic Acid](#)
- [Pregnancy After 35](#)
- [Choosing a Prenatal Care Provider](#)



### DURING YOUR PREGNANCY

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- [Exercise](#)
- [Weight Gain](#)
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- [Preterm Labor](#)
- [C-Section: Medical Reasons](#)
- [How Your Baby Grows](#)
- [Welcome To the World!](#)
- [Just for Dads: Helping Out](#)



For more information on preconception, healthy pregnancies, pregnancy and newborn complications or prematurity, please visit our web site at <http://www.marchofdimes.com/>

Para más información sobre la preconcepción, la salud durante el embarazo, las



# Selected Organizations Using HBHB

AllTel (Arkansas)	Kinkos Div of FedEx
American Bureau of Shipping (TX)	LifeBridge Health (MD)
American Construction Benefits Gp.	Mankato Clinic (MN)
Arbitron (MD)	MARC USA (PA)
BAES (New Jersey)	Medicorp Health System
Bank of North Georgia (Synovus)	Noblis
Blue Cross/Blue Shield (3)	Northwest Natural (OR)
Brown Shoe	Randstad (GA)
Chiltern International (TX)	Rosemount Div. (Emerson Elec.)
CIGNA*	Ruby Tuesday (TN)
City Furniture (FL)	School Dist.of Palm Beach County
City of Chesapeake	Sherwin Williams (OH)
City of Santa Clarita	St. Joseph's Hospital (AZ)
Corpus Christi Hispanic C of C	Tallahassee Memorial Hospital
CVS/Caremark (RI)	TCF Bank (MN)
Dayton Area Chamber of Commerce	Tri-State Business Group on Health
Eastman & Smith, Ltd. (OH)	U Tenn Medical Center Knoxville
Fairfax County Dept. of Health (VA)	UPMC (PA)
Inova Health Systems (VA)	Vanderbilt (TN)



March  
of Dimes

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# Testimonial

**"UPMC Health Plan is proud to promote the Healthy Babies, Healthy Business program. Our employees and members have found the information easy to understand, usable, and useful when they are preparing for a pregnancy or a new baby. Having the March of Dimes information readily available encourages employees to make good health care decisions, and setting up the program was very easy. It makes sense for businesses to provide programs such as Healthy Babies, Healthy Business because of the affect of prematurity and other pregnancy and birth issues on employees and health care costs. This is yet another great service offered at no cost from the March of Dimes that we are excited to offer to our employees and members."**

**Diane Holder, President University of Pittsburgh Medical Center Health Plan**



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# Contact

- **Steve Abelman, Director, Worksite Wellness Programs**
  - 914-997-4226
  - [sabelman@marchofdimes.com](mailto:sabelman@marchofdimes.com)



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visit [marchofdimes.com](http://marchofdimes.com) or [nacersano.org](http://nacersano.org)



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