"Alliteration for public health: Importance of public-private partnerships for policy and prevention of preterm birth"

APHA 2007

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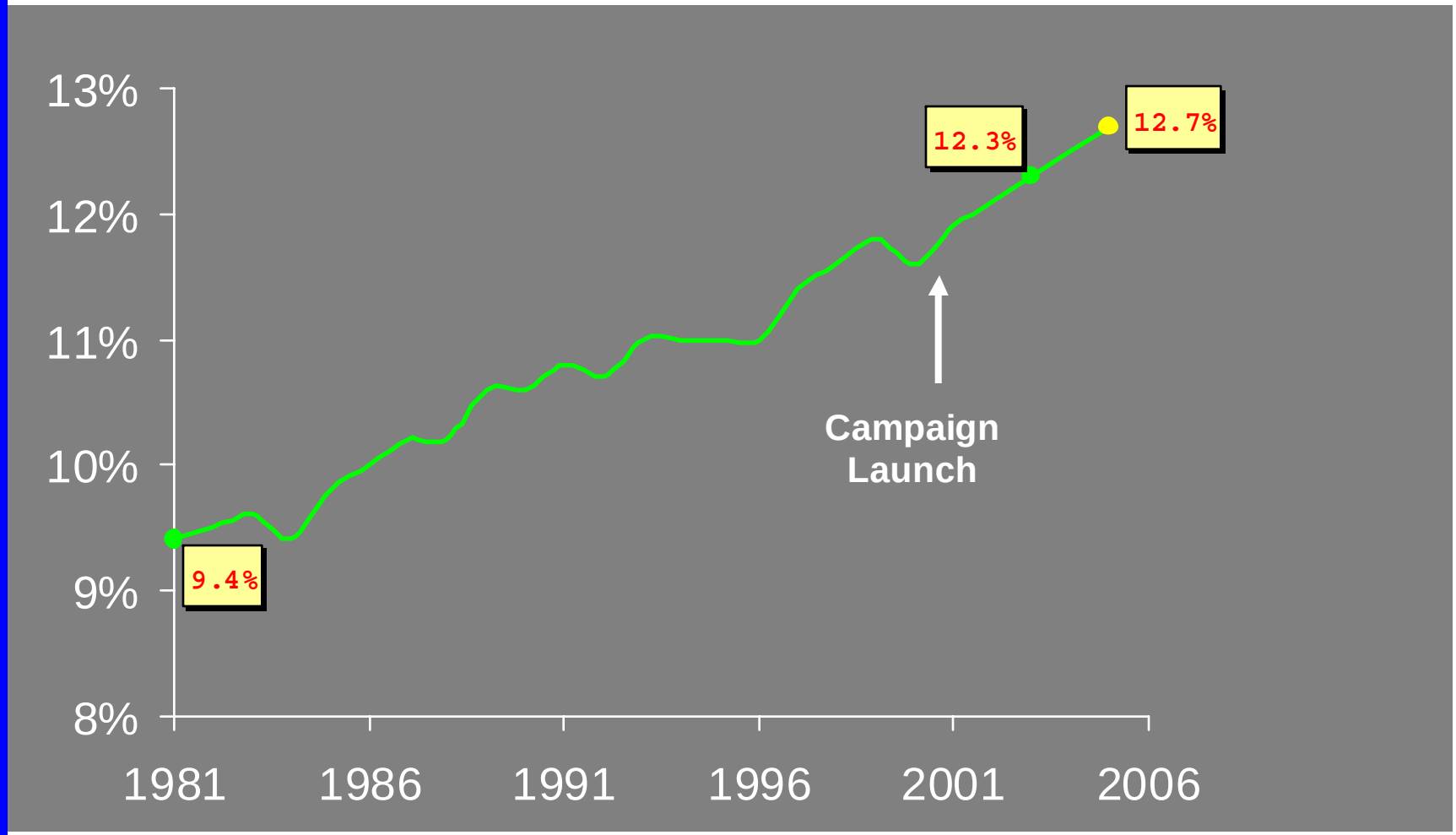
Rate of Prematurity



Percentage of all live births, less than 37 completed weeks gestation.

Source: National Center for Health Statistics

2006 Figure Preliminary

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Prematurity Campaign

Goals:

1. Reduce the rate of premature birth from 12.1% in 2002 to 7.6% in 2010, in accordance with the U.S. Public Health Service *Healthy People 2010* objective.
2. Raise awareness of the problems of prematurity:
    a. to 60% for women of childbearing age and
    b. 50% for the general public by 2010.

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Medical Partners

- American Academy of Pediatrics
- American College of Obstetricians and Gynecologists
- Association of Women's Health, Obstetric and Neonatal Nurses

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Funding Partners

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Public-Private Alliances

AMCHP

APHA

ASTHO

CityMatCH

NAPHHS

NBDPN

NHSA

NRHA

NWIC

PfP

and 31 other organizations

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Aims

1. Generate concern and action around the problem of prematurity.

2. Educate women of childbearing age about risk reduction and warning signs of preterm birth.

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Aims

3. Provide affected families with information, emotional support, and opportunities to help other families.

4. Assist health care practitioners to improve prematurity risk detection and address risk-associated factors.

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Aims

5. Encourage investment of more public and private research dollars to identify causes of preterm labor and prematurity, and to identify and test promising interventions.

6. Advocate to expand access to health coverage in order to improve maternity care and infant health outcomes.

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PREEMIE Act
Public Law 109-450

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PREEMIE Act Provisions

- Expand research into prematurity;
- Authorize demonstration projects to test promising prevention and treatment interventions;
- Increase coordination and collaboration among federal agencies; and
- Convene a Surgeon General's conference on preterm birth to establish a public-private agenda that will speed the development of prevention strategies for preterm labor and delivery.

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Healthy Babies are Worth the Wait

- A prematurity prevention partnership of the March of Dimes, Johnson & Johnson Pediatric Institute, LLC and the Kentucky Department for Public Health
- The primary goal is to demonstrate a 15% reduction in singleton preterm births.

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Benefits of Public-Private Partnerships

- Win-win for all parties
  - Increased synergies “ added value”
  - New insights/perspectives
- Partnerships bring “ economy of scale”
  - With sharing of both responsibility and finding requirements
- Increased credibility
- More resources and expanded audience
- Enhanced implementation
- Increased dissemination of information

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Practical steps for developing Partnerships

- Involve the major stakeholders
- Recruit multiple and diverse partners
- Make clear roles and responsibilities
- Share leadership
- Share the glory and the gory
- Ensure that all partners are getting the benefits they expected
- Communicate often and openly

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Thank You

Johnson and Johnson Pediatric Institute

Kentucky Department for Public Health

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