

April, 2012

Broward March for Babies - Saturday, May 5, 2012
Nova Southeastern University

march for babies

executive committee

Drew Grossman, Chair
*CEO, Broward Health-Coral Springs
Medical Center*
John M. Bock
Paul Cawley
Jason Delimitros
June Hoffman
Barbara Simmons

host committee

Frank Sandidge, *Co-Chair*
Jesse Vieux, *Co-Chair*
Caren Bock, *Communications Chair*
Don Bennett
John Copelan, Jr.
Bryan Davis
Evette Guralnick
Jane Hertan
Vikki Lauren Ho-Shing
Bill Norkunas
Christine Ruggiero
Sharon Sandidge
Robert Stolpe
Cassandra Vieux
Lenny Wilcox
Rachel Williams

meet our top corporate team



Watson Pharmaceuticals, Inc. (NYSE: WPI) is a leading integrated global pharmaceutical company engaged in the development, manufacturing, marketing, sale and distribution of generic, brand and biologic pharmaceutical products. Watson is among the top five pharmaceutical companies in the United States, based on total prescriptions, and has commercial operations in many of the world's established and emerging international markets. Our largest commercial market is the United States, followed by our key international markets including Western Europe, Canada, Asia/Pacific, South America and South Africa.

We are thrilled to have our local sites in Davie, Weston and Sunrise working hard for stronger healthier babies everyday.

sign up!

marchforbabies.org

visit us!

marchofdimes.com/florida

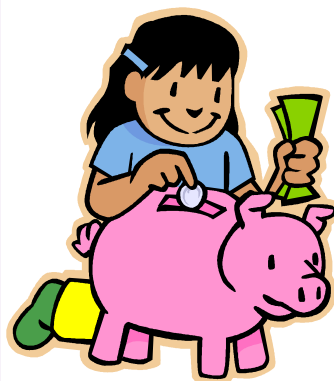
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march of dimes Broward division

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954-772-2290

stop by with your donations on bank day



Come by the March of Dimes
Broward Office on
Tuesday, May 1, 2012
from 9:00 a.m. to 6:00 p.m. for

Bank Day

This is a special day for you to drop off your donations and walker envelopes so you can go straight to the fun on March for Babies day. Plus, you'll also be able to pick up your official March of Babies T-shirt incentive if you qualify with a minimum donation of \$200 per walker.

march of dimes volunteers lobby for stronger, healthier babies!

Did you know that the March of Dimes Florida Chapter has a full time Public Affairs Director and Public Affairs Committee who lobbies the Legislature and Executive Branch on behalf of Florida's babies? And you can be a part of our efforts! Join our Advocacy Network by sending your contact information to mjoiner@marchofdimes.com.

We are excited to announce that this Legislative Session in Tallahassee was an overwhelming success due to a team of volunteers on Advocacy Day!

March of Dimes top priority was to restore funding to the Florida Birth Defects Registry (FBDR) at the Department of Health.

The registry records birth defects in Florida to identify which are occurring and if there is geographical clustering. Information is then used to identify areas in the state where more research is necessary to help eliminate birth defects in the future. Over the last four years the FBDR has received cut after cut. The program went from \$400,000 down to a mere \$97,000, but now thanks to the efforts of our volunteers, the Senate and the House of Representatives proposed full restoration of the funding to \$450,000.

Another priority for the March of Dimes was to expand the Newborn Screening Program to include Severe Combined Immunodeficiency Disease (SCID).

SCID, also known as "bubble boy" disease is a curable illness in which an infant fails to develop a normal immune system. If this is detected at birth, a bone marrow transplant is usually needed and the infant can live a healthy life. March of Dimes, along with the Florida Newborn Screening Advisory Council and the US Department of Health believes that SCID should be added to the list of diseases that a newborn is screened for. This will not only save lives, save families but will also save the State and health insurance companies the cost of a lifetime of hospital care. March of Dimes volunteers along with



Representative Matt Hudson helped to secure \$1.875 million to start this program in Florida. This was vetoed last year by Governor Scott so we are working hard to make sure this does not happen again.

Although these items successfully passed the Florida Legislature they are now in the hands of Governor Scott who has to sign or veto line items in the budget.

If you are interested in helping to protect this funding and protect babies, please contact our Director of Public Affairs, Melissa K. Joiner at mjoiner@marchofdimes.com.



Stronger, healthier babies.

march of dimes®

WALKING TOGETHER FOR STRONGER, HEALTHIER BABIES

Broward Top Fundraising Teams

Corporate Teams

1. Watson
2. Broward Health
3. Cigna
4. Sunshine State

Family Teams

1. Denim 4 Dimes
2. Premies Can Fly
3. Lucas McMain
4. Team Noah Wilson
5. Premie Parade

national sponsors



silver sponsors

Broward Health

HCA Plantation General Hospital
Northwest Medical Center

bronze sponsors

Bank of America
Sunshine State Health Plan
Phoenix Physicians
Wells Fargo

top corporate partner

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media sponsor



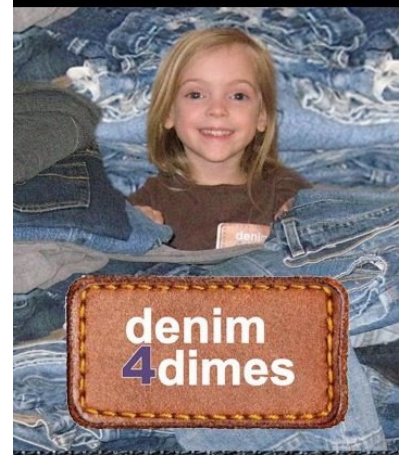
.....meet our top family team.....

denim 4 dimes

Brooke Elizabeth Elmore was born at 29 weeks weighing only 2 pounds and 6 ounces. She spent the first 60 days of her life, critically ill in the Neonatal Intensive Care Unit. The incubator that she spent all her time in was donated by the March of Dimes and her parents truly believe that her life would be very different if it weren't for the March of Dimes and the special Nurses and Doctors that cared for her. Brooke is now 3 years old and a typical healthy, happy and helpful little girl, especially with your younger brother Christopher. Her parent's prayers have been answered and now they are excited to give back in hopes of saving other babies and helping other families.



Save The Babies



march  of dimes®
march for babies®

as a token of appreciation,
march of dimes offers
the following incentives for
your donations



- Raise \$200, receive a March for Babies T-shirt
- Raise \$350, receive a \$15 Gift Card and March for Babies T-shirt
- Raise \$500, receive a \$25 Gift Card and March for Babies T-shirt
- Raise \$1,000, receive a \$50 Gift Card and March for Babies T-shirt
- Raise \$2,500, receive a \$125 Gift Card and March for Babies T-shirt
- Raise \$5,000, receive a \$250 Gift Card and March for Babies T-shirt
- Raise \$10,000, receive a \$500 Gift Card and March for Babies T-shirt
- Raise \$20,000, receive a \$600 Gift Card and March for Babies T-shirt

Online fundraising is optional, but the average participant raises more money online with less effort because donors can pay online by credit card or by PayPal. Be sure to use both online and offline fundraising some people prefer being approached in person.

Choice of Kmart or Macy's Gift Card

healthy babies are worth the wait

Did you know that a baby's brain at 35 weeks of pregnancy weighs only two-thirds of what it will weight at 39-40 weeks? A normal, healthy pregnancy typically lasts 40 weeks. Elective, scheduled deliveries occur for a variety of reasons, often during the last weeks of pregnancy when the baby is still growing and developing. Babies born even a few weeks early are at greater risk than full-term babies of serious problems including respiratory distress, delayed brain development, re-hospitalization, feeding problems and sudden infant death syndrome (SIDS).

Of course, sometimes earlier delivery is *needed* to protect the health of either the baby or the mother – these medically indicated deliveries can be lifesaving. But if your pregnancy is healthy, the March of Dimes recommends that you wait for labor to begin on its own.

How is March of Dimes addressing this problem in Florida? The *"Elimination of Non-medically Indicated (Elective) Deliveries Before 39 Weeks Gestational Age; Quality Improvement Toolkit"* was developed by March of Dimes, California Maternal Quality Care Collaborative and the California Department of Public Health; Maternal Child and Adolescent Health Division. The toolkit provides guidance and support to obstetrical providers, clinical

staff, hospitals, and healthcare organizations to develop an efficient and successful quality improvement program to eliminate elective deliveries prior to 39 weeks.

A total of 25 hospitals in California, Illinois, New York, Texas, including six in Florida have been selected to participate in a pilot study which was completed during 2011. These five states account for nearly 40% of all births and approximately 38% of the preterm births in the United States. The project is part of a national March of Dimes Big 5 State Prematurity Collaborative which has a shared agenda focused on eliminating non-medically indicated deliveries before 39 weeks.

The March of Dimes is asking hospitals and health professionals to implement quality improvement programs that follow American College of Obstetricians and Gynecologists (ACOG) guidelines to help prevent unnecessary early inductions and c-sections. C-sections can be lifesaving for women and their babies, but they also pose real risks. Health care providers and women should weigh the medical circumstances and make a decision based on potential benefits and risks to mom and baby.

For more information visit marchofdimes.com/pregnancy/getready_atleast39weeks.html.



If your pregnancy is healthy, wait for labor to begin on its own.

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marchofdimes.com/39weeks



Our national Prematurity Campaign corporate partners:

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