

**HEALTHY
MOMS.
STRONG
BABIES.**



PURPLE FOR PREMATURITY AWARENESS

EVERY FAMILY DESERVES THE BEST POSSIBLE START.

Prematurity affects too many moms and babies and is significantly fueled by the health equity gap in our health care system, communities and institutions. Throughout November, Prematurity Awareness Month your school can raise awareness and funds to fight for full-term pregnancies for every mom and baby.

AWARENESS ACTIVITY

If students can wear it, make it purple! Invite students to wear purple to raise awareness, and to have their friends and family wear purple, too.

Post messages on Facebook, Twitter, Instagram and TikTok—be sure to tag [@marchofdimes](#) and use [#PrematurityAwarenessMonth](#) and [#WorldPrematurityDay](#) in your posts!

FUNDRAISING ACTIVITY

Encourage students to participate in [Purple Day on Thursday, November 17](#) or a day of your choice, to raise funds to help March of Dimes improve the health of every mom and baby. Each school who makes a donation to March of Dimes will receive a certificate of appreciation to proudly display on the bulletin board. Student may participate by wearing purple and posting on social media, whether they donate or not.



WEAR PURPLE

Wear any shade of purple to show your support!



[The Wilton Family](#)

CONTACT:

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Meet with me: calendly.com/lkossmod

K - 12 SCHOOLS PILOT PROGRAM

Choose your own adventure with March of Dimes through our Youth Pilot Program. Take a journey through the history of March of Dimes as students learn about philanthropy and service. Throughout our programming, we tie in school subjects to help students connect community and giving.

[View the flyer](#) | [Fill out the interest form](#)

Lisa Koss will provide staff support throughout this youth pilot program, alongside the school staff and student leaders.

EVENTS	Student or teacher-led events This adventure will include planning, fundraising and executing an event with a staff partner. (run/walk, dance-a-thon, etc.).
SERVICE	Student or teacher-led service projects March of Dimes has created Days of Movement toolkits on start to finish for projects that benefit your local community.
IMPACT	Student or teacher-led events This adventure will focus on fundraising and the impact it will lead to the health of moms, babies and families.



Tag photos, tag
@marchofdimes
and use
**#PrematurityAwareness
Month**
and
#WorldPrematurityDay
in your social media
posts!

Why be part of this adventure?
You can involve the whole school and all subjects!

<p>EVENT CREATION</p> <p>create activity and impact for your community</p>	<p>LEARNING THE HISTORY</p> <p>learn about FDR, polio and March of Dimes history</p>	<p>HEALTH & WELLNESS</p> <p>learn about how to create healthy outcomes for babies</p>
<p>MONEY MANAGEMENT</p> <p>fundraising challenge nurtures compassion for others</p>	<p>ART CREATION</p> <p>individuality & creativity through days of movement & event prep</p>	<p>CIVIC IMPACT</p> <p>networking, sharing with others and seeing the cause and effect</p>

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