



## March of Dimes Mission:

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. This mission is achieved through research, community services, education and advocacy.

### Did You Know?

- March of Dimes was founded in 1938 by Franklin D. Roosevelt.
- Before becoming the 'March of Dimes', the foundation was known as the National Foundation for Infantile Paralysis.
- Birth defects are the leading cause of death in the first year of life.
- The March of Dimes funded the development of America's Neonatal Intensive Care Units (NICU) in the 1970's.
- 1 in 8 babies is born premature. Preterm birth is one occurring before the 37<sup>th</sup> week of pregnancy.
- The Prematurity Campaign slogan, “What will you do for Pink & Blue?” asks you to think about what you can do to help raise awareness about the problem of preterm birth and funds to help find the answers for the health of all baby girls and baby boys of the future.

Get in touch with your local March of Dimes chapter to see what is happening in your community. To find your chapter, go to [marchofdimes.com/youth](http://marchofdimes.com/youth) and enter your zip code in the box on the top of the page.



**What will YOU do for the Pink & Blue?**

Contact us:  
[marchofdimes.com/youth](http://marchofdimes.com/youth)

## What can Circle K do to help?



Before partaking in any of the following projects, please contact your March of Dimes chapter for support, resources and contact information. To find your local chapter, visit [marchofdimes.com/youth](http://marchofdimes.com/youth) and enter your zip code in the box at the top of the page.

### **Help the Babies at Neonatal Intensive Care Units (NICUs)**

Babies that are too small or too sick to go home stay in the hospital's NICU. Contact your local March of Dimes chapter to find information on the closest hospital and NICU.

- Collect books that can be read to the babies, donate film for cameras, knit blankets or help staff with NICU reunions.
- Prepare or enhance Parent Care Kits, which are gifts that are given to each NICU family filled with comforting and informative materials.
- Volunteer to assist in Sibling Hours, participating in crafts, storytelling and a NICU introduction for big brothers and sisters. You will need to have a criminal background check before you can assist during Sibling Hours.
- Decorate the interior and/or halls of a NICU. Contact different preschools and elementary schools to partner on “Project Paintbrush.” Their art can be used as the decorations making a colorful and cheerful addition to the NICU.
- Decorate shoeboxes to hold the mementos of mothers of babies who died and give these Memory Boxes to the local hospital.
- Make greeting cards for new parents, including information about newborn screening, immunizations and other topics your local March of Dimes suggests.

## Educate your campus and your community about the March of Dimes and important health messages

### Prematurity Awareness Month and Day

- The month of November is Prematurity Awareness Month and the third Tuesday of November is Prematurity Awareness Day. This is a great time to educate others about the issues surrounding premature birth. 1 in every 8 babies is born premature. Visit [marchofdimes.com/prematurity](http://marchofdimes.com/prematurity) for the latest information on the campaign. To learn about the latest youth initiatives for this event, visit the Activities section of [marchofdimes.com/youth](http://marchofdimes.com/youth).

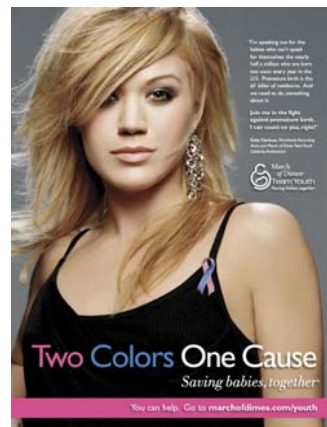


### Folic Acid

- Folic Acid education is a top priority for women ages 18 to 34. Taking folic acid before pregnancy can reduce the chance of a certain type of birth defects, neural tube defects, by up to 75 percent. All women of childbearing age should take 400 micrograms of folic acid each day. Pick a day and pass out orange juice and green ribbons while informing students about the importance of folic acid. For more information on folic acid, visit [marchofdimes.com/professionals](http://marchofdimes.com/professionals) and choose “Folic Acid” on the left.

### School Newspaper

- Work with your school newspaper to get mission information out to the students. An article, a free ad or a letter to the editor - it's a fantastic vehicle to get the word out! Call your local March of Dimes chapter for copies of repro ad sheets.



### Educate Teens

- Work with the local March of Dimes Chapter to educate teens on healthy lifestyles. Contact your local March of Dimes to target schools and determine presentation topics. For an age-appropriate presentation of mission information, use the Teen-2-Teen series.
- The new Teen-2-Teen series features teens talking to each other about the March of Dimes mission and how their own involvement, behavior, and attitudes can help ensure that babies of the future are born healthy. The segments can be viewed online at [marchofdimes.com/youth](http://marchofdimes.com/youth). You can also download the learning objectives. The Teen-2-Teen materials will be available on VHS and DVD; for ordering information visit [marchofdimes.com/youth](http://marchofdimes.com/youth).



### Circle K WalkAmerica Teams

- WalkAmerica is the March of Dimes' largest fundraiser and typically takes place in late April. Visit [walkamerica.org](http://walkamerica.org) to sign up online and find the date and location in your area. On the site, choose “Register now;” then choose “I am walking with an EXISTING team;” then choose “Kiwanis;” then choose “Circle K” and select your team! If your local Circle K is not listed, ask your local March of Dimes chapter to add you. Find your local chapter by entering your zip code in the box at the top of [marchofdimes.com/youth](http://marchofdimes.com/youth).

There are many opportunities for you to get involved. Work with your March of Dimes Chapter office to find out if there are activities that they are doing that would be more successful with help from the Circle K.

### Your March of Dimes resources:

- Your local March of Dimes chapter
- Online: [marchofdimes.com/youth](http://marchofdimes.com/youth) and [marchofdimes.com](http://marchofdimes.com)
- National Youth Council: Visit the Team Youth website at [marchofdimes.com/youth](http://marchofdimes.com/youth) and click on “National Youth Council”
- National Youth Program staff at [teamyouth@marchofdimes.com](mailto:teamyouth@marchofdimes.com)