



## A Public-Private Partnership to Prevent Preterm Birth

**Born On Time** is a collaboration between NGO, government and corporate partners working to improve newborn survival in Bangladesh, Ethiopia and Mali. With a focus on helping mothers reach full term pregnancies, the five-year initiative brings together the expertise and resources of World Vision, Plan International Canada, Save the Children, the Government of Canada and Johnson & Johnson.

Working closely with local governments and stakeholders, **Born On Time** partners are addressing risk factors related to Lifestyle, Infection, Nutrition and Contraception (LINC).\*



### Activities Include:

- Training healthcare providers and community health workers to provide quality care for mothers before, between and during pregnancies.
- Strengthening referral systems for high-risk deliveries, and preterm, low-birth-weight babies.
- Improving health facilities with essential equipment and supplies.
- Working with community and religious leaders, traditional birth attendants, youth groups and radio broadcasters to raise awareness of family planning methods, nutrition and healthy lifestyles, taboos related to preterm birth, and gender equality.
- Empowering women's self-confidence, negotiation and leadership skills.
- Training health workers in data collection and reporting of births, deaths and stillbirths.

Preterm birth complications are now the leading cause of death in children under 5 years.<sup>1</sup>



### Building Global Momentum

**Born On Time** is amplifying an international movement spearheaded by the United Nations to help mothers deliver healthy full term babies. As a catalytic initiative, **Born On Time** supports the UN's Every Newborn Action Plan and the Every Woman Every Child global strategy. With an intense focus in three countries (Bangladesh, Ethiopia, Mali), **Born On Time** will also drive progress towards achieving the global goal for newborn survival (SDG 3.2).

**Born On Time** welcomes other organizations interested in joining the effort to ensure every birth is full term, and every child has an opportunity for the healthiest start in life. For more information visit [bornontime.org](http://bornontime.org) or email [bornontime@worldvision.ca](mailto:bornontime@worldvision.ca).

<sup>1</sup> UNICEF, Levels & Trends in Child Mortality Report, 2015.

\* LINC risk factors include short intervals between births, adolescent pregnancy, maternal undernutrition, sexually transmitted infections (STIs), chronic disease such as diabetes, poor psychological health, and lifestyle factors such as high stress and substance abuse.