

## ACTIVITY 1 CONDUCTING A PRESENTATION ABOUT PREMATUREITY FOR GENERAL COMMUNITY AUDIENCES

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### OBJECTIVE

Increase the number of community members who know that preventing preterm birth saves lives and improves the future for families and communities

### TIME NEEDED

- Preparation time: Approximately 30 minutes if experienced at using PowerPoint or if using the flip chart instead of the computer. Allow more time as needed to become familiar with using the equipment and/or software
- Activity time: Approximately 20 minutes to give the presentation

### ADVANCE PREPARATION

- If using a computer to show the presentation: Download the presentation from the Web site [www.prematurityprevention.org](http://www.prematurityprevention.org) and save to your hard drive, or obtain the CD of the presentation that is included in the toolkit, as well as a laptop computer, projector, and power strip/cords.
- If not using a computer: Obtain the flip chart included in the toolkit.
- Review the presentation and practice aloud.
- Select and read handouts prior to passing them out to participants.
- Choose which fact sheet(s) to use.
- Print and copy the fact sheets or handouts. Both the Fact Sheets and the Handouts are available on the CD that accompanies this toolkit or are downloadable at [www.prematurityprevention.org](http://www.prematurityprevention.org)
- Order any other handouts or promotional items you choose to use. (See the Resources section – Appendix B.) For most materials, plan to order them at least 2 weeks before the date of your presentation.

### MATERIALS NEEDED

- For presenting:
  - Laptop with PowerPoint software, projector, and power strip/cords, and the presentation either downloaded on your hard drive, or on a CD from the toolkit, or
  - Flip chart presentation from the toolkit if you choose not to use a computer
- Choice of fact sheets included in this toolkit:
  - The Facts about Preterm Birth

- Short-and Long-Term Effects of Preterm Birth
- The Costs of Preterm Birth
- The Problem with Late Preterm Birth
- The Signs and Symptoms of Preterm Labor
- Infections During Pregnancy and Preterm Birth
- Induction of Labor and its Effect on Preterm Birth
- Cesarean Section and its Effects on Preterm Birth
- Good Health Before and During Pregnancy May Help Prevent Preterm Birth

### **WHERE TO CONDUCT PREMATURE PREVENTION PRESENTATIONS**

- Meetings of community clubs and organizations
- Adult education classes
- Faith-based marriage preparation classes
- Women’s religious study groups
- Religious groups
- Prenatal education classes
- Youth organizations (Scouts, 4-H, etc.)
- La Leche League meetings
- Parent groups such as PTO/PTA
- Workplace wellness seminars
- Women, Infants, and Children (WIC) offices
- Community-based wellness seminars
- Health clubs and gyms
- College events, sororities, dorms
- Parents’ day out

### **TIPS FOR SUCCESS**

- Check with the sponsoring organization to see when would be a good time to present.
- Advertise the event to the audience you are targeting. (See Media Guide, Appendix C)
- Choose fact sheets and other handouts to use based on characteristics of the audience. For example, use handouts about signs and symptoms of preterm labor

with groups of pregnant women. Use handouts about the costs of preterm birth when speaking to worksite groups.

- Invite someone you know to tell a personal story about preterm birth.
- Involve the audience by asking them to share personal experiences they have had with preterm births.
- Emphasize that sometimes it is medically necessary for a baby to be delivered preterm. However, options should be discussed to help women find the best way to get their full 9 months, unless there are obstetrical, medical, or high risk conditions that warrant early delivery.
- If you would feel more comfortable knowing more background information, you can familiarize yourself with the *Healthy Babies are Worth the Wait* Web site: [www.prematurityprevention.org](http://www.prematurityprevention.org).