

## Communication plan

### *Introducing standards of care for small and sick newborns*

webinar on 12 August, at 8 am GMT

Registration link: [bit.ly/12AugustStandards](https://bit.ly/12AugustStandards)

## BACKGROUND

Each year, an estimated 2.5 million newborns die during the first 28 days of life; approximately 80% of these are low-birth-weight, and two thirds are born prematurely. A further estimated 1 million small and sick newborns survive with a long-term disability<sup>[1]</sup>.

This webinar will present WHO's new standards of care that aim to guide countries in caring for this specific, vulnerable population. The standards define what is expected and required to deliver effective, high-quality health services for small and sick newborns in health facilities. The standards call for a transformation of the care for small and sick newborns, and focus on both delivery and experience of care.

The standards of care for small and sick newborns are part of a set of standards for quality of care over the life course. See also WHO's [Standards for improving quality of maternal and newborn care in health facilities](#) published in 2016 and the 2018 [Standards for improving quality of for children and young adolescents in health facilities](#).

WHO has identified improving the quality of care for women and children as a priority for reducing preventable maternal, newborn and child deaths. These new standards for improving the quality of care for small and sick newborn in health facilities form part of normative guidance for improving the quality of maternal, newborn, child and adolescent health care<sup>[2]</sup>.

This webinar is the last in a series on 'Transforming care for small and sick newborns', organized by UNICEF and WHO, with the collaboration of the Network for Improving Quality of Care for Maternal, Newborn and Child Health. Access the [summaries, recordings and presentations](#) of the series. See the [recordings only](#)

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<sup>[1]</sup> [1] UNICEF/WHO 2019. Survive and Thrive: Transforming care for every small and sick newborn

<sup>[2]</sup> Includes WHO [Standards for improving quality of maternal and newborn care in health facilities](#) published in 2016 and the 2018 [Standards for improving quality of for children and young adolescents in health facilities](#).

## Target audiences

- **Primary:** LMIC decision makers and implementers (including governments), donors and partner institutions in the newborn and child survival space
- **Secondary:** academics, practitioners, UN agencies, civil society organizations, specialized media, parent organizations, professional associations engaged via social media.

## Communication objectives of the webinar

- Increase visibility/understanding of the specific health, physical, psychosocial and developmental needs of small and sick newborns
- Reach a common understanding of what quality of care means for small and sick newborns, what it requires and how it is measured
- Share country examples on adapting and adopting quality of care standards to encourage uptake

## KEY COMMUNICATION MESSAGES

**Overall, on small and sick newborns** ( from the *Survive and Thrive: Transforming Care for Every Newborn* report)

- **Surviving:** More than 2.5 million newborns – mostly those born small or sick – died in 2017 from preventable causes, most notably prematurity, complications around the time of birth, infections and congenital conditions. Some died because the care they received was of poor quality, others because they received no health care at all. To meet the SDG 3.2 target for newborn and child survival, countries need to transform special and intensive care in hospitals.
- **Thriving:** Every year, 30 million newborns require quality special or intensive newborn care in a hospital setting. These newborns *can* and *will* survive and thrive as productive members of our societies, provided they are given *high-quality* inpatient care at the right time and in the right place, including follow-up care and family-centred care.
- **Impact with equity:** 1.7 million newborn lives could be saved each year by investing in care for every newborn, everywhere, including in humanitarian settings.

## On the standards

- **Small and sick newborns have specific health, physical, psychosocial and developmental needs.** WHO's new standards of care for small and sick newborns recognize those needs and aim to ensure they are met in health facilities.
- The standards of care of small and sick newborns respond to the need to **define, standardize, and mainstream inpatient care of small and sick newborns**. They apply to all facilities that provide newborn care.
- **WHO's eight standards of care define what is expected and required to deliver effective, high-quality health services for small and sick newborns** in health facilities. They aim to guide countries in caring for this specific, vulnerable population.
- **The standards call for a transformation of the care for small and sick newborns.** Beyond guidance on clinical care – including evidence-based practices for the prevention and management of newborn conditions – they focus on how that care should be delivered to ensure the developmental and emotional well-being of the newborn. They address issues such as family centered care,

effective communication and managing pain and emotional distress in sick and small newborns. The standards demand that all newborns be protected from unnecessary or harmful practices including separation from their mothers and families during their care.

- **Quality care goes beyond treatment:** The standards call for improved *provision of care*, guiding health facilities to provide standardized levels of care, with access to evidence-based care, proper health data collection and use, and swift referrals. They also seek to improve the newborn's *experience of care*, demanding that the care provided be family-centered, and the newborn be recognized as an active participant, respected, protected and supported emotionally, psychologically and developmentally.
- The standards of care provide guidance on evidence-based practice for the prevention and management of newborn medical conditions, such as respiratory conditions, nutrition needs, anaemia, encephalopathy. But they go beyond medical and surgical conditions and also require that all newborns be screened for evidence of maltreatment, including neglect and violence, and receive appropriate care.
- The standards of care for small and sick newborns are intended as a **resource to empower policy-makers, health care professionals, regulators and professional bodies and technical partners** to plan, deliver and ensure the quality of health service delivery. They must be adapted to local contexts and be weaved into national quality of care strategies and policies.

## KEY WEB LINKS, HANDLES AND HASHTAGS

- Webinar information: <http://www.qualityofcarenetwork.org/webinars/introducing-standards-care-small-and-sick-newborns>
- Webinar flyer - in CANVA - to download in required format: [https://www.canva.com/design/DAEDMpTzZqY/share/preview?token=ax5Cz37Ovd-ZTsihQUjlgA&role=EDITOR&utm\\_content=DAEDMpTzZqY&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=sharebutton](https://www.canva.com/design/DAEDMpTzZqY/share/preview?token=ax5Cz37Ovd-ZTsihQUjlgA&role=EDITOR&utm_content=DAEDMpTzZqY&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton)
- Registration link for webinar: [bit.ly/12AugustStandards](http://bit.ly/12AugustStandards)
- Live stream link for the webinar: [bit.ly/QoCLive](http://bit.ly/QoCLive)
- All content from webinar series on Transforming care for small and sick newborns: <https://bit.ly/SSNBSeries>
- **WHO infographics on small and sick newborn messages:** [www.who.int/maternal\\_child\\_adolescent/multimedia/infographics/en/index2.html](http://www.who.int/maternal_child_adolescent/multimedia/infographics/en/index2.html)
- **Primary hashtags:** #EveryNewborn #EveryChildAlive
- **Twitter Handles for partners in series:** @WHO @UNICEF @PMNCH, @UN\_EWEC, @USAIDGH @HealthyNewborns, @SavetheChildren, @gatesfoundation, @MARCH\_LSHTM @PCIGlobal @EFCNI @qualitycareNET @AmerAcadPes @AAPGlobalHealth
- Sample Social Media Messages and Tiles – Twitter and facebook

## SUGGESTED WEBPAGE TEXT

*Introducing quality standards for small and sick newborns - final webinar in a series on Transforming care for small and sick newborns*

***Wednesday 12 August, 2020 at 8 am GMT, 10 am Geneva CEST, 11 am EAT, 1.30 pm IST - duration: 1 hour***

***Watch the live stream: [bit.ly/QoCLive](https://bit.ly/QoCLive)***

## REGISTER

Each year, an estimated 2.5 million newborns die during the first 28 days of life; approximately 80% of these are low-birth-weight, and two thirds are born prematurely. A further estimated 1 million small and sick newborns survive with a long-term disability[1].

This webinar will present WHO's eight new standards of care that aim to guide countries in caring for this specific, vulnerable population. The standards define what is expected and required to deliver effective, high-quality health services for small and sick newborns in health facilities. The standards call for a transformation of the care for small and sick newborns: beyond guidance on clinical care – including evidence-based practices for the prevention and management of newborn conditions – they focus on how that care should be delivered to ensure the developmental and emotional well-being of the newborn. They address issues such as discomfort, pain management and emotional distress in sick and small newborns.

This webinar will present how the standards can provide a resource for policy-makers, health care professionals, health service planners, programme managers, regulators and professional bodies or technical partners involved in care, to help plan, deliver and ensure the quality of health service delivery. Speakers will review the standards' quality statements, which list the priorities for improving quality of care for newborns, and their related quality measures, or criteria for assessing, measuring and monitoring the quality of care. Country perspectives on adapting and adopting these standards into their current quality of care initiatives will also be presented.

There will be time for Q & A.

### **Presenters:**

Dr. Ornella Lincetto, Senior Medical Officer for Newborn Health, World Health Organization, Geneva

Dr. Carolyn MacLennan, Consultant, World Health Organization

Dr. Nuhu Yaqub Jr., Technical Officer MNCH Quality Management, World Health Organization Regional Office for Africa

**Facilitator:** Dr. Gagan Gupta, Health Specialist, UNICEF HQ, New York

The standards of care for small and sick newborns are part of a set of standards for quality of care over the life course. See also WHO's [Standards for improving quality of maternal and newborn care in health facilities](#) published in 2016 and the 2018 [Standards for improving quality of for children and young adolescents in health facilities](#).

This webinar is the last in a series of 13 sessions on 'Transforming care for small and sick newborns', that presented the findings of the Survive and Thrive: transforming care for every small and sick

newborn report, and shared experiences from on what it takes to improve care for every newborn, including the most vulnerable ones. Access the [summaries, recordings and presentations](#) of the series. See the [recordings only](#)

[1] UNICEF/WHO 2019. Survive and Thrive: Transforming care for every small and sick newborn

## SUGGESTED SOCIAL MESSAGES AND TILES

Access original tiles with links embedded for direct publishing in Twitter/Facebook:

[https://www.canva.com/design/DAEDjqW3dFI/share/preview?token=Qobz9VqKjRsInultMNcTPQ&role=EDITOR&utm\\_content=DAEDjqW3dFI&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=s harebutton](https://www.canva.com/design/DAEDjqW3dFI/share/preview?token=Qobz9VqKjRsInultMNcTPQ&role=EDITOR&utm_content=DAEDjqW3dFI&utm_campaign=designshare&utm_medium=link&utm_source=s harebutton)

or see below:

Tile 1



Tile 2



Tile 3



## Sample Tweets/Facebook messages

DYK? in 2017 over 2.5M newborns died from preventable causes. Some received poor #qualitycare, others no care at all. @WHO new standards of care **call for** a transformation of the care for small & sick newborns. @UNICEF @PMNCH @UN\_EWEC @HealthyNewborns Join the discussion:

Small & sick newborns have specific health, physical, psychosocial & developmental needs. @WHO new standards of care for small and sick newborns recognize those needs and aim to ensure they are met in health facilities. @UNICEF @PMNCH @UN\_EWEC @HealthyNewborns Join the webinar:

@WHO @ UNICEF presents WHO standards of care for small & sick newborns; they define what is expected and required to deliver effective, high-quality health services for these vulnerable newborns. Join the presentation & ask your Qs @PMNCH @UN\_EWEC @HealthyNewborns

#qualitycare for small & sick newborns is more than treatment, @WHO new standards of care also address developmental & emotional well-being of the newborn. @UNICEF @PMNCH @UN\_EWEC @HealthyNewborns Join the webinar:

As @WHO @UNICEF introduce @WHO new standards of care for small & sick newborns, countries share how they adapted and adopted #qualitycare standards @PMNCH @UN\_EWEC @HealthyNewborns

TODAY: last webinar in @UNICEF @WHO series on Transforming care for small/sick newborns presents new WHO standards of care for small/sick newborns [bit.ly/SSNBSeries](https://bit.ly/SSNBSeries) @PMNCH @UN\_EWEC @HealthyNewborns Tune in: