



# Preemie Professional

## Preemie Professional

**Erin O'Donohue**

Executive Director  
Embrace



Photo Credit: Philippe Sion

### Professional Tip!

*New technologies must be closely integrated with education in order to make a sustainable impact on global newborn health.*

**Years in Field:** 10

**Preemie Focus:** Erin manages a non-profit organization called Embrace that distributes an innovative, low-cost infant warmer designed for low birth weight and premature infants in developing countries and trains caregivers and clinicians on how to recognize, treat and prevent neonatal hypothermia.

**Check Out:**

[www.embraceglobal.org](http://www.embraceglobal.org)



## Advocate: PTSD Awareness Day

PTSD occurs on the battlefield and in any other traumatic situation. Preemie parents are not immune and often do not realize how much the NICU has scarred them. **June 27, 2014 is Post Traumatic Stress Disorder Awareness Day.** Check out a special post from our friends at **Hand to Hold** on their **Preemie Babies 101 blog** at <http://bit.ly/PTSDPreemie>

## Preemie Freebie: Preemie Father's Day Note

PreemieWorld provides a number of free handouts to be used in the NICU and beyond in its "Freebies For You" section of the website. **This month's freebie is a special note, "Preemie Father's Day Note."** "Preemie Dads have a hard time and are often unrecognized in the NICU," comments Deb Discenza, co-Founder of PreemieWorld, LLC. "So we

thought a note to the father from the baby would be an ideal way to help celebrate the day in a very special way." Parents and professionals alike will appreciate this freebie in that it is easy to print and reproduce. **Download it here now:** <http://bit.ly/PreemieDadsDay> and **check out more like this here:** <http://bit.ly/PreemieFreebies>

## To Do List



**CONGRATS:** [Mary Piersanti](#) won our Kozie Clothes G-Tube Accessories contest and [Ashley Enriquez](#) won our little man DVD.



**LIKED US YET?:** PreemieWorld is doing another PreemieWorld Facebook page contest. See page 2 of this newsletter for details!



Download PreemieWorld's FREE tools <http://bit.ly/PreemieFreebies> and pass them onto NICU Parents as part of your welcome packet.

**MARK YOUR CALENDAR!**



2014 AWHONN Convention  
AWHONN  
June 14-18, 2014  
[www.AWHONN.org](http://www.AWHONN.org)

CMSA 2014 Conference & Expo  
Case Management Society of America  
June 17-20, 2014  
Cleveland, OH  
[www.CMSA.org](http://www.CMSA.org)

Have an event you want to share with our community? Contact us at: [connect@preemieworld.com](mailto:connect@preemieworld.com)

*Tools and Resources  
for the Preemie Community*

Support:First Touch at St. George's**first touch****Year Established:** 1998**Web:** [www.first-touch.org.uk](http://www.first-touch.org.uk)

**Background:** The charity was set up by two bereaved mothers and two neonatal nurses to equip rooms on the unit for parents to stay in overnight if their baby was poorly, had had surgery, was receiving end of life care or "to room-in" prior to discharge.

**Programs:** The organization has expanded extensively to include purchasing medical equipment for the neonatal unit, funding specialist nurse training, funding a neonatal stimulation training programme for nurses to work with families on the neonatal unit, facilitating bereavement support which includes funding the annual memorial services and memory boxes for all families.

Org: Embrace

*Out of an educational challenge to provide help to struggling newborns in the poorest regions of the world, students created a product and an organization that truly "embraces" the infant with love and warmth. Embrace is making a significant impact in the lives of newborns and their families, having helped over 60,000 infants in 11 countries.*

**Established:** 2008**Type of Outreach:**  
International**Website:**  
<http://embraceglobal.org>

**Focus:**  
Embrace is dedicated to saving the lives of premature and low birth weight babies in the developing world.

**Background:**

Embrace was founded at Stanford University's Institute of Design in 2008 when a group of graduate students were challenged to help families in the poorest regions of the world by designing an intervention (the Embrace Warmer) for neonatal hypothermia that cost less than 1% of the price of a \$20,000 state-of-the-art incubator.

**Programs:**

Providing training and education programs for moms, parents and caregivers to prevent hypothermia and care for premature infants.

PremieWorld: "Like" Us On Facebook & You Could Win!

Visit PremieWorld's FB page at:  
<http://bit.ly/FBPreemie>

**"Like" our FB page  
from 5/27/14 to 6/26/14  
and you could win a copy of the  
award-winning *little man* DVD  
from PremieWorld!**

<http://bit.ly/FBPreemie>

*Parents & Professionals:  
Subscribe to our FREE newsletters  
today @ [www.PremieWorld.com](http://www.PremieWorld.com)*

**The Details:**

**By:**  
Senso-Care

**Website:**  
[www.senso-cover.com](http://www.senso-cover.com)



## Incubator Covers

**The Genius:**

A set of innovative incubator covers have hit the market thanks to the Netherlands-based company, Senso-Care.

With these covers they have thought of everything: they are capable of keeping out up to 99.5% of light, are fire retardant, have breathing fabric in a variety of colors and have flaps throughout for accessibility for specific procedures (including a top flap for phototherapy or a webcam). They are also easily washable at high temperatures and may be personalized.

NICUs looking to provide solid womb-like comfort to their babies should be ordering these covers by the dozen.

## After the NICU: Father's Day

*Father's Day after the NICU stay can often be full of highs and lows when you have had a preemie. Maybe you are still on lockdown or you are just coming out of lockdown. Here are some tips for celebrating Father's Day after the NICU . . . "Premie Style."*

- Get on a blanket on the floor and have some "play wrestling" time.
- Snuggle up with some special Kangaroo Care time after a feeding and before sleep time.
- Read a book together, cuddled close.
- If its appropriate weather, consider a stroller walk.
- Pics, pics and more pics!

## Premie Professional Online

**NICU Professionals Group:**  
**(www.Linkedin.com)**

"DATA: Child Health USA 2013 on Preterm Birth - <http://ow.ly/wLukJ>"

"We love this blog post from Papas of Premies on 'Hands On' Parenting - <http://ow.ly/wB2tk>"

**Early Intervention Professionals Group:**  
**(www.Linkedin.com)**

"Looking for simple and easy motor skills development ideas?"

"Boston Museum of Science Seeks Visitors with All Disabilities to Test Exhibit Prototypes for accessibility"

**Premie World (www.Twitter.com):**

"Researchers Find Genetic Risk Factor for Premature Birth - <http://ow.ly/wLuNI>"

**BE THE COOL PRO: Tell Your Families about the "Premie Network" on Inspire.com:**

Deb Discenza of PremieWorld moderates this global network of *almost 19,000 parents* from NICU to home to school. [www.inspire.com/preemie](http://www.inspire.com/preemie)

*Check out these groups and more by referring to the "Get 'Social' With Us" on page 4 for more information. Have news or research to share with us? [connect@preemieworld.com](mailto:connect@preemieworld.com)*

## Get "Social" With Us!



[www.PremieWorld.com](http://www.PremieWorld.com)  
[www.LittleMantheMovie.com](http://www.LittleMantheMovie.com)



@ PremieWorld



- PremieWorld
- Premie Parent's Survival Guide to the NICU



PremieWorld



Check out other LinkedIN groups we moderate:

- NICU Professionals
- Early Intervention Professionals
- Premie Parent Support Group Leaders
- Premie Parents
- Little Man the Movie

*Tools and Resources  
for the Premie Community*



Prolonged, effective, safe, and hands-free Kangaroo Care sessions. Guaranteed.

 kangaroozak.

 nurturedbydesign  
It's in your hands!

[www.nurturedbydesign.com](http://www.nurturedbydesign.com)



**Premie Rattles**

Developed by a Physical Therapist

[www.magicalinnovations.com](http://www.magicalinnovations.com)

(407) 230-4491



NICU *Hope* Beads



COMMEMORATE & SHARE

Your NICU journey through jewelry...

[facebook.com/NICUHopeBeads](http://facebook.com/NICUHopeBeads) | 979.635.0825

Interested in advertising? Contact us at [connect@preemieworld.com](mailto:connect@preemieworld.com)

## Q&A: Ideas for Father's Day in the NICU

*Dads often feel ignored in the NICU environment so Father's Day is an important way to remind Dad he is special. Here are some tips for family and friends from PremieWorld's Deb Discenza.*

- No BBQ's allowed in the NICU, huh? ☺ Why not bring in some tasty barbecue items for a special "picnic" in the family or waiting areas?
- Remind Dad just how much his baby responds to him and that he is crucial to development.
- Have family and friends write inspirational notes to Dad to be opened in the NICU.
- Provide Dad with his first baby gift: our PremieWorld letter that is just for Dads on Father's Day in our "Premie Freebie" section on Page 1 of this newsletter.
- Have the NICU team members sign a card to give to Dad on Father's Day with little notes of praise.
- After all of the fun and fuss, give Dad some "alone" time with his baby. Play some soft music and leave him be. This is a special day that more than anything else needs some special Daddy/Baby time.