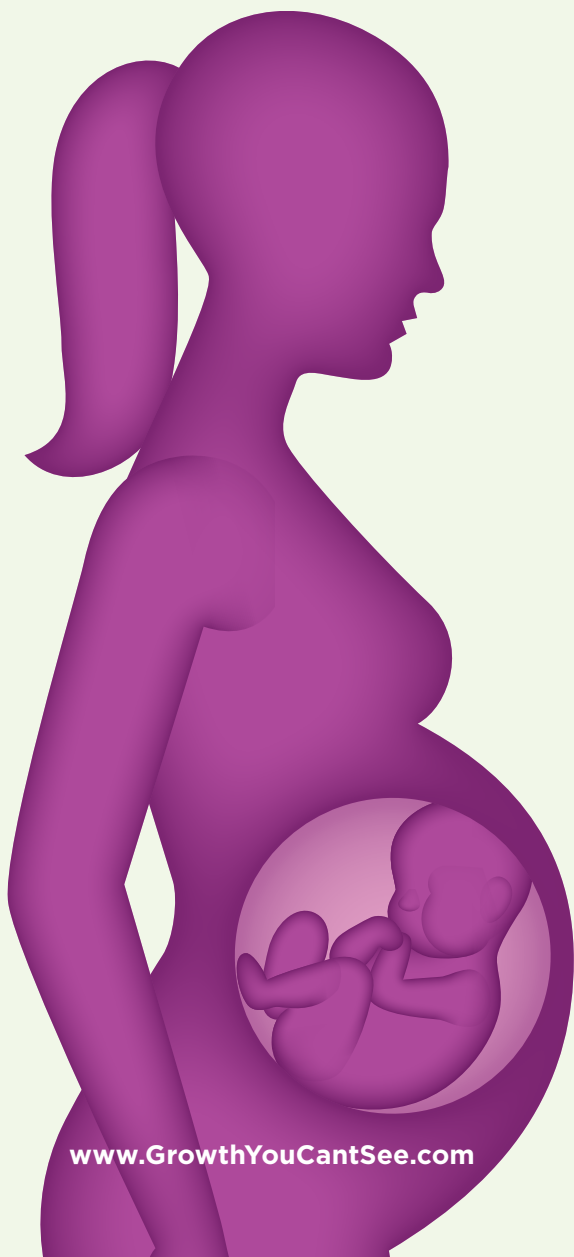


Delivering the
FACTS
on preterm birth

.....
What every mom needs to know
about staying pregnant until full term
.....



www.GrowthYouCantSee.com

Preterm birth is more COMMON than you may think

The goal of a healthy pregnancy is to deliver a baby at **40 weeks** of pregnancy. **Preterm birth** is the delivery of a baby **between 20 and 37 weeks** of pregnancy.^{1,2}

Staying pregnant to full term is one of the best ways to give your baby the time needed to grow and develop.

Approximately **400,000** babies are born too early each year in the US³

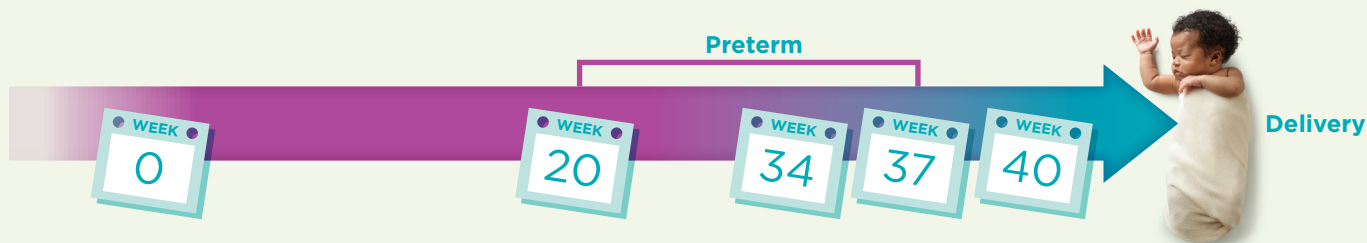
Approximately



1 IN 10 BABIES

is born premature⁴

About 1 preterm baby is born every minute⁵



Understand if you are at RISK for preterm birth

Preterm births are **unexpected** and can happen at any time. Some women have an early delivery due to a medical situation.^{1,2} Other women have a greater chance of having a preterm baby because they have certain risk factors.^{1,2}



Risk factors for preterm birth¹:

- Prior spontaneous (unexpected) preterm birth before 37 weeks
- Pregnant with twins, triplets, or other multiples
- Problems with the uterus or cervix
- African American heritage

Other risk factors include¹:

- High blood pressure, stress, diabetes, or being overweight or underweight
- Short time between pregnancies (6-18 months)
- Certain infections during pregnancy such as an infection of the uterus, vagina, or urinary tract infection, or a sexually transmitted infection
- Smoking, drinking alcohol, or using illegal drugs

The GROWTH

you can't see

Your baby needs every week of pregnancy to grow and develop, both inside and out^{2,4,6}

During your pregnancy, you can see your baby's growth happening on sonograms and with your growing belly. What you may not know is that **your baby continues to grow and develop even in the last few weeks until your due date.** Important development is happening inside of baby's body that you can't see on a sonogram. This is why **staying pregnant to full term helps give your baby a healthy start.**

Around **Week 35**, the **brain** is only **2/3** the **size** of a **full-term baby's**⁶



Hearing is not fully developed until **full term**⁷



Liver is not mature enough to remove bilirubin and **prevent jaundice** until **full term**^{6,8}



May **not have enough body fat** to keep temperature steady until **Week 37**^{6,8}



Breathing, sucking, and swallowing reflexes are not ready until **34 weeks or later.** An early birth may cause **feeding and nutrition problems**^{6,8}

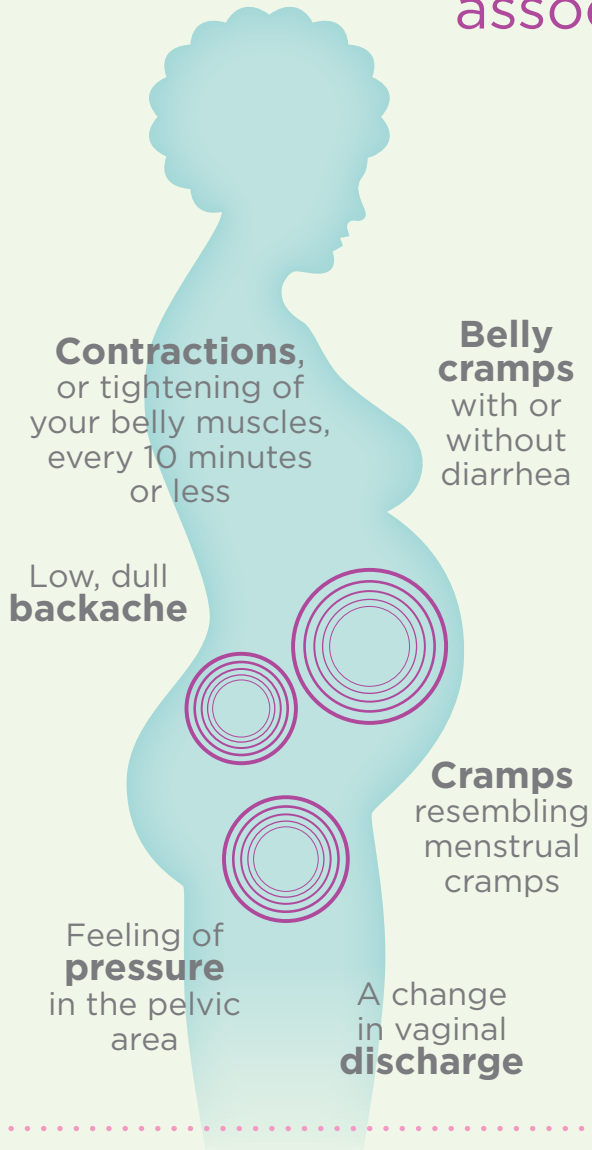


Lungs continue to **develop** until the **end of pregnancy**, and babies may have trouble breathing if born early⁶



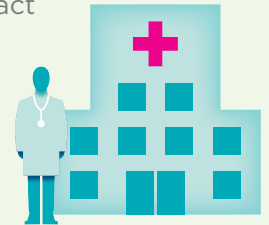
Babies born early are more likely to be rehospitalized, regardless of their birth weight.⁹

Know the SIGNS & SYMPTOMS associated with preterm labor¹⁰



Every pregnant woman should be familiar with the signs and symptoms of preterm labor.

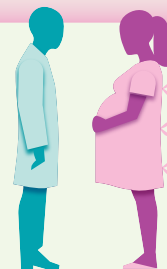
If you have any of these symptoms before your due date, contact your healthcare provider as soon as possible, as you may be experiencing preterm labor, which could result in delivering too early (less than 37 weeks).



Learn how you can lower your CHANCES of preterm birth

If you are at risk for preterm birth, now is the time to talk with your healthcare provider. Let them know about any questions or concerns you might have.

Your healthcare provider can talk with you about ways to lower your risk, including potential treatment options available.



Staying pregnant to full term is one of the best ways to give your baby the time needed to grow and develop.



Preterm birth discussion guide¹

Below are some risk factors for preterm birth (delivering a baby before 37 weeks). Check the ones that apply to you and bring this list to your next appointment so you can talk about it with your healthcare provider.

- Prior spontaneous (unexpected) preterm birth before 37 weeks
- Pregnant with twins, triplets, or other multiples
- Problems with the uterus or cervix
- African American heritage
- High blood pressure, stress, diabetes, or being overweight or underweight
- Short time between pregnancies (6-18 months)
- Certain infections (urinary tract infection, infection of the uterus or vagina, or sexually transmitted infection) during pregnancy
- Smoking, drinking alcohol, or using illegal drugs



Help protect your baby

If you think you may be at risk for preterm birth, talk to your healthcare provider about ways you can reduce your risk, including possible treatment options.

For more information, visit
www.GrowthYouCantSee.com

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