



**March of Dimes**  
*Saving babies, together*

**Program Services Committee  
South Dakota**

**January 4, 2005**

### Training Objectives

- ◆ To provide an organization overview
- ◆ To provide information on mission committee
- ◆ To review mission resources
- ◆ To review current mission status
- ◆ To define South Dakota's mission future
- ◆ To assign tasks to meet the mission future


### Highlights of March of Dimes History

- ◆ January, 1938 - National Foundation for Infantile Paralysis - Founded by President Franklin D. Roosevelt to fight polio
- ◆ April 12, 1955 - Salk Vaccine proves safe, potent & effective!
- ◆ 1958 - The National Foundation - first efforts to prevent birth defects
- ◆ 1979 - name is changed to March of Dimes Birth Defects Foundation

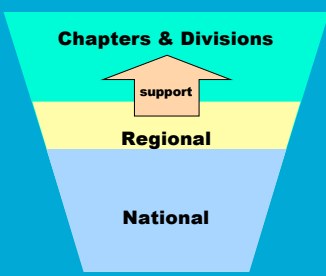


### National / Regional Leadership

- ◆ Board of Trustees
- ◆ National Office of Volunteers
- ◆ National Youth Council



### Operational Structure



**Chapters & Divisions**

**support**

**Regional**

**National**



### National Departments

- ◆ Office of the President
- ◆ Volunteer & Chapter Support
- ◆ Legal (Leases, contacts)
- ◆ Finance & Administration (Budgets)
- ◆ Human Resources (help with hiring policies)
- ◆ Information Technology (Help Desk)



## National Departments

- ◆ Direct Response
- ◆ Major Gifts
- ◆ Revenue Development
- ◆ Office of the Medical Director
- ◆ Research & Grants
- ◆ Strategic Marketing & Communications
- ◆ National Operations



## The Western Region

- ◆ 19 States & Chapters
- ◆ 2/3 of the land in the United States
- ◆ Urban, rural & frontier counties, borders/immigration issues
- ◆ Extremes in weather
- ◆ At least half of the largest counties and cities in the U.S.
- ◆ All of the smallest counties in the U.S.
- ◆ Most of Federal land




## Regional Structure

- ◆ Regional Vice President
- ◆ Region divided into 3 Areas
- ◆ Regional Specialists
- ◆ Regionally focused National Staff



## Chapter Executive Committee

- ◆ Program Services Committee
- ◆ Fund Raising Committee
- ◆ Budget & Finance Committee
- ◆ Volunteer Development & Nominating Committee
- ◆ Public Affairs Committee
- ◆ Communications Committee



## Chapter Staff Structure

**Management**

- State Director

**Management Team**

- Community Directors
- Director of Program Services

**Other Staff**

- Office Manager/Administrative Assistant



## Mission

- ◆ The mission of March of Dimes is to improve the health of babies by preventing birth defects and infant mortality.
- ◆ The March of Dimes carries out its mission through programs of:
  - Research
  - Community Service
  - Education

**Advocacy**



### Birth Defects

- ◆ **Structural** - spina bifida or cleft lip or palate
- ◆ **Chromosomal** - Downs Syndrome
- ◆ **Metabolic errors** - cystic fibrosis or PKU (phenylketonuria)
- ◆ **Blood disorders** - sickle cell anemia or hemophilia



### Causes of Birth Defects

<b>Heredity</b>	<b>Genetic factors</b>
<b>Environmental factors</b>	<b>Illness, ATOD, chemical exposures</b>
<b>Multifactorial origins</b>	<b>Genetic &amp; environmental factors interact</b>
<b>Perinatal damage</b>	<b>Occurs during pregnancy or delivery</b>



### Infant Mortality



- ◆ **The number of babies who die in their first year of life.**
- ◆ **Over 28,000 babies die in the U.S. each year**
- ◆ **The U.S. ranks 25th among the world's industrialized countries in preventing infant**



### Low Birth Weight

- ◆ **Babies born weighing less than 5.5 pounds. VLBW 3.3 pounds**
- ◆ **LBW & VLBW babies are more likely to die in their first year**
- ◆ **Risk factors include alcohol & drug use, lack of regular prenatal care, & poor nutrition**




### Prematurity

- ◆ **Preterm delivery - less than 37 completed weeks of pregnancy**
- ◆ **Early preterm delivery less than 32 completed weeks of pregnancy**
- ◆ **Consequences of preterm delivery**
  - leading cause of neonatal mortality
  - leading cause of disparity in infant mortality
  - leading cause of life-long health consequences

### Strategies to Prevent Birth Defects & Infant Mortality

- ◆ **The March of Dimes carries out its mission through programs of:**
  - **Research**
  - **Community Service**
  - **Education**
  - **Advocacy**



## Research Grants

- In 2003 March of Dimes gave research grants to for research into the causes of birth defects and premature birth totaling over \$24.3 million
- Of all the research grant proposals received each year, March of Dimes is able to fund fewer than 25%



## Community Service

- ◆ **Community Grants**
- ◆ **Community Programs**
  - Comenzando bien
  - Stork's Nest
  - The Pregnancy Workshop
  - Project Alpha
  - Project SATAP (Sigma's Against Teen-Age Pregnancy Prevention)



## Education

- ◆ **Public Education**
  - Educational Materials
  - March of Dimes pregnancy and newborn health education center
- ◆ **Professional Education**
  - Medical Grand Rounds
  - Nursing Modules
  - Genetics & Your Practice
  - Fetal Alcohol Syndrome Tutorial
- ◆ **Perinatal Data Center**  
PeriStats


## Advocacy

- ◆ **Advocacy is the process of encouraging federal, state and local governments to improve public policy and invest in effective programs to improve the health of mothers, infants and children.**
- ◆ **Advocacy involves legislation (authorization), appropriations (funding), and regulations (implementation and enforcement) of public policy.**



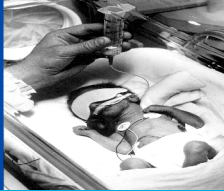
## Today . . .

**411 babies will be born with a birth defect that could kill or disable them.**


## Today . . .

**More than 1,280 babies will be born too soon, many so small their**

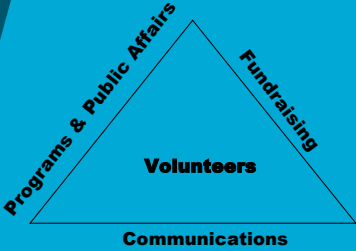


**Today . . .**

**78 babies will die.**



**March of Dimes Mission Triangle**



**Volunteers**

**Communications**

*Volunteers (including youth volunteers) are the driving force*

**March of Dimes Fundraising**

- ◆ WalkAmerica
- ◆ Special Events
- ◆ Corporate Alliances and Sponsorships
- ◆ Annual Gifts
- ◆ Direct Response

**Mission Core Tactic - Family Teams**

- ◆ **Develop Family Teams for Walk America**
  - Members who have been touched by the March of Dimes - NICU families
  - Put a face on
- Increase revenue & provide a base of volunteers
- Recruit one team per Walk site
- Encourage them to raise

**Marketing & Communication Tools**

- ◆ Field Advisories Notebook
- ◆ WalkAmerica Resource Book
- ◆ National Public Service Announcements (PSA)
- ◆ Sensitive Issues Kit
- ◆ One Look
- ◆ One Voice
- ◆ Identity Guide