



ZETA PHI BETA SORORITY, INCORPORATED

PREMATURITY AWARENESS PROGRAM TOOLKIT



Dr. Stacie NC Grant
26th International Grand Basileus

The Problem of Prematurity

History of Zeta Phi Beta's Prematurity Awareness Campaign

The March of Dimes (MOD) officially launched their Prematurity Campaign on January 30, 2003. After some discussion of the Campaign's mission and goals and how the Sorority could get involved with helping to raise public awareness of the problems of prematurity. The initial concept of Zeta chapters and auxiliaries conducting a grassroots awareness campaign in member's houses of worship—a demographic that is not typically approached or included. Thus, the Sorority's initial **Prematurity Awareness Sunday** program was conceived, created as a Z-HOPE™ program and implemented during the month of November.

Program Overview

Zeta Phi Beta Sorority, Inc., in partnership with the March of Dimes, will hold our 20th annual **Zeta Prematurity Awareness Program (ZPAP)** during the [entire](#) month of November!

ZPAP serves as our sorority's effort to support the March of Dimes in their Prematurity Awareness Month® campaign by targeting our community's religious congregations. Since adopting this as a project in 2003, Zetas, Zeta Amicae and Zeta youth auxiliaries have impacted the lives of well over 1.2 million men, women and children in more than 39 states, the U.S. Virgin Islands and abroad.

During ZPAP, a religious leader, a designated congregation member, or a member of the Zeta family shares information with the congregation about prematurity.

This Toolkit contains information and resources to help chapters have successful events. Additional items in the ZPAP Toolkit include sample templates to quickly and effectively launch your chapter's program. The sample script, for instance, is the base of the presentation that should last no longer than 5 to 10 minutes. Sample announcements can also be included in House of Worship publications: (i.e., church bulletin, newsletter, website and bulletin board). Last but not least, please don't forget to complete the *Z-HOPE ZPAP Reporting Form* for each site/event, which is also included in this Toolkit.

If you need assistance or have questions, please send a message to marchofdimes@zphib.org

Share Your Story: Wear an Awareness Ribbon

Prematurity Awareness Month is a time to remind our country and the globe of the pervasiveness of prematurity. Wearing a ribbon is an easy way to show your support and share your story with friend, co-workers, neighbors and other families impacted by prematurity.



Wearing your ribbon in public not only raises awareness, but also inspires more people to get involved and share their own stories.

We recognize that ‘progress is not victory,’ but we do know that every volunteer and hearer of the prematurity message allows us to be one step closer towards ending this public health burden.

So, remember, an awareness ribbon is only as good as the person wearing it and their willingness to educate others. Choose your appropriate ribbon color or colors listed in the chart below, wear your ribbon(s) during the month of November, and be an inspiration to others! These ribbons can be purchased at local craft stores. Take a photo wearing your ribbon(s) post it on social media with any of the following hashtags: **#ZPAP2022**, **#worldprematurityday** and **#marchofdimes**

| Color | Meaning |
|--------------|--------------------------------|
| Dark Purple | Healthy Baby |
| Light Purple | Premature Baby |
| Grey | Birth Defect |
| White | Lost a Baby (Infant Mortality) |

Why November?

The March of Dimes has identified November as Prematurity Awareness Month. Therefore, the entire month of November is designated as the timeframe for chapters and auxiliaries to host ZPAP events to earn Z-HOPE points. Chapters and auxiliaries can host Prematurity Awareness programs throughout the year but will not be eligible for Z-HOPE points under ZPAP unless events are held during November.

Goal of ZPAP

The goal of **ZPAP** is to increase familiarity and prevalence of premature birth by sharing facts with congregations in Houses of Worship. Additionally, ZPAP is an opportunity for Zeta chapters, Amicae and youth auxiliaries to earn Z-HOPE points! The following sections will assist with planning 2022 ZPAP events.

2022 ZPAP Regional Challenge

This year's campaign will put Zeta regions "head-to-head" in a fun, yet competitive effort to see which can get the prematurity awareness message out to the most people during the month of November.

Summary Report

| Region | Number of Chapters | Number of Programs | Number of Churches | Total Attendance |
|---------------------|--------------------|--------------------|--------------------|------------------|
| Great Lakes vs. | 6 | 8 | 8 | 1,450 |
| Midwestern | 11 | 12 | 10 | 1,179 |
| Pacific vs. | 13 | 16 | 17 | 3,006 |
| Atlantic | 37 | 44 | 40 | 5,259 |
| Southern vs. | 24 | 38 | 35 | 5,981 |
| Eastern | 28 | 40 | 39 | 10,126 |
| South Central vs. | 62 | 117 | 117 | 20,640 |
| Southeastern | 48 | 142 | 134 | 21,726 |
| GRAND TOTALS | 229 | 417 | 400 | 69,367 |

Qualifying and Earning Z-HOPE Point

To qualify for Z-HOPE points, each ZPAP worship-based event must:

- Be held during the month of November.
- Be held at a House of Worship or designated location (see examples below).
- Have an attendance of **at least 50 non-Zetas** (during Single-Day events or a series of events within one (1) week – Sunday thru Saturday).
- Include the presence **of at least 4 Zetas and/or 4 Amicae**.
- Be able to announce (i.e., read, distribute, and/or view) the Prematurity Awareness message during the event.
- Complete the official *Z-HOPE ZPAP Reporting Form* for each site/event and submit online through the Zeta Service Management System (ZSMS) by no later than the stated deadline.

Worship-based Events

Worship-based events are programs, services, activities sponsored by or held in a House of Worship or designated location.

| Examples of Worship-based events: | Examples of Houses of Worship and Designated Location |
|---|--|
| <ul style="list-style-type: none"> • Bible Study • Choir Practice • Conferences (Women, Youth, Men, etc.) • Food, Clothing or other Service Ministry • Gospel Concert • Mid-week Service • Podcasts • Prayer Service • Radio/TV programming • Saturday/Sunday Service • Special event (i.e., Thanksgiving dinner, anniversary, etc.) • Website/Internet live broadcasts/recorded events | <ul style="list-style-type: none"> • Arena, Conference Center • Campus Religious Center or Chapel • Hotel meeting room or Conference room • House of Worship Website • Radio/TV Stations • Space/room in a Student Union/Student Center • Traditional House of Worship building |

Getting Your 50

Reaching a minimum of 50 attendees for your ZPAP worship-based event is easy and can be accomplished in a single day or during one (1) week of worship-based events at the same House of Worship. Here's how:

1. A House of Worship, in a single day, has one or more services with a total attendance of at least 50 non-Zetas that presents the Prematurity Awareness Month announcement.
2. A House of Worship, over the course of one (1) week, has multiple worship-based events with a total attendance/participation of at least 50 non-Zetas that presents the Prematurity Awareness Month announcement.

The examples below illustrate how to reach 50 attendees.

| Example Single-Day Worship-Based Event | | Example Multiple Worship-Based Events Conducted in One Week | |
|--|------------|---|------------|
| Event Type | Attendance | Event Type | Attendance |
| Sunday Service (8 a.m.) | 25 | Sunday Service (Sunday) | 30 |
| Sunday Service (11 a.m.) | 30 | Bible Study (Wednesday) | 10 |
| | | Noon Lunch and Prayer (Thursday) | 10 |
| <i>Total Attendance</i> | <i>55</i> | <i>Total Attendance</i> | <i>50</i> |

Electronic Messaging & Social Media

To support the “Go Green” efforts of Houses of Worship who no longer provide printed programs during services and our social media awareness campaign, *Zeta Prematurity Awareness Program Electronic Graphics* are available that can be used to illuminate the screens in sanctuaries, to upload on House of Worship websites, and to incorporate into other avenues of electronic media at Houses of Worship in your communities. Click [here](#) to download the ZPAP graphics or enter the following: <http://zphib1920.org/repository>

Reporting Your Event

1. **PLEASE NOTE NEW REPORTING PROCEDURE!** The *Z-HOPE ZPAP Reporting Form* must be completed, signed, scanned/uploaded and **entered into the Zeta Service Management System (ZSMS) by the chapter/auxiliary at <https://zphib1920.org/programs-initiatives/march-of-dimes/> by no later than SUNDAY, DECEMBER 11, 2022!**
2. ZPAP qualifies as a Z-HOPE Women (Body) activity.
3. ZPAP events conducted during the month of November **MUST** be reported on the ZPAP Reporting Form. No other form should be used. Do NOT use the Z-HOPE participant evaluation forms.
4. To earn points for Prematurity Awareness-themed events not held in November, the event must meet the standard Z-HOPE activity requirements (a minimum of 30 minutes long with at least 20 non-Zeta and/or non-Amicae participants to receive Z-HOPE points). In this case, the regular Z-HOPE Chapter Reporting Form **AND** Evaluation Forms must be completed and mailed to your state Z-HOPE coordinator to receive Z-HOPE points.
5. Z-HOPE points for *ZPAP* will only be awarded upon completion of ALL **REQUIRED** Z-HOPE activities. Please contact Zeta’s National Z-HOPE Consultant at ZHOPE@zphib.org if you have questions.
6. Documentation includes copies of bulletin/program, pictures, screenshot/capture screen of website, newspaper PSA, etc.

Helpful Programming Tips & Suggestions

1. Begin your plan with the Houses of Worship of chapter members or auxiliary members.
2. Your community may have a minister's alliance or some similar group. Ask if you can make a presentation to that group. This will allow your chapter/group to potentially reach a larger number of people.
3. On college and university campuses, contact your Student Activities/Student Life office to get a list of student organizations and clubs classified as religious groups.
4. Send a letter to your prospective Houses of Worship (a sample letter is provided). If possible, consider localizing the letter using information from the local chapter of the March of Dimes or community health agencies.
5. Schedule a meeting with the religious leader or other members of the congregation who may be able to assist you in the planning of this program. During the meeting, emphasize the impact of prematurity, especially in the African-American community. Have handouts or support material on-hand to assist you in your meeting. Contact the local March of Dimes for assistance in getting materials.
6. Review the proposed script with the religious official or designee.
7. Ask to have a short announcement (please see the samples included in this Toolkit) included in the church bulletin/program/website/monitor in November.
8. Assign a member of your chapter or auxiliary to work with each House of Worship that agrees to participate in the program. Make sure the Zeta or auxiliary member is present during the service/event. Wear sorority or auxiliary colors to the service/event on the day(s) the program is scheduled to take place.
9. Prepare items to hand out during and/or after the religious service (if available).
10. Chapters with Stork's Nests may wish to ask if they can set-up a display. Remember to consider space limitations when planning a quality and professional-level display.
11. Include the problem of premature birth in your message and announcements.
12. Have March of Dimes information on signs and symptoms of preterm labor available.
13. Wear/distribute purple ribbons in support of Prematurity Awareness Month.
14. Ask your women's group, nurses' program, adult education classes or other suitable congregational organizations to consider how best to get information about premature birth to families in the congregation.
15. Read ZPAP script/announcement and set-up display table during House of Worship-sponsored religious/spiritual retreat, conference or festival held in November.
16. Include information/host speaker to discuss prematurity and/or experiences as a part of Thanksgiving services and programming.
17. Send a thank you letter or certificate to all participating Houses of Worship (a sample is provided). Be sure to send individual letters to the leaders and/or members who assisted you as well.
18. Save copies of items used to conduct your ZPAP.
19. Start planning for next year's event and consider expanding to more Houses of Worship in your community.



Sample Religious Leader Letter

This is a sample letter to the Religious Leader. You may wish to modify it to include local prematurity statistics gathered from the health department or hospital neonatal intensive care unit. Information about your local chapter or auxiliary can also be added. Be sure to print the letter on official Zeta or auxiliary letterhead and include contact information for the Program Chairperson.

(Month) 2022

Dear (name religious leader):

(Use the following sentence only if applicable)

Thank you for participating in last year's Prematurity Awareness Month®. We hope we can count on your support again this November.

A healthy pregnancy and baby are a blessing. But some families have their hopes and dreams crushed when their baby arrives too soon, too small, and very sick.

Worldwide, 15 million babies are born too soon every year. More than 1 million die but 75 percent of these deaths are preventable. Here in the United States, more than half a million babies are born prematurely, and (XX,XXX) are born right here in (STATE). November is Prematurity Awareness Month®, and November 17 is World Prematurity Day. It's when the March of Dimes focuses everyone's attention on the serious problem of premature birth.

In response to the significant rise in premature births in the past three decades, the March of Dimes, a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects and infant mortality, and Zeta Phi Beta Sorority, an international organization with chapters in over 850 communities in the United States and abroad, have joined forces in a national campaign to support research into the causes of premature birth, and to educate the public and health care professionals about this escalating health problem.

We are part of an international effort to defeat premature birth. With your leadership, your congregation can become part of our national public education campaign by observing Prematurity Awareness Month with us. Please consider supporting our efforts by making your congregation aware of how common, serious, and costly a problem premature birth is for all, as well as what each person can do about it. To assist with this effort, we are including some ideas that may help you incorporate the topic into your public prayers or sermon, your announcements and/or your congregational activities.

Thank you for participating and helping us give more babies a healthy start in life.

Sincerely,

NAME

Chapter President
(Congregational member, if applicable)

NAME

Zeta Prematurity Awareness Program Chair
(Congregational member, if applicable)

Sample Press Release

[PRINT ON CHAPTER/AUXILIARY LETTERHEAD]

FOR IMMEDIATE RELEASE:

FOR INFORMATION, CONTACT (NAME, NUMBER AND EMAIL)

Premature Birth Rates on the Rise

Zeta Phi Beta Sorority Supports March of Dimes to Save Babies from Premature Birth

(CITY, STATE, DATE)—In response to the significant rise in premature births, Zeta Phi Beta Sorority chapters across the country are planning to hold prematurity awareness events on during the month of November 2022. Zeta members in more than 850 communities across the America will conduct prematurity awareness activities in houses of worship and congregations. Worshipers will learn more about the infant health crisis that nearly half a million families cope with each year. This year marks the 20th consecutive year of Zeta’s participation by leading this nationwide grassroots campaign.

Here in (YOUR CITY), participating congregations include: (LIST NAMES OF CHURCHES). The March of Dimes is leading a World Prematurity Day observance on **Thursday, November 17, 2022**.

Prematurity affects one out of ten babies born in the U.S. today. The numbers are even more alarming for African-American babies who have a one-in-six chance of being born too soon.

In addition to the emotional toll, there is a tangible cost to premature birth as well. Average hospital charges in the United States for the most severe cases of prematurity were nearly 60 times higher than the charges for newborn stays without complications. Prematurity is the leading cause of death for newborns (in the first month of life) and many of the babies who survive leave the hospital with lifelong health conditions or developmental disabilities that will place an additional financial burden on the family.

That’s why the March of Dimes is leading a national effort to save babies from premature birth by funding research to find the causes and by supporting local programs that offer hope and help to families with a baby in intensive care. As part of that effort, November is designated as Prematurity Awareness Month® to remind the public that premature birth is a crisis and to bring people together to help give all babies their nine months.

Despite its prevalence, many families endure the trauma of a premature birth, and all too often infant death, privately and silently. Most people are unaware of the scope of this common and costly health problem. “We want to help the March of Dimes educate the public,” said (NAME, COMMUNITY ZETA PRESIDENT). “So, we are bringing this vital information to the places where we worship, one of the cores of community life. This issue affects so many families in (COMMUNITY), it just seems like the right thing to do.”

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education, and advocacy to save babies and in 2003, launched a national campaign to address the increasing rate of premature birth. For more information, visit the March of Dimes website at marchofdimes.com or its Spanish language website at nacersano.org.

Zeta Phi Beta Sorority, Incorporated was founded in 1920 on the belief that the social nature of sorority life should not overshadow the real mission for progressive organizations to address societal mores, ills, prejudices, poverty, and health concerns of the day. The international organization’s 125,000+ initiated members, operating in more than 850 chapters, have given millions of voluntary hours to educate the public, provide scholarships, support organized charities, and promote legislation for social and civic change. For more information on Zeta Phi Beta Sorority, Inc., please visit their website at www.zetaphib1920.org.

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Sample Announcements

November is Prematurity Awareness Month[®], and November 17th is World Prematurity Day. One way for your faith community to participate is to place these announcements in a weekly bulletin or monthly newsletter. Be sure to ask the editor at least four weeks before you want the announcement to appear.

For 2022, the March of Dimes is asking everyone to go to [Facebook.com/WorldPrematurityDay](https://www.facebook.com/WorldPrematurityDay) on or before November 17th to help raise awareness.

#1: Every year, more than 15 million babies are born too soon worldwide.

November is Prematurity Awareness Month[®] and when the March of Dimes focuses everyone's attention on the serious problem of premature birth.

Support our prematurity campaign at [Facebook.com/worldprematurityday](https://www.facebook.com/worldprematurityday). Share stories, give hope and save lives.

#2: More than 450,000 babies are born too soon in our country each year. These tiny babies often face serious problems. And some don't make it.

November is Prematurity Awareness Month[®]. Help spread the message about premature birth so more babies can be born healthy.

#3: A healthy pregnancy and baby are a blessing. But some families have their hopes and dreams crushed when their baby arrives too soon, too small, and very sick.

November is Prematurity Awareness Month[®]. It's when the March of Dimes focuses everyone's attention on the serious problem of premature birth.

Visit [marchofdimes.org](https://www.marchofdimes.org) to learn about premature birth, the signs of preterm labor and ways it may be prevented. Tell someone you love.

#4: Every parent wants a healthy baby. But it doesn't always happen that way. Too many babies die each year because they were born too small and too soon. Premature birth is the leading cause of death for newborns in the US and is the leading cause of death for children under 5 worldwide.

One in every ten babies is born too soon in our country. The rate is even higher for African-American women. [We need to change this.](#) Together we can help more babies be born healthy and strong.

Help raise awareness about premature birth at [Facebook.com/worldprematurityday](https://www.facebook.com/worldprematurityday). Share stories, give hope and save lives.

Sample Program Script

You may modify the following short script to share with congregations in your community. The script can be modified using local information on prematurity. Work with the local March of Dimes office, local health organizations and hospitals for assistance with prematurity statistics. The March of Dimes has an excellent website full of statistical data at www.marchofdimes.org

Today, I want to share with you some of the disturbing facts about prematurity in this country. Every year, more than 450,000 babies are born premature—that's one in ten babies. Those numbers are worse for African-American babies, who have a one-in-six chance of being born too soon.

Babies born prematurely usually have less developed organs than full-term babies, and are more likely to face serious health problems. Even the best of care cannot always spare a premature baby from lasting disabilities such as cerebral palsy, mental retardation, developmental delays, chronic lung disease or vision and hearing impairment.

Prematurity can happen to anyone, we don't know why it happens in many cases, and that's why the March of Dimes is working so hard on the problem—to find answers.

In response to the significant rise in premature births in the past three decades, the March of Dimes, a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects and infant mortality, and Zeta Phi Beta Sorority, an international organization with chapters in over 850 communities in the United States and abroad, have joined forces in this international campaign to support research into the causes of premature birth, and to educate the public and health care professionals about this escalating health problem.

November is Prematurity Awareness Month[®], and November 17th is World Prematurity Day. Zeta Phi Beta Sorority has been a proud national program partner with the March of Dimes for over 50 years through our national Stork's Nest Program. *(Note: If your chapter has a Stork's Nest, please add a relevant sentence regarding it to bring awareness of it.)*

Please support the March of Dimes on **World Prematurity Day** which will be commemorated on **Thursday, November 17, 2022** by participating in local events in the area and by going to [Facebook.com/WorldPrematurityDay](https://www.facebook.com/WorldPrematurityDay) on November 17th to help raise awareness.

NOTE: *If you can find an appropriate scripture, please include it in your presentation.*



Zeta Prematurity Awareness Program
Electronic Full Ad (left).

To access all approved ZPAP graphics, see the link provided on page 6 of this toolkit.

Sample Thank You Letter

This is a sample thank you letter to the house of worship for their participation in the program. You may wish to modify it to include information about your local chapter or auxiliary and Stork's Nest (if applicable). Be sure to print the letter on official Zeta/auxiliary letterhead and include contact information for the Program Chairperson.

(Month) 2022

Dear (name religious leader):

On behalf of the (insert name of chapter) of Zeta Phi Beta Sorority, Incorporated, we would like to convey our heartfelt thanks to you and your congregation for sharing the information for the Zeta Prematurity Awareness Program (ZPAP) on (insert date), 2022. We are nationally affiliated with the March of Dimes to foster the ideals of promoting awareness of low infant mortality rates and preventive measures for babies to remain healthy.

Your commitment to the community as a leader requires selfless dedication. Our national organization spearheaded this grassroots public awareness campaign by targeting the month of November to network with Houses of Worship across the United States to inform their members of the alarming and growing rate of premature births within the minority races. By allowing us to rely on you to help spread the message, we are on our way to meeting our goals of informing the public of the grave concerns while providing important information about the available resources to possibly eliminate prematurity.

Again, we thank you for your time and participation with this collaborative effort. If we can be of any assistance to you and/or your congregation in the future, please do not hesitate to let us know.

Sincerely,

NAME

Chapter President
(Congregational member, if applicable)

NAME

Prematurity Campaign Chair
(Congregational member, if applicable)



Zeta Prematurity Awareness Program
Electronic Full Ad (left).

To access all approved ZPAP graphics, see the link provided on page 6 of this toolkit.

2022 Zeta Prematurity Awareness Program (ZPAP) Reporting Form



Please complete this form for **EACH** worship-based event at the same House of Worship, enter the information and scan/upload the signed form into the Zeta Service Management System (ZSMS) at <https://zphib1920.org/programs> by no later than **DECEMBER 11, 2022**. The form is fillable and must be done on a computer.

Chapter/Auxiliary Name: _____ State: _____ Region: _____
 Chapter Basileus/Auxiliary President: _____
 Chapter Prematurity Program/Z-HOPE Coordinator/Chair: _____
 Chapter Address: _____
 City: _____ State: _____ ZIP: _____
 Phone (Prematurity Program Chair): _____
 E-mail (Prematurity Program Chair): _____

This report is for worship-based events at the same House of Worship for (mark only one):

a single-day event **OR** one (1) week of worship-based events

Name of House of Worship: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Religious Leader's Name: _____
 Day(s) and Date(s) of Event: _____ Time(s): _____

Check Type of Event and Include Attendance Numbers:

- | | | |
|---|--|--|
| <input type="checkbox"/> Bible Study: _____ | <input type="checkbox"/> Gospel Concert: _____ | <input type="checkbox"/> Special event (i.e., Thanksgiving dinner, anniversary, etc.): _____ |
| <input type="checkbox"/> Choir Practice: _____ | <input type="checkbox"/> Mid-week Service: _____ | <input type="checkbox"/> Sunday Service: _____ |
| <input type="checkbox"/> Conferences (Women, Youth, Men, etc.): _____ | <input type="checkbox"/> Podcasts: _____ | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Food, Clothing or other Service Ministry: _____ | <input type="checkbox"/> Prayer Service: _____ | _____ |
| | <input type="checkbox"/> Radio/TV program: _____ | |
| | <input type="checkbox"/> Saturday Service: _____ | |
| <input type="checkbox"/> Website/Internet, Live Broadcasts/Recorded Events: _____ | | |

The **ZPAP** script was read and/or displayed. Yes No
 A **ZPAP** announcement was placed in a House of Worship publication. Yes No N/A
Optional: Prematurity Awareness/Stork's Nest information table was on display. Yes No N/A

Please have a religious official/leader sign to affirm the following statement:

"Our House of Worship participated in the 2022 ZETA PREMATURETY AWARENESS PROGRAM."

Signature **Title** **Date**

Comments: On the back of this form or on an additional sheet, please provide feedback or suggestions for future **ZETA PREMATURETY AWARENESS PROGRAM** events.

THANK YOU FOR YOUR PARTICIPATION & SUPPORT!