



A HEALTHY, FULL-TERM PREGNANCY FOR EVERY MOTHER, AND A HEALTHY START FOR NEWBORNS

# Born On Time

A Public-Private Partnership for the Prevention of Preterm Birth is a five-year, \$30 million-dollar project that is committed to helping mothers achieve healthy, full-term pregnancies in Bangladesh, Ethiopia and Mali.

These three countries have some of the highest preterm birth rates in the world with over 10% of births occurring before 37 weeks of gestation. Combined, they account for an estimated 847,000 preterm births annually. To reach the most vulnerable populations within these countries, regions with high rates of newborn deaths are being targeted.

Our program supports the empowerment and holistic health of women and adolescent girls by strengthening health systems to provide quality, responsive care and education. Working closely with local governments and community stakeholders, Born On Time brings together expertise and resources from World Vision, Plan International, Save the Children, the Government of Canada and Johnson & Johnson to help ensure that every child is born on time.

This is the first partnership of its kind to focus on prevention by addressing the key factors that contribute to preterm birth. We call those factors LINC, or:



- Unhealthy Lifestyles
- Maternal Infections



- Inadequate Nutrition
- Limited Access to Contraception

Born On Time is expected to impact the lives of approximately 2.1 million people, including



about  
**152,000**  
newborn babies



more than  
**196,000**  
adolescent girls



close to  
**933,000**  
women of reproductive  
age (20 and up)





## Addressing LINC Factors at the Health System Level

Born On Time focuses on improving the delivery and quality of gender-responsive health services to adolescent girls and women before, between and during pregnancies through:

- Training health care providers and skilled birth attendants on safe, clean delivery practices, the screening and management of pre-existing chronic diseases, maternal infections such as malaria and UTIs, as well as pregnancy induced conditions like hypertension and pregestational diabetes.
- Improving the skills of health workers in counselling and educating women, adolescent girls and their family members concerning family planning, the importance of good nutrition and risk factors related to preterm birth. These capacity strengthening efforts include a focus on gender-responsive and adolescent-friendly maternal, newborn and reproductive health services.
- Strengthening supportive supervision and mentoring of facility-based health care providers and community health workers to sustain their skills.
- Improving local health facilities with essential equipment and supplies.
- Strengthening quality care referral systems for high risk deliveries, and preterm, low-birth weight babies.

## Addressing LINC Factors at Household and Community Levels

At the community level, Born On Time is using gender-responsive and culturally appropriate approaches to promote the importance of antenatal care for pregnant women and adolescent girls.

Born On Time is:

- Empowering women and adolescent girls, supporting their self-confidence and decision-making, and helping increase their participation in community structures.
- Educating pregnant women, women of reproductive age (WRA) and adolescent girls, men and boys, and community members on the benefits of healthy timing and spacing of pregnancies.
- Engaging directly with individuals and groups within communities to halt the practice of child, early and forced marriage.
- Teaching households and communities about the risk factors associated with preterm birth such as heavy work load, poor nutrition, and intimate partner violence.
- Working with men and boys, community and religious leaders, community health committees, youth groups and radio broadcasters to raise awareness of family planning methods, healthy lifestyles, taboos related to preterm birth, and gender equality issues so together, they can help women achieve healthy pregnancies.



## Gathering and Utilizing Preterm-related Data & Evidence

Knowledge and evidence gathered from the project will be instrumental in helping to demonstrate effective approaches and strategies for the prevention of preterm birth in areas with limited resources.

Born On Time will:

- Improve collection and use of data on preterm birth at national, subnational and community levels.
- Organize forums with government health service providers, policy makers and other stakeholders to share data, lessons learned and best-practices.



## Building Global Momentum

Born On Time is part of a growing movement of organizations and initiatives aimed at helping mothers deliver healthy babies and driving progress towards the global goal for newborn survival (**SDG 3.2**). We aim to support women and adolescent girls to realize their rights, as well as to engage men, boys and community leaders to promote gender equality and tackle the barriers that impact maternal and newborn health.

For more information, please visit: [BornOnTime.org](http://BornOnTime.org)