



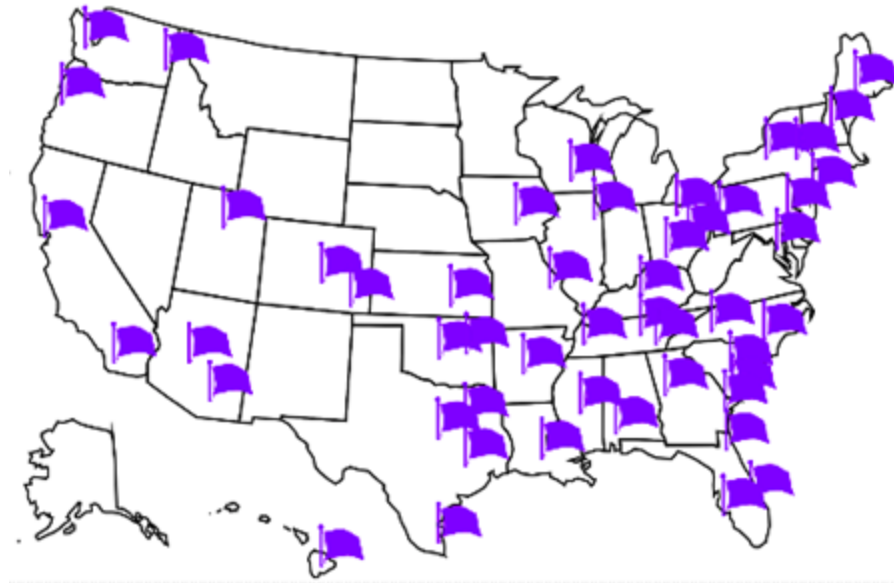
March of Dimes

Success Story:

March of Dimes Annual Awareness Campaigns

Nardi has been a partner of March of Dimes, the leading non-profit fighting for the health of all moms and babies, for several years. Throughout that time, we have worked on several annual awareness campaigns with successful results including:

- **March for Babies – Spring 2024**
 - 62 media placements in major media markets generating an est. 71.1MM media impressions
 - 15 Top 10 media market placements including Los Angeles, Chicago, Philadelphia, Dallas, Atlanta, and Washington, DC.
 - All staff media training
- **MOD Annual Report Card – November 2024**
 - At least 294 media placements were secured across US media markets through unique placements, syndications and wire releases for 33,605,591 impressions
 - 180 media placements featured across top 100 broadcast, print and online platforms
 - 20 National Media Placements including CNN, NBC News, Yahoo News, The Guardian, Vice, Axios, Motherly and more.
 - All staff media training
- **Maternity Care Deserts Report – September 2024**
 - 237 total media placements secured in major media markets generating more than 456MM media impressions
 - 24 National Media Placements including CNN, NBC News, ABC News, NPR, The Skimm, The Guardian and more!
 - 30 Top 10 Media Market Placements: New York, (1), Los Angeles (2) Chicago (3), Philadelphia (4), Boston (7), Atlanta (8), and Washington DC (9), and Houston (10)
 - All staff media training



MOD Regional Media Reach

Success Story: March of Dimes – Key National Hits

Nardi has been a partner of March of Dimes for several years and throughout that time, have worked on several annual awareness campaigns with successful results including:

CNN Health

High rates of preterm birth and infant deaths get the US another D+ grade: 'It's a travesty'

By Jacqueline Howard, CNN
© 2024 CNN. All rights reserved. Published 9:00 AM EDT, Thursday, November 14, 2024



Ashley O'Neil and her husband, Jorge, hold their second child, Kobi, together in the NICU. Courtesy: Ashley O'Neil

[CNN] — Being rushed to a hospital nearly two hours away, in the middle of a dangerous spring storm — with fear in her heart and amniotic fluid leaking down her leg — was not how Ashley O'Neil expected her first pregnancy to go.

At 33 weeks pregnant, O'Neil was having some unusual vaginal bleeding, with growing worry, she and her husband, Jorge, visited the nearby community hospital in rural Maryland where she had been receiving care during her pregnancy.

Once they arrived at the local hospital, O'Neil asked to be evaluated by an ob/gyn.

NBC NEWS

Premature births in the U.S. remain at an all-time high, the March of Dimes reports

A growing number of areas without OB-GYN care could further drive up the number of preemie births in the U.S., experts say.



The March of Dimes once again ranks the U.S. near the bottom of its annual preterm report card. The worst outcomes were in Louisiana.

Source: [March of Dimes' 2024 Preterm Birth Report Card](#)

By Erika Edwards

npr

HEALTH CARE

35% of U.S. counties don't have an adequate place in which to give birth, report finds

SEPTEMBER 10, 2024 · 4:11 PM ET
HEARD ON ALL THINGS CONSIDERED

Elissa Nadworny





A March of Dimes report finds that more than 35% of counties U.S. have no OB/GYN or hospital that delivers babies. Some patients must drive more than an hour to seek prenatal care.

AP

US Earns D+ for Preterm Birth Rate for Third Consecutive Year in 2024 March of Dimes Report Card, Remaining Worst Grade in Report History



The preterm birth grade was **D+** in 2023; the worst grades occurred in the **southern region** of the US.

Preterm birth was down below 1% compared with previous years and grade by state, 2023.

Source: [March of Dimes' 2024 Preterm Birth Report Card](#)