

A commitment to caring for mothers and babies is at the heart of Johnson & Johnson's heritage. The Johnson & Johnson Pediatric Institute, L.L.C. (JJPI) represents an education-based entity dedicated to saving mothers and infants by addressing global health priorities through education in collaboration with healthcare systems.

GLOBAL HEALTH

Of the 130 million babies born each year, over 10 million – most in poor countries – will die within their first year of life (Black et al, Lancet, 2003). About 4 million die in the first four weeks of life (Zupan et al, WHO, 2005). The major causes of deaths for the neonate (under 28 days) are birth asphyxia, preterm birth, birth injury and infection. Nearly 75 percent of neonatal deaths could be prevented with improved perinatal care – during pregnancy, childbirth and the postnatal period.

COLLABORATIVE PROGRAMS TARGET HEALTH PRIORITIES

Collaboration with medical organizations, governmental entities, non-governmental organizations (NGOs) and other professionals is a guiding principle to JJPI's approach to addressing global health priorities. By pooling resources, these alliances result in programs that ensure mothers have safer pregnancies and deliveries, and babies survive and thrive. An important element of the process is to help build capacity of the health care infrastructure to insure sustainability. Key initiatives include:

- **Preterm Birth** – Preterm birth is the leading cause of neonatal death in the United States and on the rise. More than 500,000 babies are born preterm each year, of which 400,000 are “late preterm” (between 34-36 weeks gestation). Late preterm babies often appear healthy but they are likely to be re-hospitalized or require long-term care for physical and neurological development problems. JJPI is partnering with the March of Dimes to deliver clinically vital information on preterm birth to perinatal professionals. To date, more than 30,000 professionals have been reached in the U.S. The two organizations are now partnering on a pioneering initiative that will seek to reduce the rate of preventable preterm births by 15 percent in a targeted geography through a multidisciplinary “bundling” of interventions to achieve improved outcomes.
- **Neonatal Asphyxia** – One out of every 10 babies born have difficulty breathing. In China, each year nearly 125,000 newborns succumb to birth asphyxia, the top cause of infant death in that country, and the likely cause of developmental delays in many more babies due to oxygen deprivation. A groundbreaking collaboration among the Chinese Ministry of Health, the American Academy of Pediatrics, several Chinese medical and nursing societies and JJPI has trained 6,000 medical professionals in more than 600 cities across China since 2004 in the techniques of neonatal resuscitation. These professionals will train thousands more as the program works toward the goal of having someone skilled in neonatal resuscitation present at every hospital birth by 2010.
- **Skilled Attendants** – JJPI is developing programs with the Rural Doctors Association of Southern Africa, the University of KwaZulu-Natal in South Africa and the Gauteng Province Department of Health to ensure that skilled attendants are present at childbirth in resource-poor countries, where expectant mothers often have no access to professional help during pregnancy and labor.

INTERNATIONAL ADVISORY BOARD

A global, multi-disciplinary Advisory Board, comprised of internationally recognized leaders in health care, provides insights on unmet needs in different disciplines and geographic regions, as well as guidance and strategic direction in developing and implementing initiatives.