

#### **MISSION**

The Johnson & Johnson Pediatric Institute, L.L.C. (JJPI) is an education-based entity within Johnson & Johnson Corporate Contributions, which has a mission to make life-changing, long-term differences in human health by targeting the world's major health-related issues through community engagement.

#### **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 APPROACH 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. These alliances result in programs that focus on safe, healthy pregnancies and deliveries to achieve improved health care outcomes for babies who might otherwise succumb to preventable conditions. An important element of the process is to build capacity of the health care infrastructure to insure sustainability.

#### **KEY INITIATIVES**

- **Preterm Birth** – Preterm birth is the leading cause of neonatal death in the United States with more than 500,000 babies born preterm each year, of which 400,000 are “late preterm” (between 34-36 weeks gestation). Late-preterm babies often appear healthy but are more likely than full-term infants to experience acute problems after birth, be re-hospitalized or die within the first year of life. JJPI has partnered 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 through a national grand rounds program. The two organizations, along with the Kentucky Department for Public Health, have now formed *Healthy Babies are Worth the Wait<sup>SM</sup>*, a three-year collaboration that seeks to reduce the rate of preventable singleton preterm births by 15 percent in targeted areas of Kentucky through a multidisciplinary “bundling” of comprehensive, clinically proven interventions that target known risk factors.
- **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. *Freedom of Birth, Fountain of Life*, a groundbreaking collaboration with the Chinese Ministry of Health, the American Academy of Pediatrics, several Chinese medical and nursing societies and JJPI has trained over 18,000 Chinese health care providers in reversing neonatal asphyxia since 2004. 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.

#### **PROGRAM GUIDANCE FROM INTERNATIONAL HEALTH CARE LEADERS**

Since its founding in 1998, JJPI has been privileged to work with internationally recognized leaders in health care and organizations to advance maternal and infant care. JJPI continues to work with multi-disciplinary advisors for insights on unmet needs, as well as for guidance on strategic direction in developing and implementing initiatives.