

Please Help



**Save Babies
Through Screening
Foundation, Inc.**

4 Manor View Circle
Malvern, PA 19355

Toll Free: (888) 454-3383

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Email: email@savebabies.org

www.savebabies.org



**Save Babies
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**TELL
THE
MEDIA**

www.savebabies.org

**What Is Save Babies Through
Screening Foundation?**

Save Babies Through Screening Foundation is a national, nonprofit volunteer organization which advocates saving babies through the newborn screening test. Save Babies Through Screening Foundation provides education for parents and pediatric healthcare providers about newborn screening, and how important the newborn screening test can be.

The routine newborn screening (PKU) test may not be enough, and positive newborn screening test results may not be reported fast enough. Over two thousand babies each year in the US die, suffer brain damage, or experience complications due to newborn screening tests that are lacking or reported late. **These consequences are preventable** in most cases. Protect your child. Give your baby comprehensive newborn screening for all disorders detectable through newborn screening programs, and ensure that positive test results are reported in 5 days or less after birth.

Donation amount \$ _____

Name: _____

Address: _____

Phone (optional): _____

This gift is in memory of honor of: _____

Your tax-deductible contribution allows Save Babies Through Screening Foundation to continue saving babies through education and awareness of the newborn screening test.

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What Is Tell the Media?

It is important that newborn screening be in the media, and often. Tell the Media is a program where people contact the media, any time, and ask them to do a piece on newborn screening. All media types are welcome – national and local television programs including news, talk shows, and health shows, magazines, newspapers, letters to the editor, family publications, religious publications; any type of media coverage you can think of. You may be asked to share your personal story, or personal stories of our volunteers. For statistics and other information, you can refer the media to Save Babies Through Screening Foundation.

How Do I Participate?

- Contact reporters.
- Provide our website.
- Have them contact us for more info.
- Inform us when the piece runs!

Call reporters. Strongly recommended. Have a few brief statements ready in your mind. One example might be, “My baby died in her crib when she was 8

months old. This didn't have to happen. Her newborn screening test simply stopped short. Babies born in Pennsylvania and Massachusetts get better newborn screening tests than we get here. Doctors don't seem to know about it. I want parents to know that they can get supplemental newborn screening. It's cheap, insurance covers it, and there's no reason not to do it.” Give the reporter our website address www.savebabies.org. You may need to call back a few times. Some volunteers have had success with the first person they called; others had to call 40 places before someone was interested. Either way, we got national media coverage.

Write, email or fax. We recommend calling; however, if you cannot call and must write, then you must start your letter with a bang. Here are some suggestions.

Put a picture of the child at the top of the page. If applicable, put the child's birthdate and date of death as a caption underneath the picture. You might want to start your letter, “Have you ever heard of comprehensive newborn screening? Most people have not. Each year,



over 2,000 babies are born with serious metabolic problems, yet only a fraction are diagnosed in time. There is inexpensive screening available...”

Send your letter with our pamphlet, A Parent's Guide to Newborn Screening. You may give them our contact info.

Other press. You may mention that newborn screening has been in Parenting Magazine, Parents Magazine, CBS Evening News, the Associated Press, and various medical journals.

Facts and statistics. You may have them contact us for further facts and statistics, or you may request from us our Facts and Stats Pages. However, they are several pages long and you would need to pick out the facts and stats you want.

Why Tell the Media works

Media informs the people who need to know about newborn screening – families. Media also helps pediatric healthcare providers learn what their patient base is asking for. Telling the media need take only a few minutes here and there.