



National Multiple Births Awareness Day!

May 28th



Multiple Births Canada /

Naissance multiples Canada

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*Supporting
Multiple Births
Together*

Is Your Community Ready To Celebrate?

Why celebrate National Multiple Births Awareness Day?

Established in 2005 by Multiple Births Canada, National Multiple Births Awareness Day is designated as the day for raising national awareness of the unique issues faced by multiple-birth individuals and their families. The date of May 28th is symbolic as it is the birth date of the Dionne quintuplets, who helped Canadians to better understand the challenges faced by Canada's multiple-birth community.

What is the theme for 2011?

The 2011 National Multiple Births Awareness Day theme is: ***"Prenatal education and professional support must reflect the unique needs of Canada's multiple-birth community"***

What is the purpose of this year's awareness theme?

To draw attention to the need for increased multiples-specific prenatal education and the importance in providing continuous health care support for all expectant multiple-birth parents.

Why is this important?

In the words of Linda G. Leonard, RN MSN, Multiple Births Specialist, Associate Professor Emerita, University of British Columbia:

All expectant multiple-birth parents need to receive multiples-specific information and continuous support from their team of health professionals. Why? It enables parents to:

- *Know how to best care for themselves during what is often a physically and emotionally challenging pregnancy;*
- *Increase the chances of delivering healthy multiples at or close to full term;*
- *Recognize signs that a possible problem with the pregnancy may be developing and seek help early;*
- *Make essential plans for welcoming two or more babies into their lives;*
- *Gain the confidence and knowledge needed to take on the unrelenting demands of parenting twins, triplets or more; and*
- *Be an active and informed participant with health professionals in making decisions that ensure the best possible outcomes for mother, babies and the family.*



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C A N A D A

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What can Chapters and multiple-birth groups do?

First, decide how much time, energy and financial resources you can allocate to your event. Plan accordingly. While the most popular event has been family gatherings, some communities hold the event in conjunction with their semi-annual clothing sales. Other ideas that will work:

- Go to the zoo.
- Picnic at a park.
- Book lanes at a bowling alley.
- Meet at your local pool.
- Plan a scavenger hunt.
- Arrange a boardwalk stroll.
- Have a professional photographer do family portraits.
- Encourage prenatal educators to participate in the online survey - www.surveymonkey.com/s/32YKFDV. This survey will assist prenatal educators in determining topics they might add to their curriculum.
- Provide health care professionals with the Awareness Day supporting document "Preparation for Parenting Multiple Birth Children" by Linda G. Leonard and Jane Denton www.multiplebirthscanada.org/english/documents/Preparationforparentingmultiplebirthchildren.pdf.
- Invite journalists to a media event where you will - introduce the theme, have parents speak about their individual prenatal experiences, and hand out the National Multiple Births Awareness Day communication materials.

What else should we do?

PROMOTE YOUR GROUP:

- Distribute business cards with your outreach contact information.
- Hand out the new bilingual MBC brochure.
- Have a display board highlighting some of your group's activities

TAKE LOTS OF PICTURES:

Once you have approval to share them, email them to office@multiplebirthscanada.org and MBC will post them on our website!

If your event receives exceptional media support, consider nominating that media outlet for this year's Making a Difference Media Award!