

Newborn Screening 50th Anniversary Campaign

SPONSOR PROSPECTUS

**Newborn Screening—
50 years of
saving babies' lives!**



The Association of Public Health Laboratories is partnering with the Centers for Disease Control and Prevention on this 50th Anniversary of Newborn Screening Campaign.



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The Campaign

A 50th Anniversary (2013) Newborn Screening Campaign to–

- ⤴ celebrate achievement,
- ⤴ raise awareness among parents, families and healthcare providers,
- ⤴ step-up follow-through, and
- ⤴ win on-going support from policy makers.

Of the 4 million babies born in the US each year, newborn screening saves the lives of 18,000—from death or from a lifetime of mental or physical disability. As a state-mandated, automatically-given public health program, newborn screening will celebrate its 50th anniversary in 2013. To mark this occasion and to raise public awareness about newborn screening, the Association of Public Health Laboratories and the Centers for Disease Control and Prevention are launching a nationwide communications campaign. The nation's public health laboratories are responsible for analyzing 97% of the 4 million babies' screening cards in the U.S. each year, providing doctors and families with early, critical information to improve the lives of children with disease.

The target audiences of the Campaign are parents, their families, and the physicians, nurses and midwives who provide care—before, during and after a child's birth. The goal is to raise parents' awareness about newborn screening and to increase healthcare providers' understanding of the scope and effectiveness of the procedure, and their follow-through, when treatment is necessary for the newborn.

The 50th Anniversary campaign engages communications channels that meet target audiences where they are—seeing to their health needs, working, shopping, relaxing, commuting, and learning.

For parents, the campaign is developing a significant social media strategy that will engage recognized sources of good information on parenting and on babies' health information. A brochure on newborn screening will be printed for distribution to physician and clinic waiting rooms, and maternity and baby retail outlets. The campaign will place articles and display ads in maternity and parents' magazines, and in national print media. A newborn screening exhibit will travel to ten states where state public health laboratories will host “A Day-at-the-Public Health Lab.” There, families can view the exhibit, talk to the lab scientists who perform the tests on babies' blood spots gathered at the hospital and see the advanced technology that helps make test results accurate and rapid. We are planning to pitch this event for local TV coverage.

For physicians, midwives and nurse practitioners, and the scientists responsible for continued development of newborn screening and its testing, the campaign will partner with their professional organizations and reach them through their professional communications sites—online, at professional association meetings through exhibits and presentations, and with a large format book, and eBook (digital) version, that will present both scientific discovery and family stories of newborn screening. Distribution of the eBook version includes medical schools. We will encourage physicians and nurse practitioners in any office or clinic where brochures are distributed to be familiar with the brochure content, and intend to partner with healthcare provider professional associations to publish newborn screening talking points on their websites.

For policymakers, the campaign is mounting a high-level event in Washington, DC in September 2013, where leaders in the newborn screening field will explore both the past and future of newborn screening with Congressional leaders and their staff. We have invited a national TV health personality to MC the event. Legislators responsible for “Newborn Screening Saves Lives” legislation will be honored. Celebrities will tell their newborn screening stories. We are inviting the Secretary of Health and Human Services to meet families from across the country and hear how newborn screening has touched their lives. The Secretary will award the winners of the national school children's newborn screening poster contest scheduled to take place. The event will be graphically illustrated on huge paper panels in real time. As presentations are made and stories are told they will be streamed through APHL's website. Prior to the event, newborn screening families will make visits to Hill legislators, with the newborn screening book in hand, to make the case for ongoing political support for newborn screening legislation.

At the state level, the campaign will open 2013 with a copy of the newborn screening book landing on the desk of each governor; including a cover letter describing the achievements of newborn screening in his or her state. Also, because individual states provide funding for its own newborn screening program, the state's executive and legislators will have the chance to view the newborn screening exhibit on display at 10 State Houses. We plan to muster local TV coverage of this event.

For all target audiences, during New York City's most family-popular months of the year—November, December and New Year's week in January, the campaign will broadcast a Times Square “Jumbo-tron” public service announcement. This spot, promoting greater awareness about newborn screening will run each hour – once for a 30-second spot or twice for a 15-second spot, during the 18-hour daily schedule.

For more information about the Newborn Screening 50th Anniversary Campaign sponsorship opportunities, please contact: **Mikel Smith Koon, mikel@mosaikstrategies.com, 703-516-0040.**

CAMPAIGN SPONSORSHIP OPPORTUNITIES					
Opportunity #	Opportunity	Description	Sponsor Benefits	# of Opportunities	Sponsorship Price Per Opportunity
1	Newborn Screening Day	Newborn screening traveling exhibits and events at State Houses and public health laboratories in select states. Targeted to families, state governors and other state legislators.	Acknowledgement throughout events; Invitations to NBS Day Events; General sponsor benefits.	10	\$15,000
2	Educational Brochure Development	Brochure targeted to expectant parents, parents and families will include facts and figures, family stories to promote the message, "newborn screening saves babies' lives". Brochures will be widely distributed throughout the year-long campaign.	Acknowledgement in brochure; 500 copies of brochure for distribution; General sponsor benefits.	1	\$17,000
3	Professional Conferences' Exhibit	Exhibits created for and prominently displayed at professional and scientific meetings to introduce health care providers to the newborn screening process and its health benefits. Conferences include CDC Symposium; American College of Obstetricians & Gynecologists; American Academy of Pediatrics; and others.	Acknowledgement throughout event(s); Registrations to conferences; General sponsor benefits.	6	\$12,000
4	Capitol Hill Reception & Awards Ceremony	Washington, DC event and reception, September 2013 convening newborn screening leaders and advocates to celebrate achievements. Expected to attend: HHS Secretary; Congressional members; sports heroes and celebrities. Dr. Rich Besser, ABC News invited to emcee.	Limited invitations to event; Sponsor acknowledgement throughout event and rebroadcast; General sponsor benefits	8	\$50,000
5	Newborn Screening Book	A hand-out feature at APHL's exhibits at professional and scientific meetings; a prominent part of the 9/18/2013 high-profile DC event. Will be distributed to media, scientists, key practitioners and policymakers.	Acknowledgement in book	1	\$187,500
6	Newborn Screening eBook	A unique, interactive version of the printed book. eBook will include unique interactive features not available in the print version.	Acknowledgement in eBook; General sponsor benefits.	1	\$100,000
7	Educational Brochure Distribution	Brochure described above distributed at Campaign events, activities, and other public events, as well as widely distributed via retailers, health care providers and other channels throughout the year-long campaign.	Acknowledgement in brochures to be distributed by sponsor; General sponsor benefits.	Unlimited	TBD
8	Jumbotron Ad in Times Square	One 30-second or two 15-second newborn screening public service announcement(s) to run on the CBS "Super Screen" on 42nd Street's Times Square Plaza, New York City during the 2012 Thanksgiving/Christmas/New Year holiday season.	Company support statement in ad; General sponsor benefits package.	2	\$50,000
Number of Sponsorship Opportunities				29	