



National Multiple Births Awareness Day!

May 28th



www.multiplebirthscanada.org

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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 recognized as the time 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 challenges faced by Canada's multiple-birth community.

What is the theme for 2015?

Multiple Births Canada's (MBC) theme for National Multiple Births Awareness Day 2015 (May 28th) is: ***Twin-Twin Transfusion Syndrome (TTTS) – Early diagnosis can save lives.***

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

Education is the key to diagnosing and treating TTTS, and this begins with health professionals and families knowing and understanding the need for early ultrasounds during pregnancy.

Why is this important?

TTTS occurs in 10-15% of identical monochorionic [MC] twin pregnancies, all of whom share a placenta, putting the lives of one or both twins at risk before they are born. TTTS can also occur in triplets and higher order multiples, if two or more of the fetuses originate from a single embryo and thus are monochorionic. In Canada, there are approximately 250 cases of TTTS each year.

What can be done locally to create awareness?

To celebrate National Multiple Births Awareness Day MBC encourages Affiliate Organizations (Chapters) and other multiple-birth groups to host local family events such as picnics, park visits, pancake breakfasts or other events that bring families of multiples together in celebration.

This year MBC is also encouraging informal strollathons (stroll, walk, run or bike) with the theme *Strolling to Save Lives*. These events draw attention to local support systems and to resource materials that educate and inform others of this year's theme. To access these documents visit the MBC [website](#).

You may also choose to raise funds in support of MBC's NICU project - to create informational resources to support families with multiples in the NICU, and to assist those professionals who care for them.



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Naissances multiples
C A N A D A

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What are the steps to a successful event?

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 public awareness event such as strollathon, walkathon, or take part in a parade.
- Have a professional photographer do family portraits.
- MBC encourages Chapters and non-affiliate multiple-birth groups to partner together to plan regional events. If located in close proximity to an amusement park with a picnic area, it would be ideal to contact the facility to request a special day and discount.
- Ask your members to share their their personal experiences with Twin to Twin Transfusion Syndrome (TTTS) via Facebook, on your group's website, as a letter to the editor in your community's newspaper, etc.
- Invite journalists to your community or regional celebration where you wil: introduce the theme, have parents speak about their individual experiences as a member of Canada's multiple-birth community, 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 details.
- Hand out MBC brochures.
- Have a display board highlighting your group's activities.

TAKE LOTS OF PICTURES:

Once you have approval to share your pictures, email them to office@multiplebirthscanada.org and MBC will post them on our website! Videos are also welcome.

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