



PRESS RELEASE

Johnson & Johnson Addresses Neonatal Death Issue

Indore, January 7, 2014: Neonatal Resuscitation Program – Training of Trainers was inaugurated on January 7, 2014 in Indore. The event was followed by a discussion on the importance of Basic Newborn Care and Neonatal Resuscitation Programme in combating Neonatal deaths due to birth Asphyxia and Pre-term birth complication across the country and in Madhya Pradesh particular.

Neo Natal mortality rate (NMR) measures the number of infant deaths (age below 29 days) per 1,000 live births. India has one of the world's highest NMR at 33 / 1000 live births. Neonatal Mortality Rate in Madhya Pradesh is 44 which beat countries like Bhutan and Bangladesh. **Neonatal Resuscitation Program (NRP)** is an initiative of combating high Infant Mortality Rate (IMR) in India by effective reduction in Neonatal Mortality Rate (NMR) particularly caused by "Birth Asphyxia". The Program aims to have at least one person trained in basic newborn care and resuscitation at every delivery.

Indian Academy of Pediatrics and Industry partners like **Johnson & Johnson** are playing a stellar role in implementing NRP. **Neonatal Resuscitation Program** is reducing Neonatal mortality in India, through educating & training healthcare workers and Health care providers.

Speaking at the 51st Annual National Conference of the Indian Academy of Pediatrics, **Neeraj Goyal**, General Marketing Manager, Women's Health Franchise, **Johnson & Johnson**, said "Newborn care and Resuscitation is the prime focus of Johnson & Johnson and Neonatal Resuscitation Program is a big leap to ensure that the world's youngest citizens get the best possible start in life. The NRP program has set an ambitious target of training 50,000 healthcare professionals in Basic Newborn Care and Resuscitation across 50 high impact districts of the country. The aim of the initiative is to have at least one person trained in basic newborn care and resuscitation at every delivery."

"Through Neonatal resuscitation Program we have managed to reduce Neonatal mortality in India to a great extent, through educating & training healthcare workers and Health care providers. In the last 3 years, 3500 + regional trainers have been created who are prepared to start the provider course for the healthcare workers at district levels", **Dr. Naveen Thacker**, Chairperson, **Indian Academy of Pediatrics, Neonatal Resuscitation Program**, further added.

NRP program has collaborated with national and international professional societies that provide effective training to healthcare professionals, with Government and Industry support to reduce National Neonatal Mortality to 31 per 1000 births.

About Neonatal Resuscitation Program:

Neo Natal mortality rate (NMR) measures the number of infant deaths (age below 29 days) per 1,000 live births. India has one of the world's highest NMR at 33 / 1000 live births. At 44, Madhya Pradesh has one of the highest NMR's in India. The state districts having highest infant mortality are Panna (93), Satna (90), Damoh (80), Guna & Ashoknagar (79) and Raisen (78).

The Neonatal Resuscitation Program, was started by the Indian Academy of pediatricians in 2009, in association with Johnson & Johnson, with the aim of reducing the NMR to 31 / 1000 live births nationally. The objective is to have one person at every delivery trained in neonatal resuscitation, as asphyxia is the leading cause of death amongst neo-nates. With the help of Johnson & Johnson, the Neonatal Resuscitation Program has collaborated with national and international professional societies that provide effective training to healthcare professionals to manage asphyxia, septicemia and other high-risk conditions in newborns.

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