



Vitamin **D****action* Campaign

Protect Our Children NOW!

A San Diego community program to enroll 1000 pregnant women and their newborns to demonstrate the results of vitamin D health for pregnancy and children.

80%+ of pregnant women are vitamin D deficient

4000 San Diego preterm births each year could potentially be reduced by 50%

Early childhood conditions from low birth weight to dental caries and type 1 diabetes can be affected

D-sensitive conditions also include pre-eclampsia, gestational diabetes, infectious diseases and mental development

The San Diego Protect our Children NOW! Program

What makes the program work?

Tested methods of community building, screening and generation of health results and community action.

•Education and Awareness Building

Outreach sessions (videos, webinars, onsite sessions) will be held for participants on the many conditions of pregnancy and childhood associated with vitamin D deficiency and the potential benefits based on current research.

•Screening

Screening vitamin D levels is key to appropriate intake recommendations and to matching the levels with what is known about pregnancy and early childhood conditions.

All pregnant women participating in this project will be tested at approximately 12 weeks of pregnancy, 24 weeks and at delivery. Newborn infants will also be screened.

•Health Results for Action

Health outcomes will be tracked in order to fully demonstrate the results and to monitor for any unusual conditions. The tracking is critical not only to the health of the individual but to the scientific validity of the results for the community.

The results of the program will be fully reported in the scientific literature and to the community to aid in the further reduction of the vitamin D deficiency and the realization of benefits, in San Diego and other communities..

Actions to Drive the *Protect our Children NOW!* Program to Success

1. Endorse the Program Goals

Say you care! Endorse the program to provide vitamin D (25(OH)D) screening to all women during pregnancy and for children at birth and, at a minimum every 5 years throughout their lives. Any individual, organization, or group can endorse the ***Protect Our Children NOW!*** program.

2. Implement the Program

a. Become a Sponsor

Our target in San Diego is \$300,000 per year for the ***Protect Our Children NOW!*** program.

Do you know someone who might also be interested in funding? Send them this information and invite them to contact us.

b. Become a Volunteer / Advocate

- Education
- Business
- Retail
- Advertising
- Medical Research
- Program Volunteers

c. Enroll Participants

The program aims to enroll at least 1000 pregnant women from the 12th-16th week of pregnancy. Enrollment will begin upon reaching incremental funding targets.

Information Contact

Jen Aliano, Communications Director
jen@grassrootshealth.org



GrassrootsHealth

A Public Health Promotion Organization
Moving Research Into Practice
A 501c3 non profit organization



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Say you care! Endorse the *Protect Our Children NOW!* program goals.

Vitamin D deficiency is a serious problem affecting at least 80% of all pregnancies. It has a simple, safe solution, and it is demanding action NOW to save lives and prevent diseases. Pregnant women and parents need to be informed about vitamin D and of their own vitamin D status to protect themselves from complications of pregnancy, such as preeclampsia, gestational diabetes, infections, and preterm birth, and to protect their children from diseases such as diabetes, autoimmune diseases, and upper respiratory infections that are life threatening early in life.

Endorse this program to provide routine vitamin D (25(OH)D) screening to all women during pregnancy. In addition, the program also recommends providing routine screening for children at birth and, at a minimum, every 5 years throughout their lives.

By endorsing the program you are adding your name to a list of individuals and organizations who say "I care" to *Protect our Children NOW!* to solve the vitamin D deficiency epidemic. (Your name is only used for this endorsement.)

If you know any other individuals, professionals, or organizations who may also be inspired to endorse this D*action program, we appreciate you sharing this with them.

To fill out and submit this form online, go to <http://grassrootshealth.wufoo.com/forms/protect-our-children-now/>.

Endorser Information

Endorse as an Individual: Name (First / Last) _____

Endorse as a Company, Group, or Organization

Company, Group, or Organization Name _____

Address _____

City _____ State _____ Country _____ Zip _____

Phone _____ Email _____

Notify me of D*action News & Updates No notifications at this time

Signature _____ Date _____

Please add any comments you have to the back of this sheet and return to:

GrassrootsHealth, ATTN: Jen Aliano, PO Box 234208, Encinitas, CA 92024

FAX: 760-635-1607 SCAN & EMAIL: jen@grassrootshealth.org

Thank you!

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GrassrootsHealth, a non-profit 501c3 public health promotion and research organization, leader of the world's largest vitamin D outreach project (D*action) is bringing its scientific, educational and program resources to the San Diego Community to provide a proven approach to this public health promotion.

Sponsorship Package Levels to meet the \$300,000 Funding Goal for 2012

Special Offerings are associated with each package.

All sponsors have access to free downloads of interactive educational materials, printed marketing material, publications and additional vitamin D information.

SUNSHINE SPONSOR ~ \$100,000

100 free vitamin D screenings to the sponsor

Name, link, logo, and full text description on our sponsor page

12 months visibility on Interactive Educational Material

Sunshine sponsor badge for your website

We will contact you to discuss your custom sponsorship at this sponsorship level

DIAMOND SPONSOR ~ \$25,000

25 free vitamin D screenings to the sponsor

Name, link, logo, and full text description on our sponsor page

9 months visibility on Interactive Educational Material

Diamond sponsor badge for your website

PLATINUM SPONSOR ~ \$15,000

15 free vitamin D screenings to the sponsor

Name, link, logo, and full text description on our sponsor page

6 months visibility on Interactive Educational Material

Platinum sponsor badge for your website

GOLD SPONSOR ~ \$10,000

10 free vitamin D screenings to the sponsor

Name, link, logo, and one line description on our sponsor page

3 months visibility on Interactive Educational Material

Gold sponsor badge for your website

SILVER SPONSOR ~ \$5,000

5 free vitamin D screenings to the sponsor

Name, link, and logo on our sponsor page

Silver sponsor badge for your website

BRONZE SPONSOR ~ \$1,500

2 vitamin D screenings to the sponsor

Name and link on our sponsor page

Bronze sponsor badge for your website

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I would like to contribute to GrassrootsHealth to *Protect Our Children NOW!* at the following sponsorship level:

- \$100,000 SUNSHINE SPONSORSHIP
- \$25,000 DIAMOND SPONSORSHIP
- \$15,000 PLATINUM SPONSORSHIP
- \$10,000 GOLD SPONSORSHIP
- \$5,000 SILVER SPONSORSHIP
- \$1,500 BRONZE SPONSORSHIP
- INDIVIDUAL SPONSORSHIP

Contributor Information

Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

I prefer to have my contribution appear on my (please circle):

AmEx Master Card Visa Discover

Account Number _____ Expiration Date _____ CVV _____

Signature _____

Please make checks payable to GrassrootsHealth. Send complete forms and checks to:

GrassrootsHealth, PO Box 234208, Encinitas, CA 92024

FAX: (760) 635-1607 SCAN & EMAIL: jen@grassrootshealth.org

Artwork contact: Name _____ Email _____ Phone _____
(for logo and display information)

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