



# Pampers. kangaroo-a-thon

*Skin to skin. Heart to heart.*  
Supporting development and bonding in the NICU.

Welcome,

## We're so happy you have decided to host a Kangaroo-a-thon!

Your commitment to the babies and families in your NICU is incredible, and we want to thank you for hosting this amazing event. The extra kangaroo care that you facilitate now will have a lifelong impact on their health and happiness—so let's make it happen!

Here's what you need to know about the Kangaroo-a-thon digital kit:

### How it works

Your NICU is participating to see who can collect the highest daily average of kangaroo care minutes per eligible patient. Keep track of your minutes through printed Kangaroo-a-thon entry forms and a digital results tracker. The kit is based on a 12-day time frame so consider running your event around or leading up to International Kangaroo Care Day (May 15th).

### Nurse appreciation and grand prize

To encourage some friendly competition among staff, offer a prize. **At the end of twelve days the nurse with the highest overall daily average of kangaroo care minutes per eligible patient wins!**

### Participation

Parents and families with a baby in your NICU are eligible to participate. For babies who are unable to be held because of medical concerns, parents can use hand hugging, modified kangaroo care or other alternatives. See the digital materials for more information.



We believe a baby's earliest days are the most essential toward shaping their brightest beginnings, and we are committed to supporting their happy, healthy development right from the start. All Pampers Professional programs support babies and their families by enabling early success and development and enhancing access to resources, tools and support.