



Australian Preterm and Early Term Birth Prevention Program

Every Week Counts
Round 2 Announcement

Issue 2 | June 2025

Collaborative 2.0 kicks off in style

More than 140 representatives from 40 of Australia's maternity hospitals gathered in Brisbane in May for the first Learning Session of the Every Week Counts National Collaborative.

These teams, ranging from the very largest tertiary services to key services in regional and remote communities providing local care, continued their critical work across the nation to safely prevent preterm and early term birth.



Highlights included powerful lived experiences provided by several consumer representatives, the barriers and enablers of preterm preeclampsia screening, the importance of providing safe and sacred care for First Nations families, team presentations of their storyboards to share their learning and local context, and a deep dive into the framework for success and design of this next round.

Breakout sessions on the pillars of Early Term Birth Prevention, Preterm Birth Prevention and Culturally Safe Care, provided invaluable learning opportunities for teams as well as the fostering of new partnerships that will sustain us in our efforts to make pregnancies safer for all Australian women.



Every Week Counts magazine out now!

The 2025 edition of the Every Week Counts Magazine is out now!

This nationally distributed publication contains articles describing topics that every pregnant woman needs to know to ensure the best possible outcomes from their pregnancy.

It's also a critical resource for every health professional that is involved in maternity care.



If you are involved in obstetric care, are pregnant, know someone that is pregnant or considering a pregnancy this magazine is for you. Get your [free copy of the magazine here](#).

We also encourage you to champion the sharing of the magazine across your organisation's social platforms using [this suite of promotional resources](#).

If your hospital or health service would like hardcopies of the magazine, please provide complete postal details and required quantities [here](#).

Partnering with consumers. Building genuine connections

Expanding on her presentation at the Brisbane Learning Session, Amber Bates, Lead of the Collaborative's Lived Experience Collective, offers additional insights for hospitals and health services in their approach with partnering with consumers, keeping them engaged and feeling valued.

[Read more here](#)



The importance of preterm preeclampsia screening

Preterm Preeclampsia is responsible for 10-20% of early preterm births and can have serious consequences for the mother and the child.

The barriers and enablers to implementation of routine preterm preeclampsia screening generated significant interest and robust dialogue at Brisbane's recent Learning Session.

WHA and the Alliance are working with several sites across the country to identify enablers and barriers to implementation of preterm preeclampsia screening in various settings.

The following article by Obstetrician and Fetal Medicine Specialist, Associate Professor Daniel Rolnik, appears in the 2025 edition of the Every Week Counts magazine.

[Read the article here](#)

Yasmine's story and the reality of preterm birth

When Yasmine Phillips dreamt of becoming a mother, she didn't dream of having two very different premature births: her first child was a micro preemie (born before 26 weeks) and her second arrived at 37 weeks – both of whom needed considerable care in the neonatal intensive care unit after birth.

Yasmine recently shared her story of pregnancy, HELLP syndrome, parallel NICU stays, and her powerhouse preemies at the Brisbane learning session. Her story is also the focus of this feature article.

[Read the article here](#)



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Australian Preterm
and Early Term Birth
Prevention Program



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Prevention
ALLIANCE



WOMEN'S
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Improvement

Our Partners

The Every Week Counts Australian Preterm and Early Term Birth Prevention Program is a partnership with clinical leadership from the Australian Preterm Birth Prevention Alliance, quality improvement and administration leadership from Women's Healthcare Australasia and the Institute for Healthcare Improvement (IHI), which is being funded by the Commonwealth Government through the Women's Healthcare Australasia.

Partner organisations include Menzies School of Health Research, Clinical Excellence Queensland, Clinical Excellence Commission, Safer Care Victoria, SA Health, King Edward Memorial Hospital, Women's and Babies Research, Every Week Counts, Centre of Research Excellence in Stillbirth, and the Perinatal Society of Australia and New Zealand.

For further information please contact Women's Healthcare Australasia

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