



Australian Preterm and Early Term Birth Prevention Program

Every Week Counts Update

Issue 3 - September 2025



Dear Caitlin,

The national effort to safely reduce preterm and early term birth celebrated another landmark event in Sydney last month. Participants representing more than 40 teams across maternity services around Australia descended onto Sydney Olympic Park for another learning session of the Every Week Counts Collaborative.

The intensive two-day program began with a Welcome to Country delivered by Raymond Weatherall, emphasising the beauty and significance of traditional lands and the importance of respecting elders and ancestors.



Stories of lived experiences from Tiwi Islands First Nations mother, Maxine Daniels, and QLD-based consumer, Tanya Daniels, provided powerful reminders to all in the room of the human face of the work teams continue to commit themselves to.

Collaborative progress, hospital highlights and methods to overcome challenges were framed through presentations from King Edward Memorial Hospital/Osborne Park Hospital (WA) and Torres and Cape Hospital and Health Service (QLD).

Notable highlights across the two-day program included the captivating session delivered by Professor Cath Chamberlain, Dr Kim Jones and Storm Henry, 'Recreating Safe and Sacred Care: Snapshot of Trauma-Informed Care When Working with Aboriginal and Torres Strait Islander Families'.

The barriers and enablers of preterm preeclampsia screening also generated robust discussion during A/Prof Chris Lehner and Michael Rice's presentation, 'Universal preterm preeclampsia screening in Australia – what will it take?'.

Breakout sessions and team storyboards provided invaluable learning opportunities and local context for our teams, as well as the chance to celebrate successes and discuss challenges in an open forum.





The following teams were deservedly recognised for their efforts as the Every Week Counts Collaborative Champions:

- St George Hospital (NSW)
- St John of God – Midland (WA)
- King Edward Memorial Hospital and Osborne Park Hospital (WA)
- Bendigo Health (VIC)

Implementation of universal preterm preeclampsia screening in Australia

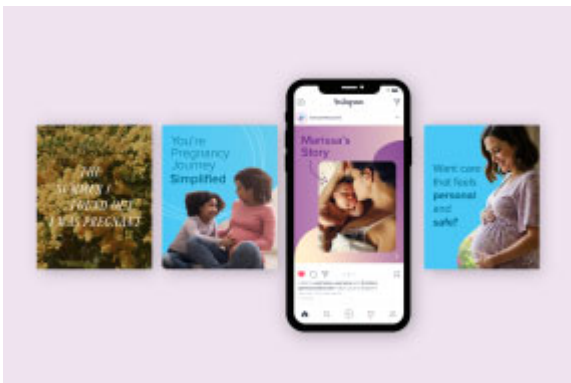
A key body of work underway in Round 2 of the National Preterm Birth Prevention Program is the pilot project testing for implementation of national preterm pre-eclampsia screening.

The program aims to co-design a pathway for implementation for routine preterm preeclampsia screening in early pregnancy and to test this pathway across metropolitan, rural/remote and primary healthcare settings in various jurisdictions.

Chair of the Preterm Preeclampsia Implementation Pilot Working Group, A/Prof Chris Lehner, provides an update on the pilot project and its potential to shape a universal screening program in Australia.



[Read more about the pilot program](#)



Reaching women & families Social Media Toolkit

We have recently launched the Every Week Counts social media platforms. The goal of these accounts is to empower women to navigate pregnancy with confidence.

The WHA team have been putting together a toolkit for you to use and share on your service's social media platforms. New content will continue to be added, so this is your one-stop for all consumer facing social media resources.

[Access and download here](#)



Follow Every Week Counts on Social Media

[@everyweekcounts](#)

Celebrating success: Torres and Cape Hospital and Health Service

When we recommenced our Every Week Counts national program in March of 2025, we were keen to see how our returning hospitals had navigated the 10+ month period in between rounds 1 and 2.

Overall, progress remains extremely encouraging, with several teams standing out for their ability to sustain the gains made in preventing early birth and build on this foundation for lasting success. One such team was Torres and Cape Hospital and Health Service (TCHHS)



[Read the team profile](#)



From loss to purpose: A mother's story of why preterm birth matters

Rheannon Griffin is a mother to three daughters, a student doctor, and a consumer representative involved with the Every Week Counts national program with a powerful story of lived experience.

By sharing her story and speaking for families who have lived through what she lived through, Rheannon hopes to bridge the gap between consumers and clinicians, ensuring that every woman feels heard, validated, and supported through one of the most vulnerable times in her life.

This is her story.

[Read her story](#)



Australian Preterm and Early Term Birth Prevention Program



Australian Preterm Birth Prevention Alliance



WOMEN'S HEALTHCARE AUSTRALASIA



Institute for Healthcare 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). This program is supported by funding from the Australian Government under the Preventing Preterm Birth Grant.

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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