



# Hold-A-Thon

For Newborns with  
Hypoxic Ischemic Encephalopathy



HOPE for HIE

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## Champion PPT Talking Points

### Slide 1:

- Introduce the Polar Bear Care Hold-a-thon as a jointly sponsored event from Newborn Brain Society and Hope for HIE.

### Slide 2:

- Walk through the agenda.

### Slide 3:

- Holding has tremendous benefits for newborns and their parents
- Research on skin-to-skin care has shown that it:
  - Stabilizes a baby's vital signs
  - Helps establish feeding and promote growth by stimulating oxytocin production and therefore milk production
  - Promotes development through parent-infant bonding
  - Reduces a parent's anxiety and stress

### Slide 4:

- It is important that babies undergoing therapeutic hypothermia maintain their target temperature.
- Skin-to-skin care is not recommended during therapeutic hypothermia because it can increase the baby's temperature outside of the target window.
- Holding can still happen though! This can be done on the cooling blanket.
- Each NICU should develop a protocol that fits within their unit's clinical practices and guidelines. However, some general principles are described here (can read the bullet points)
- If a baby is not stable enough for holding, you can still give hand hugs (can read the bullet points on how to do this).

### Slide 5:

- Polar Bear Care is a term allowing parents to hold during therapeutic hypothermia PLUS using key principles of trauma-informed care.

- This approach helps parents recover from birth trauma and the trauma of experiencing their baby undergoing therapeutic hypothermia.
- Walk through the table of the 6 key principles of trauma-informed care, how it's operationalized, and how it applies to Polar Bear Care.

Slide 6:

- Go through your individual site's protocol here for holding on therapeutic hypothermia

Slide 7:

- A hold-a-thon is a fun event that allows us to encourage holding and positive touch for babies undergoing therapeutic hypothermia while also providing education.
- Read the mission and vision of the hold-a-thon.

Slide 8:

- In April, we will be hosting the first multicenter hold-a-thon for babies treated with therapeutic hypothermia.
- Sites will be providing education and doing fun activities related to Polar Bear Care