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London

Neonatal Encephalopathy September Awareness Campaign

Millions of babies die or sustain life changing disabilities like cerebral palsy, deafness, blindness and epilepsy from birth asphyxia related brain injury (neonatal encephalopathy) every year in low- and middle-income countries, particularly in Southeast Asia and Sub Saharan Africa. Unfortunately, this condition has remained largely invisible to researchers, funding bodies and policy makers. In high income countries the focus has primarily focussed developing new and complex treatments to treat this brain injury using pre-clinical models, and this is of little relevance to the situation in low- and middle-income countries. The challenges of birth asphyxia related brain injury in low- and middle-income countries requires a holistic approach and systematic approach of identification, prevention as well as management, and hence increasing public awareness is vital.

The September Awareness Campaign lead by Dr Gabriel Variane in partnership with the Brazilian Society of Paediatrics about perinatal asphyxia is a very critical step towards the global efforts to sensitise the society and raise evidence-based awareness to curtail the incidence of perinatal asphyxia and related morbidities.

It acknowledges the strategies to reduce relevant and preventable risk factors of diseases and deaths related to the perinatal period to achieve results in socioeconomic conditions prevalent in Brazil and other low- and middle-income countries. Such an intersectoral campaign is the need of the hour.

On the behalf of the PREVENT (Prevention of Epilepsy by Reducing Neonatal Encephalopathy) study team, we are delighted to join hands this campaign and support the efforts to change the life of millions of infants. We hope this campaign will pick up momentum in all low- and middle-income countries and will increase the awareness of this extremely serious condition worldwide.

Your Sincerely



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<https://www.imperial.ac.uk/perinatal-neuroscience>  
<http://www.imperial.ac.uk/centre-for-paediatrics-child-health/research/neuroscience>