



GUIDANCE NOTE

Activities
under
“National Newborn Week 2025”

15-21 November 2025

Theme:

"Newborn Safety: Every touch, Every time, Every Baby"

Government of India
Ministry of Health & Family Welfare
Child Health Division

INTRODUCTION

The neonatal period is the most critical phase for child survival, with the highest risk of mortality. Newborn health is influenced by multiple biological, social, economic, and cultural factors. Recognizing this, the Ministry of Health and Family Welfare (MoHFW) has made newborn care as one of the top priority agenda and implementing various key interventions under the National Health Mission at both the facility and community levels to address morbidity and mortality.

Most newborn deaths, including stillbirths, are preventable through effective implementation of the RMNCAH+N (Reproductive, Maternal, Newborn, Child, and Adolescent Health + Nutrition) continuum of care. A comprehensive Facility-Based Newborn Care (FBNC) system has been established, offering 24/7 quality care for sick and small newborns. This includes:

- **Newborn Care Corners (NBCC)** in Labour rooms and Obstetric OTs for essential newborn care and resuscitation.
- **Newborn Stabilization Units (NBSUs)** at CHCs and FRUs for stabilization and prompt referral.
- **Special Newborn Care Units (SNCUs)** at district and sub district levels for specialized level II newborn care. Being involvement of mothers is crucial for growth and development of the newborn, GoI implemented family participatory care at all levels of facility based newborn care and **Mother Newborn Care Units (MNCUs)** are being established to ensure 24*7 availability of mothers in the care of the newborns at newborn care units.

In the community, ASHAs are conducting home visits under the Home-Based Newborn Care (HBNC) program, monitoring newborns and referring those in with danger signs.

With the joint efforts and hard work from all the stakeholders, India's Neonatal Mortality Rate (NMR) has reduced from 44 per 1,000 live births in 2000 to 19 per 1,000 in 2023.

India Newborn Action Plan (INAP) is committed to achieving a single-digit NMR and stillbirth rate by 2030. INAP outlines strategic actions to end preventable newborn deaths and stillbirths through joint efforts by health systems, families, and communities.

PLANNED ACTIVITIES DURING NATIONAL NEWBORN WEEK

15TH -21ST NOVEMBER 2025

National Newborn Week is celebrated every year in the country from 15 to 21 November since 2000. The aim for celebrating the week is to raise awareness about the importance of the newborn care for child survival and development.

Theme of National Newborn Week 2025:

"Newborn Safety: Every touch, Every time, Every Baby"

The theme for this year's National Newborn Week, highlights the urgent need to prioritize patient safety at every stage of newborn care a matter of critical importance in India's health landscape. The neonatal period remains the most vulnerable time in a child's life, with many mortality and morbidity incidences are reported every year due to preventable causes such as infections, medication errors, and unsafe care practices etc. By focusing on safety in every aspects whether through the hands of health workers, the support of parents, or the systems within hospitals this theme calls for a culture where every baby is protected, every procedure safe, and every decision made with care and vigilance.

To support this, the Child Health Division of the Ministry of Health and Family Welfare (MoHFW) has outlined a comprehensive set of activities aimed at raising awareness and improving newborn safety across infrastructure, medical delivery, infection prevention, diagnostics, and rational medication use etc. These initiatives strengthen infection control practices in newborn care units at both hospital and community levels, helping to create safer environments and better health outcomes for every baby. This united effort underscores the commitment to zero harm and the right of every newborn to receive nurturing, quality care.

The list of activities planned are for the week 15th to 21st November 2025 is as under:

At National level

- A Launch of National Newborn Week 2025 will be done by the MoHFW.
- Release of three newborn documents,
 - FBNC Operational guideline 2025 (revised)
 - Training modules on Oxygen support system and Empowering mothers and caregivers in providing Nurturing Care to Newborns admitted in SNCUs and MNCUs
- Communication to all stakeholders and Professional bodies like India Academy of Paediatrics (IAP), National Neonatology Forum (NNF), Indian Medical Association (IMA), Federation of Obstetric and Gynaecological Societies of India (FOGSI), Indian Nursing Council (INC), Trained Nurses Association of India (TNAI), Indian Association of Neonatal Nurses (IANN) etc. to promote inter-sectorial convergence of various or contribute in advocacy for facility and community care of newborn.

At State/UT level

- Launch of National Newborn Week, involving state health leadership
- Organize state level webinars and online workshops for health professionals, focusing on newborn safety, patient engagement, medication safety, and infection prevention.
- Issue circulars to districts on implementation of guidance notes, patient safety goals, and monitoring/reporting indicators around newborn safety.
- Share updated FBNC antibiotic policies, infection control protocols, BMW guidelines and family participatory care guidelines to all health facilities.
- Collect reports of district launches, baseline NQAS/MusQan facility assessments, prescription audits, and webinar participation.
- Promote cross-sectoral partnerships (IAP, NNF, INC, FOGSI, NGOs, Medical Colleges) for coordinated newborn safety initiatives.

At District Level

- Prior to National Newborn Week an orientation of all Block Medical Officer and facility level in charges should be done related to the activities planned during the week.
- District launch event at hospitals, with distribution of newborn safety IEC materials and theme displays in OPDs and wards.
- Hold orientation meetings for Block Medical Officers and district teams about key week activities and reporting protocols.
- Organize district webinars/workshops on newborn patient safety, medication safety, and diagnostic protocols.
- Conduct NQAS/MusQan baseline facility safety assessments (SNCU, NBSU, pediatric wards/OPD, NRCs).
- Perform prescription audits, review medication reconciliation practices, and track medication error reporting in newborn units.
- Collaborate with district health partners, professional groups, and NGOs for execution of patient safety goals and infection prevention campaigns.
- Ensure follow-up (facility and community) of newborns discharged from SNCU/NBSU during the week; maintain line list at district and facility levels.
- Implement feedback and escalation channels for parents/families, and document their participation in committees and care processes.

At Facility Level:

Organize sessions for staff on engaging families in patient care and inform about the Do's and Don'ts.

Implement "rooming-in" practices, ensuring mothers can stay with their newborns throughout hospitalization.

Ensure clear, newborn care unit entry education sessions for parents at the time of admission utilization of Family Participatory Care (FPC) videos and written discharge communication before going home.

Medication Safety

- Conduct facility wide training on safe pediatric dosing, medication error reporting, and rational use of medicines.
- Double check prescriptions, label and separate LASA medications clearly, and use "no interruption zones" during medication.
- Audit medication reconciliation and review for all admitted newborns; track and record errors
- Involve pharmacists in medicine selection/dosing and supply chain management.

Diagnostic Safety

- Orientation of staff on FBNC protocols for triage and differential diagnosis.
- Enable collaborative diagnostic rounds (e.g., telemedicine consultations, second opinions for complex cases).
- Infection Prevention
- Orient all Staff on IPC protocols and hand hygiene and using soap and water and alcohol rubs.
- Conduct monitoring round of hand hygiene compliance
- Check the Stores and observe for arrangements of linen, supply and other newborn care unit items for their sterility and stocks.
- Organize vaccination drives for safety of health care staff.
- Involve parents in infection prevention efforts: education on hand hygiene, use of PPE, and KMC practices, orient using Family Participatory Care (FPC) videos.
- Develop protocols and observe handover communication at every shift change

- Monitor FBNC key performance indicators of the facility for current month and last quarter for: infection rates, neonatal mortality, exclusive breastfeeding rates, and rates of adverse clinical events, LAMA, referral etc.

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Other safety majors

- Conduct training to health care staff working in labour room to ensure
 - Clean delivery practices, delayed cord clamping, and prevention of hypothermia through immediate drying and wrapping.
 - Provide essential newborn care and timely resuscitation as per standard protocols only when indicated.
 - Encourage skin-to-skin contact and Kangaroo Mother Care for low birth weight and preterm babies.
 - Avoid routine harmful practices such as suctioning, unnecessary medications, or separating the baby from the mother.
- Conduct training for healthcare staff on emergency response, and safe care practices, including fire and electrical safety.
- Implement fire safety drills, maintain clear exit routes, and ensure functioning of electrical systems and equipment.
- Develop and establish protocols for safe handling, storage, and disposal of electrical equipment and hazardous materials.

- Develop emergency response plans, including evacuation procedures and disaster management measures tailored to the facility.
- Round by facility in charge and quality team to ensure all firefighting equipment is available, functional, and staff are trained on their proper use.
- Install and maintain smoke detectors, fire alarms, and fire suppression systems in clinical and electrical zones.
- Conduct fire risk assessments periodically and address identified vulnerabilities proactively.

At Community Level:

- Awareness Sessions: Arrange community meetings to teach families the importance of hygiene and the dangers of self-medication misuse.
- Health Talks at Clinics: Organize talks at community health centers about the safe use of antibiotics and maintaining cleanliness at home.
- Interactive Activities: Use games and skits in community centers to engage people and reinforce key messages.
- Follow-up of all newborns in the community: The community level health workers ASHA and ANM to have follow-up of all newborns in the community during the National Newborn Week.
- The line listing of the newborn followed up during the national newborn week shall be maintained at the Sub-Centre level.
- Besides conducting follow up or routine home visits to newborns, during the National Newborn Week, as per schedule additional follow up visits would be conducted specially to vulnerable group of newborns specially Preterm, Low birth weight and sick newborns discharged from SNCU/NBSU and/or families during this week who are already visited/contacted in last 3 months.

National Newborn Week report 2025			
Name of State/UT:-----			
S. No	Reporting Indicator	Numbers	Remarks if any*
1	Number of districts participated in Launch at National and State level.		
2	Number of Doctors, Staff Nurses and Health workers participated in the Webinars at all levels during National Newborn week.		
3	Number of SNCU/MNCU/NBSU facilities conducted quality baseline or facility level assessments during period (15 to 21 November 2025) of National Newborn Week 2025		
4	Number of case sheet audited under prescription audit		
Reporting email id: newborn.mohfw@gmail.com , shobhna.gupta@gov.in & joshidrkapil@gmail.com			

IEC MATERIALS

Child Health IEC materials for various programmes are already available on National Health Mission website (<http://nhm.gov.in/>) website which may be used during National Newborn Week. For any query or feedback, and reporting of NNW-2025 all State may write to newborn.mohfw@gmail.com, shobhna.gupta@gov.in, drshobhna.gupta@gmail.com and joshidrkapil@gmail.com email id or contact Child Health division National Health Mission, Ministry of Health and Family Welfare.