Pampers Swaddlers Thank You Nurses Awards Invites Families to Give Thanks for Nurses

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Pampers, Together with the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) and the National Association of Neonatal Nurses (NANN), Will Honor Three Exceptional Nurses for the Touches of Love They Provide to Babies

CINCINNATI--(BUSINESS WIRE)--Pampers Swaddlers, the #1 Choice of U.S. Hospitals*, announces its second annual Pampers Swaddlers Thank You Nurses Awards, developed with the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) and the National Association of Neonatal Nurses (NANN). The program, which celebrates the essential role nurses play in facilitating strong relationships between newborns and their parents, opens its nominations today to honor nurses across three care categories: Labor & Delivery, Neonatal Intensive Care Unit (NICU) and Postpartum.

“From holding their hands during labor to teaching new parents how to change a diaper, nurses provide countless touches of love to babies and their families,” said E. Yuri Hermida, Vice President, North America Baby Care, P&G. “Nurses encourage the bonds between babies and their families as well as the happy, healthy development of babies right from the start. As a brand that has been trusted by nurses for 40 years, we are honored to show our appreciation to nurses for all they do.”

Now through January 27, 2017, Pampers invites parents, co-workers, family members and friends to say “thank you” to extraordinary nurses by submitting a nurse nomination at www.pampers.com/thankyounurses. Three winning nurses in the care areas of Labor & Delivery, NICU and Postpartum will be announced during Nurse Appreciation Week, beginning May 8, 2017.

“Parents look to their nurses to help them through all of their baby's first moments - from the cries and hiccups to feeding, burping, diapering and everything in between. It’s nurses who truly help new moms and dads transition into parenthood and provide touches of love that put them at ease,” said AWHONN CEO Lynn Erdman, MN, RN, FAAN. “We are excited to join forces with Pampers for another year of the Thank You Nurses Awards and help recognize the nurses who care for babies and their families. We also encourage everyone to get involved and nominate a special nurse who has touched your baby or family's life.”

For more than 50 years, Pampers has been dedicated to every baby’s happy, healthy development, and has been trusted by nurses since the brand began working closely with hospitals 40 years ago. This long-standing relationship and respect for nurses is why Pampers launched the Thank You Nurses program in 2015 and why Pampers continues to work closely with hospitals and nurses to improve its products.

More recently, Pampers introduced the new Pampers Preemie Swaddlers Size P-3 diaper, designed in partnership with NICU nurses for the most vulnerable premature babies weighing as little as 1 pound (500 grams). Pampers commemorated this advancement with the Pampers “Touches of Love” campaign this fall, celebrating all babies, especially those in the NICU, and those who care for them – including the nurses who provide essential touches of love to help with baby’s growth and development.

“The incredibly skilled and compassionate nurses who care for patients and families in the NICU are truly remarkable,” said Lori Brittingham, President of the National Association of Neonatal Nurses. “We are honored to have the opportunity to celebrate the efforts of neonatal nurses through our partnership with Pampers on the Thank You Nurses Awards. The work neonatal nurses do expands well beyond the clinical care that they deliver. Helping high-risk infants grow and develop, and supporting and facilitating strong relationships between babies and their families is crucial. We hope that NICU staff and families will take the opportunity to recognize extraordinary NICU nurses by nominating them for this prestigious award.”

When the Thank You Nurses Awards winners are announced in May, they will receive a one-year membership to AWHONN or NANN, including attendance at the respective organization's annual convention, a scholarship, a P&G care package, and more. Also, in honor of these nurses, three additional Pampers Swaddlers scholarships will be made available through AWHONN to help nurses from underrepresented groups complete their studies toward a Master of Science in Nursing degree.

Full prizing details are available at www.pampers.com/thankyounurses.
About Pampers Swaddlers

Pampers Swaddlers is the #1 Choice of U.S. Hospitals* and the first diaper worn by millions of babies. Pampers Swaddlers wraps baby with premium comfort, protection and blanket-like softness, helping to take care of babies during all the precious first moments they share with their parents. Pampers Swaddlers is Pampers’ softest diaper and provides a wetness indicator and absorb away liner on all sizes for up to 12 hours of comfort and protection. Pampers Swaddlers are available in sizes P-6 at retailers nationwide and online at www.pampers.com. Pampers Preemie Swaddlers in sizes P-1, P-2 and P-3 are available to hospitals across the U.S. and Canada.

About Pampers®

For more than 50 years, parents have trusted Pampers to care for their babies. Pampers is a part of The Procter & Gamble Company (NYSE:PG) and is the #1-selling diaper worldwide. Every day, more than 25 million babies in 100 countries around the world wear Pampers. Pampers offers a complete range of diapers, wipes and training pants designed to provide protection and comfort for every stage of baby’s development. Visit www.pampers.com to learn more about Pampers products, join the Pampers Rewards program, and find ideas and information to help your baby get the most out of love, sleep and play.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit http://www.pg.com for the latest news and information about P&G and its brands.

About AWHONN

Since 1969, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) has been the foremost authority promoting the health of women and newborns and strengthening the nursing profession through the delivery of superior advocacy, research, education, and other professional and clinical resources. AWHONN represents the interests of 350,000 registered nurses working in women's health, obstetric, and neonatal nursing across the United States. Learn more about AWHONN at www.awhonn.org.

About NANN

As the voice for neonatal nurses, NANN has supported its members and advanced the profession by providing opportunities to influence care for neonates and their families, collaborate with leaders and peers in their field, and gain clinical knowledge to improve their daily practice for over 30 years. Today, more than ever before, high-risk neonates have a better chance of thriving because of the advances in medicine and the skilled neonatal nursing care they receive. The National Association of Neonatal Nurses stands behind these nurses, providing the professional and educational support they need. Learn more about NANN at www.nann.org.

*Based on sales of the newborn hospital diaper

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English

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Visit www.pampers.com/thankyounurses and say thank you to a nurse who has touched you and your baby’s life.