MEDIA RELEASE

Australian Preterm and Early Term Birth Prevention Program

New e-learning module brings Every Week Counts into clinical practice

Sunday, 15 November 2026

A new e-learning module is helping clinicians translate the latest evidence on preventing preterm and early term birth into everyday maternity care.

The module brings together the key evidence, recommendations and practical approaches that underpin the national Every Week Counts program, giving clinicians an accessible way to refresh their knowledge and consider how prevention strategies can be incorporated into routine care.

From evidence to everyday care

Preventing preterm and early term birth is rarely about a single intervention. It requires the right conversations, screening and clinical decisions at the right points throughout pregnancy.

The module takes clinicians through important opportunities to make a difference, including:

- identifying women who may be at increased risk of giving birth early
- screening and prevention of preterm preeclampsia
- cervical length assessment and management of a short cervix
- appropriate use of progesterone
- supporting smoking and vaping cessation
- avoiding birth before 39 weeks when there is no medical or obstetric indication
- communicating with women and families, including First Nations mothers, in ways that support informed decision making and are culturally appropriate.

Importantly, the module also reinforces that preventing early birth is a team effort. Obstetricians, midwives, GPs, sonographers and other health professionals all have a role to play.

Supporting consistent care across Australia

The e-learning module has been developed as a practical resource that can be used by clinicians individually, but its greatest impact will come when it is embraced across maternity services.

For hospitals participating in Every Week Counts, the module provides another tool to support education, quality improvement and consistent implementation of evidence-based care.

Services are encouraged to share the module widely across their maternity workforce and consider how it could complement existing education, orientation and professional development activities.

The goal is simple: to make sure clinicians across Australia have the knowledge and confidence to recognise every opportunity to safely prolong pregnancies.

Complete the Every Week Counts e-learning module: https://wcha.learnworlds.com/course/every-week-counts-elearning-course

Every Week Counts is a National Collaborative that has been working with Australian maternity services since 2022 to safely reduce preterm and early term birth. Over two earlier rounds, more than 65 services worked together to implement evidence-based practices, collectively reducing rates of birth before 39 completed weeks of pregnancy by more than 10%.

Round III of the Every Week Counts National Collaborative will builds on this evidence base, working with new and returning maternity services across six Areas of Focus to further reduce preterm and early term birth by 20% among participating services by June 2028.

Every Week Counts is delivered as a partnership between the Australian Preterm Birth Prevention Alliance, the Congress of Aboriginal and Torres Strait Islander Nurses and Midwives (CATSINaM), Women's Healthcare Australasia, the Institute for Healthcare Improvement and Jurisdiction partners, funded by the Commonwealth Government.