

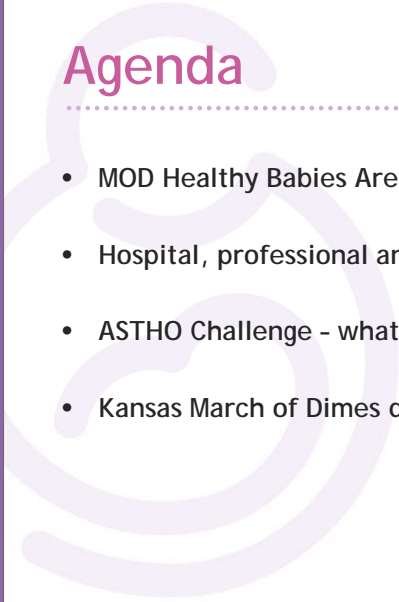


Improving Birth Outcomes

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Agenda

- MOD Healthy Babies Are Worth the Wait campaign
- Hospital, professional and consumer resources
- ASTHO Challenge - what is it and how you can participate
- Kansas March of Dimes quality improvement programs



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HBWW Campaign

HBWW - preterm birth prevention initiative focused on preventing preventable preterm birth.

Community program with five key components:

1. Partnerships & collaborations
2. Provider initiatives
3. Patient support
4. Public engagement
5. Performance measures



HBWW Campaign

MOD pilot program launch - 2006, Kentucky Chapter
National launch - 2008 Prematurity Symposium, Wash, DC

Target Focus Areas:

1. Eliminate birth disparities
2. Eliminate early elective deliveries
3. Group prenatal care models
4. Preconception care models
5. Smoking cessation



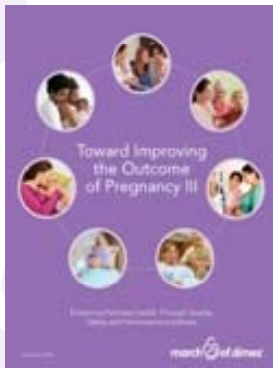
Campaign Multi-Tier Approach



Hospitals & Clinics
Health Care Professionals
Consumers
Professional Associations



TIOP III Towards Improving the Outcome of Pregnancy



Developed through partnership with the March of Dimes, American College of Obstetricians and Gynecologists, the American Medical Association, American Academy of Pediatrics and the American Academy of Family Physicians

TIOP I - 1976
TIOP II - 1990
TIOP III - 2010



TIOP III Towards Improving the Outcome of Pregnancy

TIOP III - *"Enhancing Perinatal Health Through Quality, Safety and Performance Initiatives."*

Areas of focus include:

1. Developing robust perinatal QI and safety initiatives
2. Decreasing disparities in perinatal care and outcomes
3. Developing partnerships between providers and patients for shared decision-making and perinatal care
4. Standardizing the regionalization of perinatal services
5. Strengthening the national vital statistics system



Eliminating Elective Deliveries



39-Week Toolkit
Quality Improvement Service Package
Prematurity Prevention Resource Center



Healthy Babies are Worth the Wait®

Healthy babies are born on a baby in the last few weeks of pregnancy. Babies need at least 39 weeks in the womb to fully grow and develop. Here's what at least 39 weeks can do:

- Brain:** The brain is growing rapidly and will continue to grow for years to come.
- Heart:** A baby that tries to breathe before it's ready can get sick after birth.
- Lungs:** A baby that tries to breathe before it's ready can get sick after birth.
- Bones:** The development of a baby's bones is a slow process that takes time. Babies born too early have weaker bones, leading to problems like rickets.
- More time in the womb:** Babies born at 39 weeks or later are more likely to be breathing, feeding, and thriving like full-term babies.

More and more babies are being scheduled at birth early for non-medical reasons. This can cause problems for both mom and baby. If your pregnancy is healthy, it's best to stay pregnant until after 39 weeks is over.

For more information about a baby's growth and development, go to marchofdimes.com/39weeks

Consumer Education

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marchofdimes.com/39weeks

Our national Prematurity Campaign corporate partners:

FOR APPROVAL ONLY - 08/12/12

I'm READY to have this baby! What's the big deal?

Babies need 39 weeks to grow before they are born.

More deliveries are scheduled early for the wrong reasons. Experts agree this isn't good.

In the last two decades, the rate of labor induction has **NEARLY DOUBLED**.

If you and your baby are healthy, wait for labor to begin on its own. Here's why...

your due date may NOT be exactly right!
It can shift by as much as 2 weeks.

Babies aren't fully developed until at least 39 weeks of pregnancy.

At 39 weeks, baby's brain weighs just **1/3** of what it does at 38 weeks.

Babies born even a FEW WEEKS early can have serious health problems.

They could have vision and hearing problems, and may need help breathing, feeding and keeping warm.

The medicine used to start your labor may cause PROBLEMS.

- ☑ changes more painful contractions
- ☑ increases stress on baby
- ☑ changes baby's heart rate
- ☑ in rare cases, causes rupture

Including your labor may not work. It can DOUBLE your chance of having a c-section.

1 C-section after induction

23%

2 C-section after delivery

50%

A c-section is **MAJOR SURGERY**. It takes 4 to 6 weeks to fully recover.

If your health care provider talks to you about induction, be **INFORMED** ask questions.

See more stories [go to marchofdimes.com/39weeks](http://www.marchofdimes.com/39weeks)

don't rush your baby's birth day

Your full-term at least 39 weeks to grow and development due to be. If your pregnancy is healthy, wait for labor to begin on its own.

marchofdimes.com/39weeks

Blue Ribbon Panel - 01/25/2013

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Why the Last Weeks of Pregnancy Count



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If your pregnancy is healthy, it's best to stay pregnant for at least 39 weeks.

Lots of important things are happening to your baby in the last few weeks of pregnancy:

- 1 **Brain development:** The brain folds, brain cells multiply and grow.
- 2 **Weight gain:** At 39 weeks, your baby will weigh about 7 1/2 pounds. At 40 weeks, your baby will weigh about 9 pounds.
- 3 **Final checks:** Your baby's lungs are still developing. Your kidneys have been working hard since before your pregnancy started.
- 4 **Final checks:** Your baby's lungs are still developing. Your kidneys have been working hard since before your pregnancy started.


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Resource Access

March of Dimes Fulfillment Center
www.marchofdimes.com/catalog
 800.367.6630

Prematurity Prevention Resource Center - MOD resource access for health care professionals
www.prematurityprevention.org

Peristats - National and State Perinatal Data
www.marchofdimes.com/peristats



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ASTHO 8X14 Challenge

Association of State & Territorial Health Officials
partnership with the March of Dimes

Goal = 8% reduction in premature birth rate by 2014

Features community programs, professional development and
public awareness campaigns



ASTHO Challenge - Kansas

Secretary Moser signed pledge in fall 2012 - official kick-off at
annual MOD Perinatal Conference

Kansas Goal = 10.3 (down from current 11.2 rate)

Press Conference - February 2013

Public Awareness Campaign launched in February 2013
(co-branded KDHE/MOD)



ASTHO Challenge Public Awareness Campaign

Media Launch - February 2013
Press Releases
Billboards - February & June (Wichita, Topeka, Manhattan)
National Television PSA's
Feature Stories
Virtual Campaign (Social Media, E-blasts, Website Content)
Patient Education Materials



You Can Participate!

1. Video PSA's in waiting rooms
2. Utilize patient education materials
3. Add campaign content to your website, newsletters, etc.
4. Leverage your marketing relationships to help us secure free television and print PSA's.



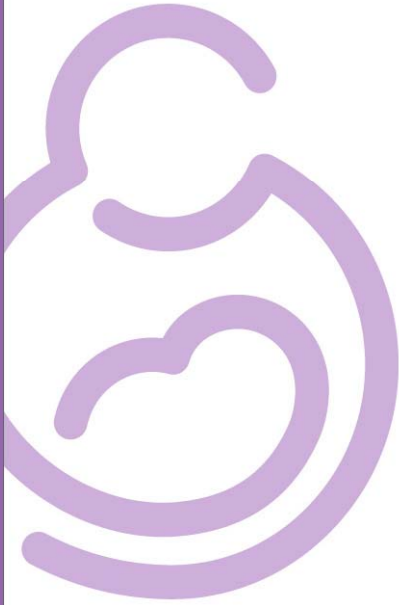
Kansas Billboards



Kansas MOD Initiatives

Kansas Perinatal Quality Collaborative
Community Collaboratives
Birth Disparities Projects
Perinatal Conference





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working together for stronger, healthier babies

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