



CHCF

Educating Women About C-Sections:

*Preview of Final
Campaign Materials*

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California Health Care Foundation
June 19, 2018

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Housekeeping

- All lines will be muted.
- Submit questions online at the end of this webinar.
 - You can do so at any time through the Q&A platform located at the bottom center of your screen (**NOT** the chat function).
- Session will be recorded.
- Recording and slides will be available on CHCF website within 2 weeks.
- Look for an email with additional information about how to engage in this campaign after the webinar.

Development Team



Consultant (psychology)

Consultant (communications)

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Project History

- Statewide effort to lower the rate of low-risk, first-birth C-sections to 23.9% (Healthy People 2020 goal).
 - CA hospital variation ranges from 16% to 70%
- CMQCC toolkit to educate providers (free/publicly available).
 - Downloaded 5,000 times. Used in quality improvement collaboratives with 100+ CA hospitals.
- No patient-facing materials that mapped to CMQCC effort.
- Smart Care California wanted patient education materials to engage patients in statewide effort.



Project History (continued)

Stakeholders requested that the educational materials:

- Be simple and understandable to low-literacy audiences
- Be suited for wide distribution
- Be consistent with CMQCC's provider toolkit
- Be available in both video and print form, for online and offline distribution

Starting Goals

To develop consumer education materials (video and print) about C-sections for wide distribution that would:

- Raise women's awareness about C-sections and importance of avoiding one unless absolutely needed
- Encourage informed, shared decisionmaking between the woman, her doctor, and other members of her care team



Intended Audience

Primary

First-time, low-risk pregnant women in California

Secondary

Providers key to making consumer education work. For example:

- Hospitals
- Physicians
- Labor and delivery nurses
- Midwives
- Doulas



Research & Development

Susan Perez, PhD, MPH

Research Pre-work



Research

- Focus groups with mothers who had had a C-section
- Interviews with providers

Participants

9

18

Research with Expectant Mothers

Research

- Focus groups with expectant mothers
- Interviews with expectant mothers
- Interviews with expectant mothers after prenatal visit

Participants

78

27

10



Website Testing



Research

- User experience testing of consumer website

Participants

10

Vetting with Key Stakeholders

The development team vetted findings and prototypes of educational materials with several key stakeholders at various junctures in the project, including but not limited to:

- American Congress of Obstetricians and Gynecologists, District IX
- Association of Women's Health, Obstetric and Neonatal Nurses
- California Department of Health Care Services (Medi-Cal)*
- California Department of Public Health
- California Hospital Association
- California Medical Association
- California Nurse-Midwives Association
- CalPERS*
- Covered California*
- Hospital Quality Institute
- Pacific Business Group on Health
- Integrated Healthcare Association

* Smart Care California Leaders

Research Takeaways: Key Insights



- Self-care is a challenge.
- Some level of fear about C-sections already exists.
- Rising C-section rates and hospital variation in C-section rates is a motivator for action.
 - Participants also wanted to know why
- Unlikely that our educational materials can change women's actions in the delivery room. Best to focus on actions women can take BEFORE labor.

Implications of Findings for Messaging

Build confidence
to speak up

Learn more

Develop mindset

Share your birth
preferences



"It's your birth.
Your voice
matters."

"Educate yourself."

"I learned many things I
could do to avoid having
a C-section I didn't
medically need."

"Talk to your
doctor, nurse, and
family members."

Educational Materials and Campaign

Eric Antebi

My Birth Matters: Key Campaign Materials

Four types of educational materials were developed. All are available in English and Spanish, for free, at www.mybirthmatters.org.

- 4 short videos (~ 2 minutes each)
- Consumer-facing website: www.mybirthmatters.org
- Brochures and posters: www.chcf.org/c-section-consumer-ed

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Video Format: Why Animation?



- Distinctive look and feel
- Communicates complex ideas in less time
- Age and ethnicity can be more ambiguous, and that helps audiences generalize
- Ability to create print products in same visual style
- More practical and cost effective compared to live video

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Key Messengers

Labor and Delivery Nurse



Trusted

New Mom



Relatable


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My Birth Matters Videos: C-Section Variation and Risks

MY BIRTH MATTERS

Welcome to My Birth Matters! Here, learn about important choices you can make when it comes to the birth of your baby.

New Mom Explains C-Sections | My Birth Matters



Educate yourself by clicking on the subtopics to the right for more information from expert sources.

Importantly, we have also included resources to help you avoid having a cesarean section (C-section), if you don't need one.

Choose Your Hospital



The rate of C-sections varies greatly from one hospital to another.

[Learn more](#)

MY BIRTH MATTERS

My Birth Matters Videos: Doctor-Woman Conversation Addressing “Why So Many C-Sections?”



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My Birth Matters Videos: Care Team

**Choose Your
Care Providers**

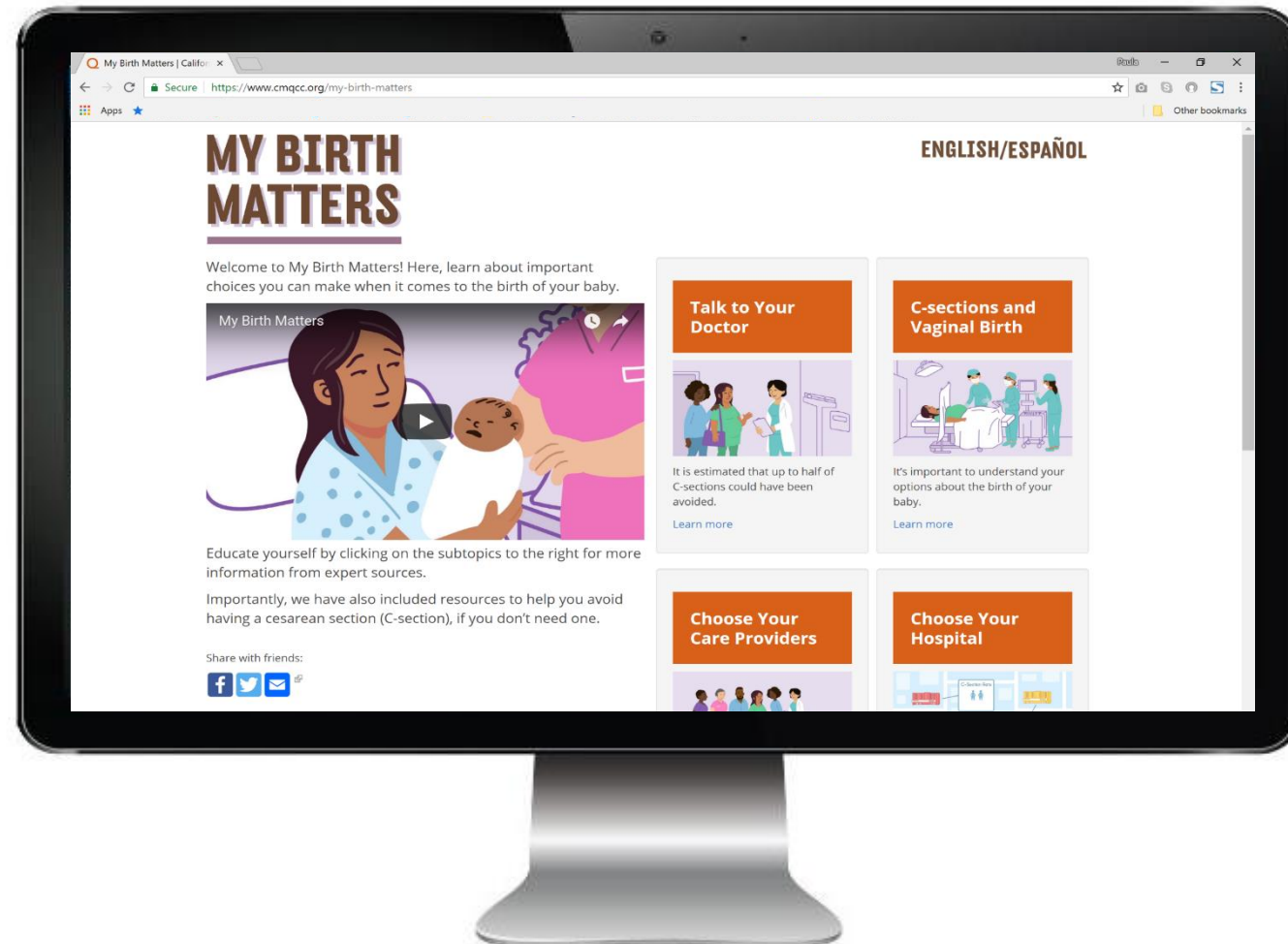


There are several types of providers who may be involved in your baby's delivery.

[Learn more](#)

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Consumer Website: MyBirthMatters.org



**MY BIRTH
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Brochures & Posters

HOW TO REDUCE YOUR CHANCES OF HAVING A C-SECTION



DID YOU KNOW?
Did you know that hospitals do a lot more C-sections now than ever before? Let's say you have a normal, healthy pregnancy.

At one hospital, your chances of having a C-section could be **2 in 10**

At another, **3 in 10**

And at another, it could be as high as **5 in 10**

WHY THE DIFFERENCE?
...es C-sections are needed. But some are quicker to perform a C-section s, even when they could have been

...because if a woman has a ... are more chances for com ... fections and heavy blood los ... r surgery, so it takes longer ... heal.

YOUR BIRTH.
...urse, midwife, and fam ... know you only want a ... ely needed. Then ask ... to reduce your cha

ERS.
...ake a ... Educate ... learn today. ... information, go to: MyBirthMatter

HOW TO REDUCE YOUR CHANCES OF HAVING A C-SECTION

DID YOU KNOW?
In many cases, C-sections are life-saving and necessary. But many C-sections can be avoided.

C-SECTION IS A MAJOR SURGERY
C-sections mean more chances for complications, like infections and heavy blood loss. It also takes longer for moms to heal.

EDUCATE YOURSELF
Visit MyBirthMatters.org and learn how you can reduce your chances of having a C-section unless it's really needed.

TALK TO YOUR DOCTOR
Your voice matters! Let your doctor know that you only want a C-section if it's absolutely needed.

MY BIRTH MATTERS
MyBirthMatters.org

California Health Care Foundation
CR Consumer Reports
CMQCC California Medical Quality Care Collaborative

CÓMO REDUCIR LAS POSIBILIDADES DE TENER UNA CESÁREA



¿SABÍA USTED QUE?
usted que los hospitales realizan más cesáreas ahora que anteriormente? Por ejemplo, si usted tiene un embarazo saludable.

En un hospital, la posibilidad de tener un parto por cesárea podría ser **2 de cada 10**

En otro, puede ser **3 de cada 10**

¡Y, en otro, podría llegar a ser tan alto como **5 de cada 10!**

¿QUÉ HAY TANTA DIFERENCIA?
...itales realizan un parto por cesárea ... ente que otros, incluso cuando podría ... o.

...ante porque cuando una mujer tiene una cesárea, hay más posibilidades de ... como producir infecciones y una ... ea.

...cirugía mayor, por lo que el ... ecencia es más largo.

¿QUE ESTE ES SU PARTO.
...la enfermera, la partera y ... ilia y explica detalladamente ... ha solamente si es absoluta- ... pués pregunte cómo pueden ... ducir las posibilidades.

¡IMPORTANTE!
...con los miembros ... s deseos hoy mismo. ... vaya a:

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Communications Resources

Where to find campaign tools and materials for you to use?

www.chcf.org/c-section-consumer-ed

Where to send consumers to learn more?

www.MyBirthMatters.org

All materials are free.

Materials are available in English and Spanish.

Videos are available with and without captions.

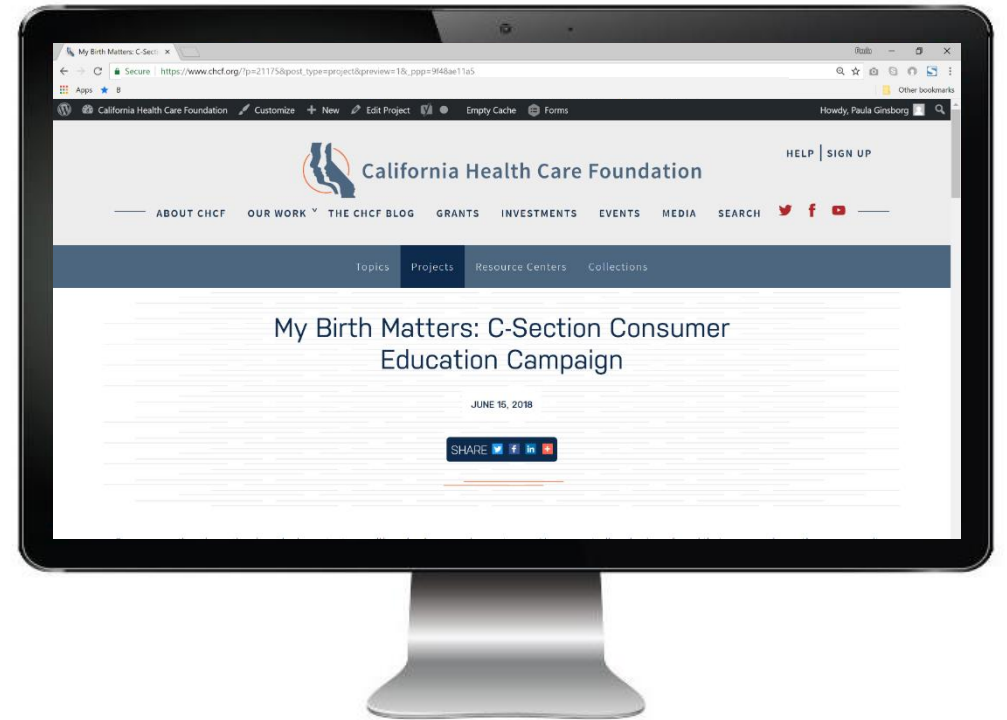
→ **Public release date: Wednesday June 20, 2018**

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Easy Ways to Help the Campaign

1. Promote the videos on social media and in your newsletters.
2. Embed videos on your websites.
3. Put up posters and distribute brochures. (Print them yourself.)

**For questions and support, contact:
info@mybirthmatters.org**



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Instructions for Asking Questions

- Please submit your questions to our panelists through the Q and A platform located at the bottom center of your screen.
- If you have technical questions please use the chat box to send a message to the host which is located at the bottom left of your screen.
- If we weren't able to address your question please contact us at: info@mybirthmatters.org

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Thank you