

RAISING THE BAR FOR MIDWIFERY IN YOUR COMMUNITY

MIDWIFERY WORKS!
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Tara Goodin
JPA

TODAY'S AGENDA

- Why is Change Necessary?
- ACNM's New Awareness Initiative
- Using New Tools at the Local Level
- Spreading Your Reach
- Reporting Back to ACNM

WHY IS CHANGE NECESSARY?

- Even though we know that childbirth interventions, like induction and C-section, can lead to further complications, a 2012 survey found that:
 - Nearly 60% “wouldn’t mind” a C-section without medical necessity
 - Nearly 90% “wouldn’t mind” an induction without medical necessity
- 85% are satisfied with their women’s health care
 - More than 80% of those who are pregnant or have given birth didn’t discuss C-section with their provider
 - 75% of those who are pregnant or have given birth didn’t discuss induction with their provider
- It’s clear there is a need for more education around women’s health care options

ECHOES EMERGE AS A CALL-TO-ACT

"If I needed women's health services specifically, then obviously I would go to an OB/GYN."

"I've heard of midwives being used in the past. I don't know if I would trust one now."

"I have neither had nor known anyone who has had an experience with midwives."

"I honestly have absolutely no idea what intervention could mean in the context of childbirth."

SOME INTERESTING INSIGHT

“I had my son with an OB/GYN; however, my friend used a midwife and was pleased with her experience. As a matter of fact, she was probably more pleased with the experience than I was. My doctor was not nice – at all.”

“The midwife is more involved than a doctor that is in and out of the room with other patients. I used to worry about the midwife not having the technology or means to aid if issues should arise, but with all of the good things I have heard that is not something I think of now.”

WHAT DOES THIS MEAN FOR MIDWIFERY?

Education is needed on the value of midwifery and its place in the modern health care system



Invite women through the “front door” – then into the waiting room where they can select a midwife that meets their unique needs

MOVING BEYOND THE STATUS QUO

Objectives

Showcase the value of midwifery in today's health care setting

Create an understanding of midwifery care as a mainstream health care option for women throughout their lifetime

Motivate women to move beyond status quo understanding of health care options

Strategies

Leverage loyalty of midwifery clients; share their experiences

Position midwifery care as a "new way" to help women get the care they never knew they needed

Issue a challenge: begin to change the path women take in setting their health care course

WHO ARE WE TRYING TO REACH?



Millennials or... “The Adopters”

- Open to adopting new experiences
- Age 18-26
- Influenced most by parents, peers and technology
- Tech wizards
- Need a reason to connect to the future



Generation X'ers or... “The Switchers”

- Open to switching for better quality
- Ages 27-46
- Resourceful
- Tech savvy
- Place importance on personal relationships

HOW DO WE BEGIN TO ALTER THE CURRENT PATH?

Tell the truth about ***what we think we know is true*** versus reality

Test Women's Perception

- U.S. maternity care
- Experience they want
- Role they should play
- Understanding of "normal" birth experience

Tell the Truth

- Document experiences dominating maternity care
- Interventions
- Decision making
- Time/access to provider

Map Path to a New Normal

- Midwifery: unique style of care
- Puts woman in true decision-making role
- Dedicated to "normal" birth experience
- Midwives are "built" to provide time/access to their clients



A New Understanding of Midwifery Care

"An individual without information can't take responsibility. An individual with information can't help but take responsibility."

Jan Carlzon
Former President & CEO, SAS Group

OUR TEST OF WOMEN'S PERCEPTIONS

- *Our Moment of Truth*[™] first annual survey conducted in August 2012
 - Findings show that many women may be settling for less in their health care
 - Women **do** value the unique care of a midwife, many just don't know it
 - There is an opportunity for women to take charge of their health and receive the care they view as ideal

THE BEGINNING OF OUR TRUTH TELLING CAMPAIGN

The image shows a screenshot of the website for 'Our Moment of TRUTH'. The header features the logo on the left, navigation links for 'ABOUT ACNM', 'FIND A MIDWIFE', and 'GET INVOLVED' on the right, and a search bar. Below the header is a large banner with a photo of a smiling woman and the text: 'I want a health care provider with advanced education and training. I'm choosing a midwife. Here's why.' To the right of the banner are two smaller images: one of a pregnant belly with the caption 'What is a Midwife?' and another of two women with the caption 'Midwives & You'. The footer contains navigation links for 'Our Mission', 'Take the Pledge', and 'Share Your Story', along with social media sharing icons for email, Facebook, Twitter, and a plus sign.

ABOUT ACNM FIND A MIDWIFE GET INVOLVED

Our Moment of **TRUTH**
A New Understanding of Midwifery Care

Search

Follow us: [f](#) [t](#) [in](#) [yt](#)

What is a Midwife?

I want a health care provider with advanced education and training.

I'm choosing a midwife. Here's why.

Midwives & You

Our Mission Take the Pledge Share Your Story

Share this page with friends

[✉](#) [f](#) [t](#) [+](#)

THE BEGINNING OF OUR TRUTH TELLING CAMPAIGN

- New *Our Moment of Truth*[™] website includes information about:
 - Various women's health care providers and their levels of training and experience
 - Midwifery care throughout a lifetime (puberty, pregnancy, menopause, etc.)
 - Midwifery's unique style of care
 - Options when it comes to women's care

THE BEGINNING OF OUR TRUTH TELLING CAMPAIGN

- Built tools to help consumers understand what they want out of a women's health care provider and the types of professionals that can provide these specific services
 - *Your Health Promise* pledge
 - *The Ideal Provider* quiz
 - Share "My Moment of Truth" story

Your Health Promise

Take charge of knowing what your options are—it's *your* body and *your* health. Make a promise to yourself today to be the most informed health care consumer you can be. You deserve it!

I promise to take control of my own health. I will make decisions for myself based on facts and the type of care that means the most to me in maintaining my health.

I promise to better understand the choices I have in managing my health care. I will learn more about my personal health preferences and explore the care options available that can best meet my health needs.

I promise to be an active decision maker in my care. Medical procedures performed on my body without my knowledge or understanding are not acceptable.

I promise to put my health first. I will educate myself on ways to improve or maintain my high standard of health and talk to my care provider about how they can help me meet these goals.

I promise to improve my health care experience. I will become informed about different health care providers and approaches to care and use this information to improve my own experience as a health care consumer.

I promise to encourage others to take charge of their health. I am a force for change and will inspire my friends and family to better their own health through awareness and action.

Sign your pledge by filling in the information below. Your information will not be shared with third parties. | [Privacy Policy](#)

First Name:

Last Name:

Email:

State: Zip Code:

Check if you would like to receive women's health news and Our Moment of Truth™

BEGINNING OF THE PATH TO “A NEW NORMAL”

- September 24 launch has resulted in:
 - Coverage in major media, such as *Yahoo! Shine*, *Nurse.com*, *Advance for Nurses*, *HealthyWomen.org*, *BlogHer.com*, among others
 - Nearly 7,000 website visits
 - 395 pledges signed
 - 74 “Moments of Truth” shared

*Statistics from October 12, 2012.
Numbers continue to increase on a daily basis.



The screenshot shows the HealthyWomen website interface. At the top, the logo reads "healthy women informed. empowered." Below the logo is a navigation menu with links for "health centers", "topics a-z", "healthy living", "pregnancy & parenting", "midlife & beyond", and "womenTALK". A secondary menu includes "womenTALK blogs", "ask the expert", "videos and podcasts", "womenTALK 2011 Survey", and "contests and more". A search bar is located on the right side of the top navigation. Below the navigation is a blue banner for "womenTALK: Blog" with social media icons for Facebook (11), Twitter (4), and YouTube (7). A sidebar on the left lists "womenTALK blogs" with categories: "notes from the nursery", "wellness in practice", "midlife matters", "the beauty blog", "real women, real stories", and "your world at home". Below the sidebar is a "like us!" section for "HealthyWomen on Facebook" with a "Like" button and the text "5,215 people like HealthyWomen". The main content area features a post dated "MONDAY, Oct 08th 2012" titled "A New Understanding of Midwifery Care". The post text discusses National Midwifery Week (October 7-13) and provides statistics: "Midwives offer excellent women-centered care but many folks have an incomplete understanding of what they do and where they do it. Did you know that in addition to maternity care, midwives also focus on primary care including annual check-ups/GYN exams, family planning and menopause care? Did you know that there are different types of midwives and some have hospital privileges and are authorized to issue written prescriptions? Or that midwives attend births mostly at hospitals (96.1%) but also at birth centers (2%) and in the home (1.8%)?" A small image of a midwife attending to a pregnant woman is visible on the right side of the post.

DISCUSSION

HOW HAS CHANGE STARTED TO TAKE SHAPE?

- ✓ Understand our challenge
- ✓ Put tools into place
- ✓ Spread the Word
 - ✓ Share “Your Moment of Truth”
 - ✓ Social media, traditional media
 - Community engagement
- ✓ Track Success
 - ✓ Pledges signed
 - ✓ Moments shared
 - ✓ Social media “likes” and “shares”
 - ✓ National media attention
 - Community fairs, school session presence
 - Local media engagement

WE'VE ACCOMPLISHED A LOT, BUT WE NEED YOUR HELP

- Use *Our Moment of Truth*™ platform to encourage women to:
 - Learn the truth about health care options that are right during different pivotal moments
 - Question if they are receiving the right type of care at this juncture in their life
 - Find a health care provider who will best meet their needs
 - Share what they have learned about the kind of maternity care that is right for them and how to access that care

USING *OUR MOMENT OF TRUTH*[™] TOOLS IN YOUR COMMUNITY

- Start by:
 - Spreading the word to your friends, family, colleagues, peers
 - Getting active in your community
 - Recruiting community partners
 - Sharing your successes, encouraging others to get involved



SPREAD THE WORD ELECTRONICALLY

- Use *Our Moment of Truth*[™] online awareness tools created for you that include:
 - Social media guide
 - Take the *Your Health Promise* pledge and post your own social media channels
 - Talk about the midwifery myth that you'd like to debunk
 - Share FAQs
 - Use our template posts
 - Template email to share with your network
 - Template blog and/or newsletter

SHARE INFORMATION IN YOUR WORKPLACE

- Print one-page fact sheet that summarizes *Our Moment of Truth™* objectives, includes web address, call to action
- Print postcard for reception area, easy distribution



BUILD COMMUNITY CAMPAIGN AFFILIATIONS

- Help us recruit community partners:
 - **An endorser** – listed on the web or in select materials as a supporter of the campaign
 - **A collaborator** – shares *Our Moment of Truth*™ campaign findings with membership, links to website, offers statement of support, receives updates
- Partnership recruitment package released later this year



CHALLENGE 1: GET ACTIVE IN YOUR COMMUNITY

- Challenge 1: Participate in at least one community information session by February 2013
 - Report your successes
- Take advantage of new template slide deck to help engage your community
 - School information sessions
 - Community health fairs, conferences



COMMUNITY TEMPLATE PRESENTATION

- Template presentation created to help you:
 - Share important women's health information with teenagers, women of childbearing age, and/or pre- or post-menopausal age
 - Position yourself and/or your practice as a "go-to" women's health information resource
 - Highlight the benefits of midwifery and debunk common midwifery myths



DISCUSSION

CHALLENGE 2: ENGAGE LOCAL MEDIA

- Challenge 2: Engage one local media outlet around new *Our Moment of Truth™* initiative by February 2013
- Stay aware of community events, trends and changes
 - Use *Our Moment of Truth™* survey findings and new tools to support your story



OUR MOMENT OF TRUTH™

TEMPLATE TOOLS FOR COMMUNICATING

- Template press release
- Template pitch to the media
- Background materials
 - Fact sheets
 - Survey data
- Identify your spokesperson
- Reference tip sheet for other media engagement ideas



HOW TO FIND A MEDIA CONTACT

- Look on newspaper, radio and television websites
- Read the local paper and identify reporters covering women's health or general community health
- Research past stories about your issue to identify reporters
- Call the paper or station and ask who would cover your story

HOW TO PITCH YOUR PRESS RELEASE

- Tailor your pitch ahead of time
 - Use template as example, starting ground
 - Keep it brief and to the point
 - “Sell” your story
- Email the tailored press release to your media list
- Call targeted reporters
 - Ask them if this is a good time
 - Keep the pitch brief
 - Follow-up with an email



GETTING THE STORY OUT THERE

- Identify and email targeted media
 - Develop a media list of your local targets
- Follow-up with a phone call
- Put it on your website
- Include it in distributed materials
- Share it with other organizations
- Use social media vehicles to get the word out



THINGS TO REMEMBER

- Always write it from a journalist's perspective
 - Never use "I" or "we" unless it's in a quote
- Read your local newspapers, magazines to get a feel for the local press style
- Shorter is better. Keep your pitch succinct
 - Provide supporting materials (i.e., *Our Moment of Truth*™ fact sheet, survey findings overview)
 - Offer local resource (yourself or a colleague)
 - Remember to tie in why it's important to your community

IMPORTANT WRITING NUANCES

- Whenever accurate, use “midwife” instead of “nurse-midwife”
 - You are nurses and educated professionals who have chosen to be midwives
- When referring to MDs, use physician rather than doctor
 - Many ACNM members have doctorate degrees and are referred to as doctors
- Whenever accurate, use “health care provider” instead of “physician”

WORKING WITH REPORTERS

- You and reporters have the same goal: put out a story
- But whose story, yours or the reporter's?
- Educate the reporter, be aware of biases
- Good reporters ask tough questions
- Reporters are skeptical, use facts to support your case



THE PRE-INTERVIEW

- Understand the opportunity
 - What do you know about the publication?
 - Who is the reporter, style, recent articles?
 - Who else have they interviewed and how did they cover?
- Read the newspaper the day of the interview
- Anticipate the questions
- If radio interview, be prepared 10 minutes before the interview
 - Provide a number where you can be contacted
 - Must be a landline (no cell phones, please) to ensure a clear connection

UNIVERSAL RULES

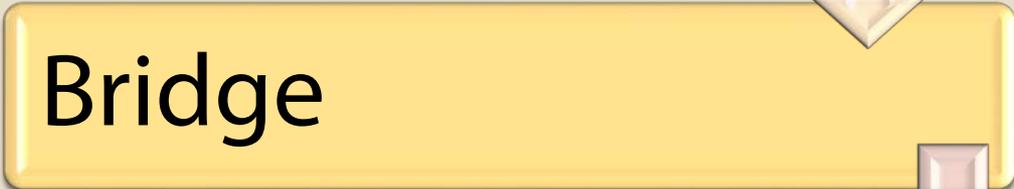
- No acronyms; jargon
- Limit scientific terms
- No monosyllabic answers
- “No comment” – no go
- Be concise
- Repeat, repeat, repeat
- Rephrase in complete sentences

BRIDGING TO YOUR MESSAGE

Acknowledge



Bridge



Deliver Message



Stop



DURING THE INTERVIEW

- Lead with the most important messages
- Speak to the issue, message and goals
- Keep your answers brief and to the point
- Only answer questions you know the answers to
- Mention the name of your organization and the *Our Moment of Truth*[™] initiative by name
- Direct back to www.ourmomentoftruth.com for more information

INTERVIEW TIPS

DO's

- Read background materials, if available
- Practice key messages, speak slowly and use short sentences
- Back up your message with proof
- Anticipate tough questions
- Be succinct
- A slight smile will make you sound more engaging and sincere (except when you are speaking about illness or tragedy)
- Be yourself
- Arrive early

DON'Ts

- Off the Record: No such thing
- No Comment: Makes it look like you have something to hide
- Off the Cuff: You're risking verbal faux pas
- Speculation: Avoid guessing
- Sarcasm: It doesn't translate well since comments can be misunderstood
- Debate: It makes you look argumentative
- Play Doctor: Avoid getting into details of people's conditions, or providing specific medical advice
- Don't judge

SHARING YOUR ACHIEVEMENTS

- Remember today's challenges:
 - Host one community information by February 2013
 - Engage one local media outlet by February 2013
- Winners featured through *Our Moment of Truth*[™] website and newsletter
- Leave your name, email for copies of all tools
- Report back to ACNM by visiting:
 - <http://www.surveymonkey.com/s/OMOTSuccess>
- ACNM will contact you to discuss featuring your accomplishments through the *Our Moment of Truth*[™] initiative

QUESTIONS?