



MEMORANDUM

To: Chapter Chairs, PR Liaisons
From: Tim Clarke, Jr.
ACNM Associate Director for Communications
Date: February 23, 2006
RE: Upcoming ACNM REDUCE Campaign Events & How You Can Help

Below, you will find a memo outlining recent developments related to the ACNM REDUCE Campaign. Responding to many requests from ACNM chapters, practices and consumers who have contacted the ACNM national office, we've prepared this short outline of a few steps you can take at the local level to make upcoming events in Washington a great success. Read on, and if you have question or concerns, there is contact information at the end of this memo.

Dear Chapter Chairs, PR Liaisons and Friends:

On March 20th, the ACNM REDUCE Campaign will hold a media briefing in Washington, D.C., in advance of the NIH State of the Science Conference on Cesarean Delivery on Maternal Request. Due to overwhelming response from ACNM chapters and concerned advocates, we have prepared the following materials in order to assist you in conducting local media outreach around the same time period as the REDUCE Campaign briefing and during the NIH event.

The REDUCE Campaign was launched in 2005 to proactively address the dangerous rise in preventable and unnecessary cesarean sections performed in this country. A number of other organizations have partnered with ACNM, including: Lamaze International, the Coalition to Improve Maternity Services, and the International Cesarean Awareness Network.

There is much more about the NIH event and the REDUCE Campaign online at <http://www.midwife.org/news.cfm?id=234>.

What can you do to help make the REDUCE Media Briefing a success even in your local community?

- **Develop a local media list of reporters interested in health care topics:**
 - Consider using ACNM's Speak Out for Midwifery service, which can help you develop local media lists. Click on <http://capwiz.com/acnm/home/> and select 'Media Guide.'
- **Determine a list of local sources on this issue:**
 - First, compile a list of clients/consumers who are willing to discuss their cesarean experiences with the media.
 - Our concern is that short and long term complications from cesarean section are underreported and that decision makers are not hearing from women who have had serious complications as a result of a cesarean section.
 - You know who they are: women with bowel or ureter damage from surgery, women who have had premature hysterectomies due to placenta problems and/or hemorrhage after surgery, women who have had chronic abdominal pain and/or problems getting pregnant due to adhesions, women who have almost died due to complications from surgery, women who have had a ruptured uterus before they even go into labor.

- What about women who have only had cesarean sections and still have trouble with urinary incontinence?
 - Be sure to confirm – are they willing to tell their story to the media? Are they willing to focus on the problem without lashing out at the health care provider or hospital? The goal is to use real life experiences to point out that cesarean section is not risk free!
 - Let ACNM know that you have these connections. E-mail tclarke@acnm.org with details about your local sources.
 - Make sure you have updated contact information to offer media representatives when they call.
- Next, compile a list of midwives, physicians, or other health care professionals, who can offer their perspective on the crisis.
 - Be sure to confirm – are they willing to talk to the media? Do they have a record of speaking publicly on their concerns about the rise in unnecessary cesarean section?
 - Let ACNM know that you have these connections. E-mail tclarke@acnm.org with details about your local sources.
 - Make sure you have updated contact information to offer media representatives when they call.
- **Monitor the news for reports about the REDUCE Campaign briefing, or the NIH conference.**
 - ACNM will post updates on www.midwife.org as soon as they are available.

You will also find the following documents on the ACNM Web site at the links provided:

- **REDUCE Campaign Talking Points:**
<http://www.midwife.org/siteFiles/news/REDUCETalkingPointsFeb2006.pdf>.
- **REDUCE Campaign Frequently Asked Questions:**
<http://www.midwife.org/siteFiles/news/REDUCEFAQDecember2005.pdf>.
- **More Great Resources Online:**
 - **From Childbirth Connection:**
 - “What Every Woman Should Know about Cesarean Section” online at <http://www.maternitywise.org/mw/topics/cesarean/booklet.html>.
 - **From Lamaze International:**
 - “Elective Cesarean Surgery Versus Planned Vaginal Birth: What Are the Consequences?” online at http://www.lamaze.org/institute/advancing/docs/elective_cesarean_consequences.pdf.
 - “The Problem with "Maternal Request" Cesarean” online at http://www.lamaze.org/institute/advancing/docs/elective_cesarean_ethics.pdf.
 - “Top 10 Reasons Elective Cesarean Section Should Be on The Decline” online at http://www.midwife.org/siteFiles/news/Lifelines_DWilliams_FebMar_2005.pdf
 - **State-by-state data related to cesarean section:**
http://www.cdc.gov/nchs/data/nvsr/nvsr54/nvsr54_02.pdf (see table 41 on page 85.)

Staff at the ACNM National Office is standing by to assist you with any additional resources and guidance you might need. Call or e-mail with questions or concerns.

Tim Clarke, Jr.
Associate Director for Communications
Phone: (240) 485-1821
E-mail: tclarke@acnm.org