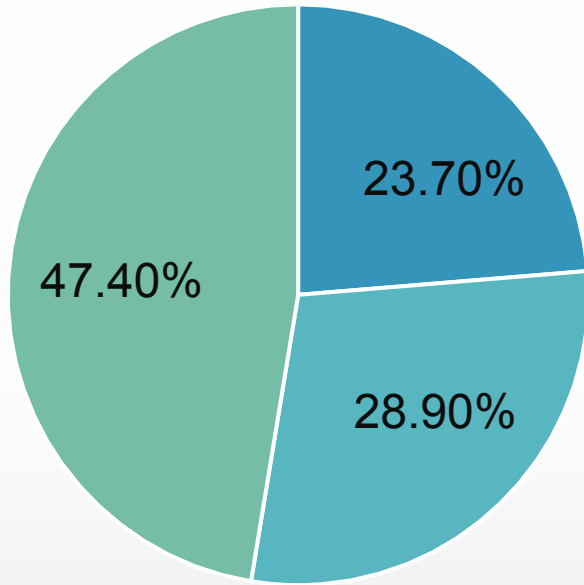


# The North Carolina “I Gave Birth” Initiative

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## Timing of Pregnancy Related Deaths



- Pregnant or day of delivery
- 1-42 days after the end of the pregnancy
- 43 days - 1 year after pregnancy

85.5% of maternal deaths were determined to be preventable



69.7% of those deaths had bias/discrimination as a contributory cause



Woman of color are dying at a rate of nearly twice that of white women.

- Pregnancy-related Related Deaths occur more often 43 days and longer after the end of the pregnancy.
- Many of these deaths were preventable.
- Bias and discrimination (not just racism) contributed to these deaths.
- Racial disparities continue to impact outcomes for Women of Color.

# Situation in NC

Data from the NC MMRC report for 2018-2019

# Background of IGB in NC

- NC is one of a few states that have developed programs to identify patients who have been pregnant in the past year.
- The most important component of the program is to increase awareness in non-OB settings about dangerous pregnancy-associated symptoms that can present in the first year after the end of the pregnancy.
- Bracelets are already in your community.



# Objectives of the IGB initiative:

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Learning why its essential to identify POST-Birth Warning Signs up to one year after delivery.

Knowing your role in caring for a postpartum patient experiencing one or more of the POST-BIRTH Warning Signs.

Understanding your organization's communication chain to get the patient timely and appropriate obstetrical care.

Identify at least two resources for recognizing and responding to these POST-BIRTH Warning Signs.

# The “I Gave Birth” Initiative has Two Components

## Part 2

Education about POST-BIRTH warning signs and resources will be shared community-wide across many healthcare arenas to increase awareness about pregnancy’s impact on health for



## Part 1

Birthing Persons will receive a teal bracelet and education about the POST-Birth Warning Signs when they leave the hospital; they are encouraged to wear the bracelet until at least their 6-week postpartum visit. These bracelets help identify the person who has had a pregnancy in the past year.



Healthcare providers and EMS teams in the area will receive education on the PBWS and the importance of understanding that these symptoms have a different meaning for persons who have been pregnant in the past year.

Seek  
Emergency  
Care  
Immediately

P

Pain in Chest

O

Obstructed Breathing: Shortness of Breath

S

Seizures

T

Thoughts of hurting yourself or someone else

B

Bleeding: soaking a pad and hour or passing clots the size of and egg or bigger

I

Incision not healing

R

Red or swollen leg, that is painful or warm to touch

T

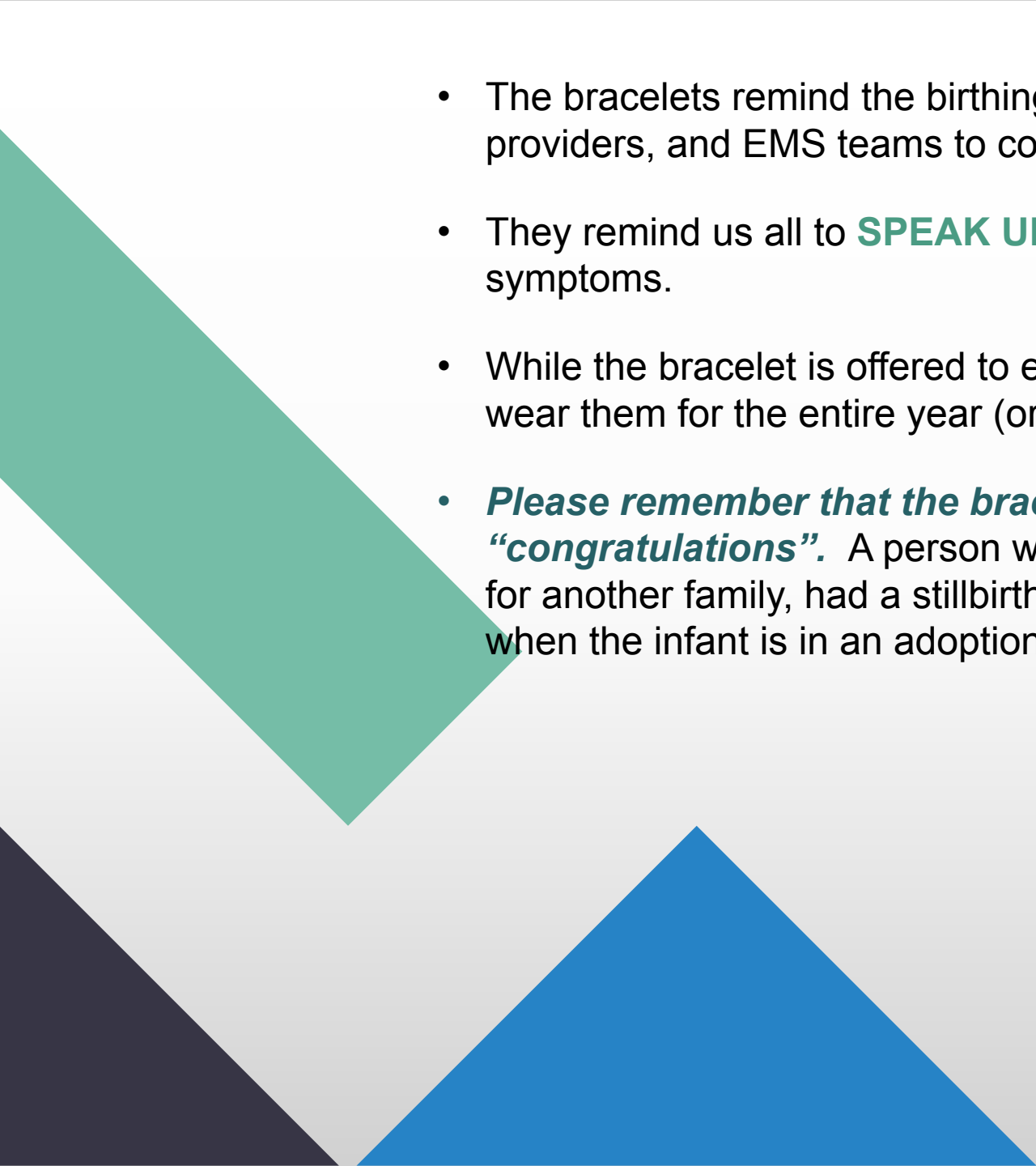
Temperature of 100.4 or higher, or 96.8 or lower

H

Headache that does not get better even with medication and/ or visual changes.

Consult  
with OB  
Provider

## POST-BIRTH Warning Signs Education

- 
- The bracelets remind the birthing person, their families, communities, healthcare providers, and EMS teams to consider pregnancy as a factor in the patient's symptoms.
  - They remind us all to **SPEAK UP**, **LISTEN**, and **ACT** if a person begins to have symptoms.
  - While the bracelet is offered to everyone who gives birth after 20 weeks, not everyone will wear them for the entire year (or at all).
  - ***Please remember that the bracelet should not initiate an opportunity for “congratulations”.*** A person wearing a bracelet could have been a gestational carrier for another family, had a stillbirth, or have very sick infant. Parents also experience loss when the infant is in an adoption or social services environment.

## Considerations About the Bracelets



## SAVE YOUR LIFE: Get Care for These POST-BIRTH Warning Signs

Most women and postpartum people who give birth recover without problems. But anyone can have a complication for up to one year after birth. Learning to recognize these POST-BIRTH warning signs and knowing what to do can save your life.

**Call 911 if you have:**

- ▢ Pain in chest
- ▢ Obstructed breathing or shortness of breath
- ▢ Seizures
- ▢ Thoughts of hurting yourself or someone else

**Call your healthcare provider if you have:**

- ▢ Bleeding, soaking through one pad/hour, or blood clots, the size of an egg or bigger
- ▢ Incision that is not healing
- ▢ Red or swollen leg, that is painful or warm to touch
- ▢ Temperature of 100.4°F or higher or 96.8°F or lower
- ▢ Headache that does not get better, even after taking medicine, or bad headache with vision changes

*That four symptoms could be a sign of a life-threatening condition.*

Tell 911 or your healthcare provider: "I gave birth on \_\_\_\_\_ and I am having \_\_\_\_\_"

Scan here to download this handout in multiple languages.

**AWHONN**

This program is supported by funding from Blood Through Heart for Mothers. Heart for Mothers is a 501(c)(3) nonprofit organization. AWHONN thanks donors for their support of the handout. ©2020 Association of Women's Health, Obstetrics, and Neonatal Nurses. All rights reserved. Additional print copies are available for purchase. awhonnsa.org. For all other requests to translate, please contact: awhonnsa@awhonn.org



### "I GAVE BIRTH": REDUCING MATERNAL DEATHS IN NC

Most people are fine after having a baby, but problems can happen to anyone. We are involved in a program to reduce maternal death. After delivery, you should get a tool "I GAVE BIRTH" bracelet. The benefits of the bracelet are:

- It tells emergency workers that you gave birth so they can make sure that you receive proper care quickly
- Serves as a reminder to look for post-birth warning signs

**POST-BIRTH WARNING SIGNS**

- Chest Pain or Shortness of breath
- Seizures or headache
- Thoughts of Harming yourself or others
- Excessive bleeding
- Red, swollen leg that is painful or warm to the touch.
- Fever of 100.4° or higher or less than 96.8°

*Wear your bracelet when you experience any of these symptoms.*

Downloadable for free in 50 languages: Instructs patients and families on the steps for each POST-BIRTH Warning Signs.



About Us Resources My Health My Village For Providers **4th trimester PROJECT™** Español

## Postpartum Resources

Search for resources, toolkits, materials to support new parents and care teams

In this section, you will find resources and tools to support new parents, their loved ones, and care teams in caring for birthing people in their postpartum recovery and journey to motherhood.

You can browse or search for 4th Trimester-developed resources, training, tools, and guides that can be co-branded and shared with your healthcare teams.

Below, you can search by keyword or use advanced filter to select format, language, audience, and more.

# Free Resources for Patient Education



# The IGB Initiative is in your community.

- Look for bracelets and ask your patients if they have been pregnant in the past year.
- Participate in the Education that is coming your way soon.
- Continue to be alert to the ways patients with pregnancy/ postpartum complications may present in your environments.
- Keep “I Gave Birth” posters in your patient rooms and ask patients and their families if they have heard about PBWS.
- Assessing for PBWS and listening to patients and their families could save someone’s life.



**“I GAVE BIRTH”:**  
REDUCING MATERNAL DEATHS IN NC

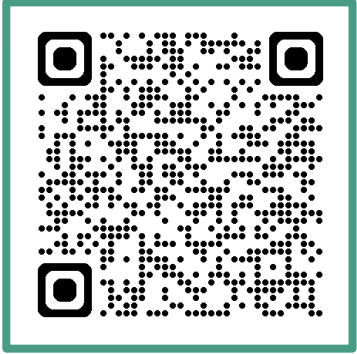
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Notify your healthcare team if you experience any of these symptoms.



Link to NC Maternal  
Mortality Review  
Committee Report: 2018-  
2019

# Thank you!

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## North Carolina Perinatal Nurse Champions:

Region 1: Katlyn Moss

[Katlyn.Moss@mahec.net](mailto:Katlyn.Moss@mahec.net)

Region 2: Tina Morris

[tina.morris@conehealth.com](mailto:tina.morris@conehealth.com)

Region 3: Karen Clark

[Karen.Clark@atriumhealth.org](mailto:Karen.Clark@atriumhealth.org)

Region 4: Liz Soto-Valdes

[lizso@email.unc.edu](mailto:lizso@email.unc.edu)