

The “I Gave Birth” Initiative in the Fourth Trimester

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ECU Health

Background

- According to the CDC, Enhancing Reviews and Surveillance to Eliminate Maternal Mortality (ERASE MM), two out of three pregnancy-related deaths were determined to be preventable (2021).
- To reduce maternal morbidity and mortality in Perinatal Region VI, East Carolina University (ECU) Health Systems is participating in the I Gave Birth bracelet project.
- North Carolina is one of 31 states receiving funding from the CDC ERASE MM. A portion of this funding initially supported the purchase of the bracelets and continues to support technical assistance for the initiative.
- Funding is now supported by the Perinatal Nurse Champion (PNC) Grant through NCDHHS Maternal Health Innovations.
- The bracelet is a visual reminder of the AWHONN Post Birth Warning Signs and the collaborative care required in response to a postpartum person seeking care.



Methods

- All persons giving birth after twenty weeks gestation receive a bracelet within ECU Health in Eastern NC.
- Patients are encouraged to wear the bracelet for six weeks after giving birth.
- If the patient seeks medical evaluation, the bracelet can assist in identifying the recent birth.
- The bracelet is an identifier that can enhance a swift response and the treatment of a complaint in the postpartum period.
- The benefit noted has been increased awareness in postpartum patients and families.

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

Most women who give birth recover without problems. But any woman can have complications after giving birth. Learning to recognize these POST-BIRTH warning signs and knowing what to do can save your life.

POST-BIRTH WARNING SIGNS

Call 911 if you have:	<ul style="list-style-type: none">☐ Pain in chest☐ Obstructed breathing or shortness of breath☐ Seizures☐ Thoughts of hurting yourself or someone else
Call your healthcare provider if you have:	<ul style="list-style-type: none">☐ 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☐ Headache that does not get better, even after taking medicine, or bad headache with vision changes

TELL YOUR PHYSICIAN: *My baby was born on _____ and I am having _____*

Tell 911 or your healthcare provider: *"I gave birth on _____ and I am having _____"*

GET HELP My Healthcare Provider/Clinic: _____ Phone Number: _____
Hospital/Clinic To Go: _____

AWHONN

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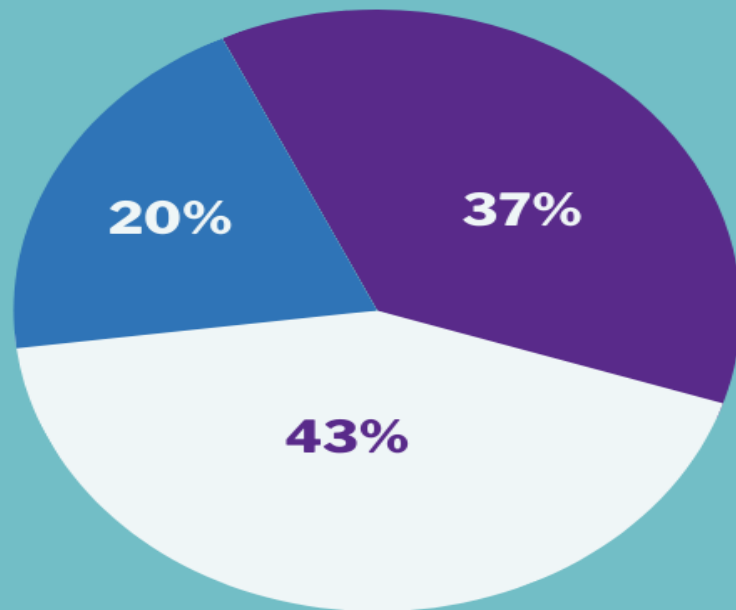


Education

- Awareness is created in the prenatal period with flyers and social media posts. Patients and support persons see these in offices, clinics, and health departments.
- The PNC, in collaboration with the ECU Health Perinatal Outreach team, provided education for emergency medicine residents, emergency medical personnel, family medicine residents, medical students, and the College of Nursing nurse-midwifery students.
- A 65% increase in knowledge and change of practice was noted within the emergency medical communities educated.
- Utilizing a champion in all facilities involved increases the success of the program.



Timing of Pregnancy-Related Deaths 2014-16 NC Residents

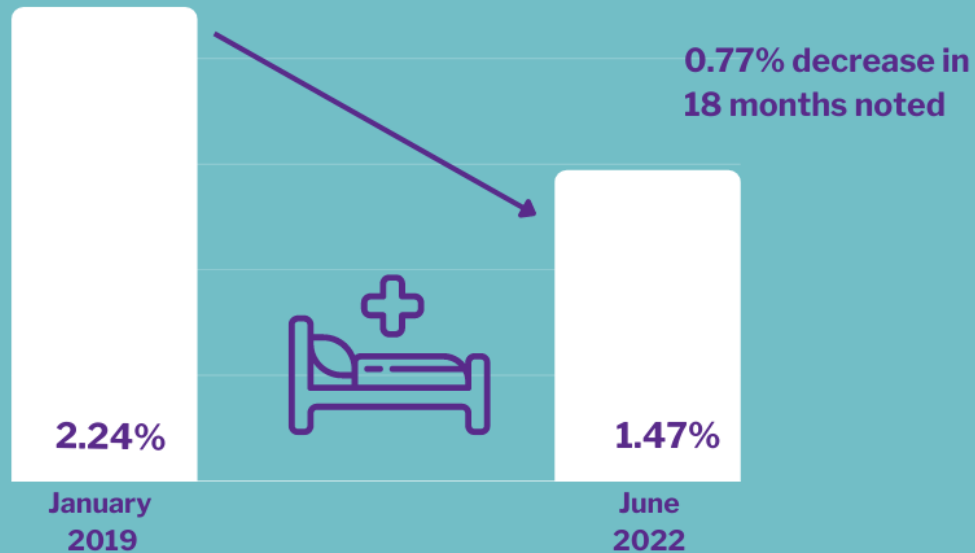


- Pregnant at the Time of Death**
37% of NC Maternal Mortality Occurs within pregnancy
- 1 to 42 days Postpartum**
43% of NC Maternal Mortality Occurs within the first 42 days of the postpartum period
- Greater than 42 days Postpartum**
20% of NC Maternal Mortality Occurs greater than 42 days postpartum

Source: NCDHHS/Division of Public Health/Women Infant & Community Wellness Section/Maternal Health Branch/NC Maternal Mortality Review Committee Review Committee

Postpartum Readmits

ECU Health Medical Center 2019-2022



- Obstetrical-related readmissions fell from 2.24% in 2019 to 1.47% in 2022 for ECU Health Medical Center. This 0.77% decrease has been directly correlated with the implementation of the program.
- Initial qualitative interviews revealed improvements in patients' understanding and comprehension of the importance of receiving care during the immediate postpartum period.

References

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