



4th trimester
PROJECT

The 4th Trimester and Beyond: Changing Care for New Mothers

NC Maternal Health Task Force
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SCHOOL OF MEDICINE
Center for Maternal and Infant Health



SCHOOL OF SOCIAL WORK
Jordan Institute for Families

OUR Village

Our work represents a collaboration of diverse professionals, community leaders, and new mothers from across North Carolina. We are working to center the voices of women of color so that all mothers are seen, heard, and respectfully treated.



Momma's Village



our mission

Transform
the lived experience
of the 4th Trimester
for ALL women by
sparking real,
sustained change

Global Needs & Supports – Social Worker

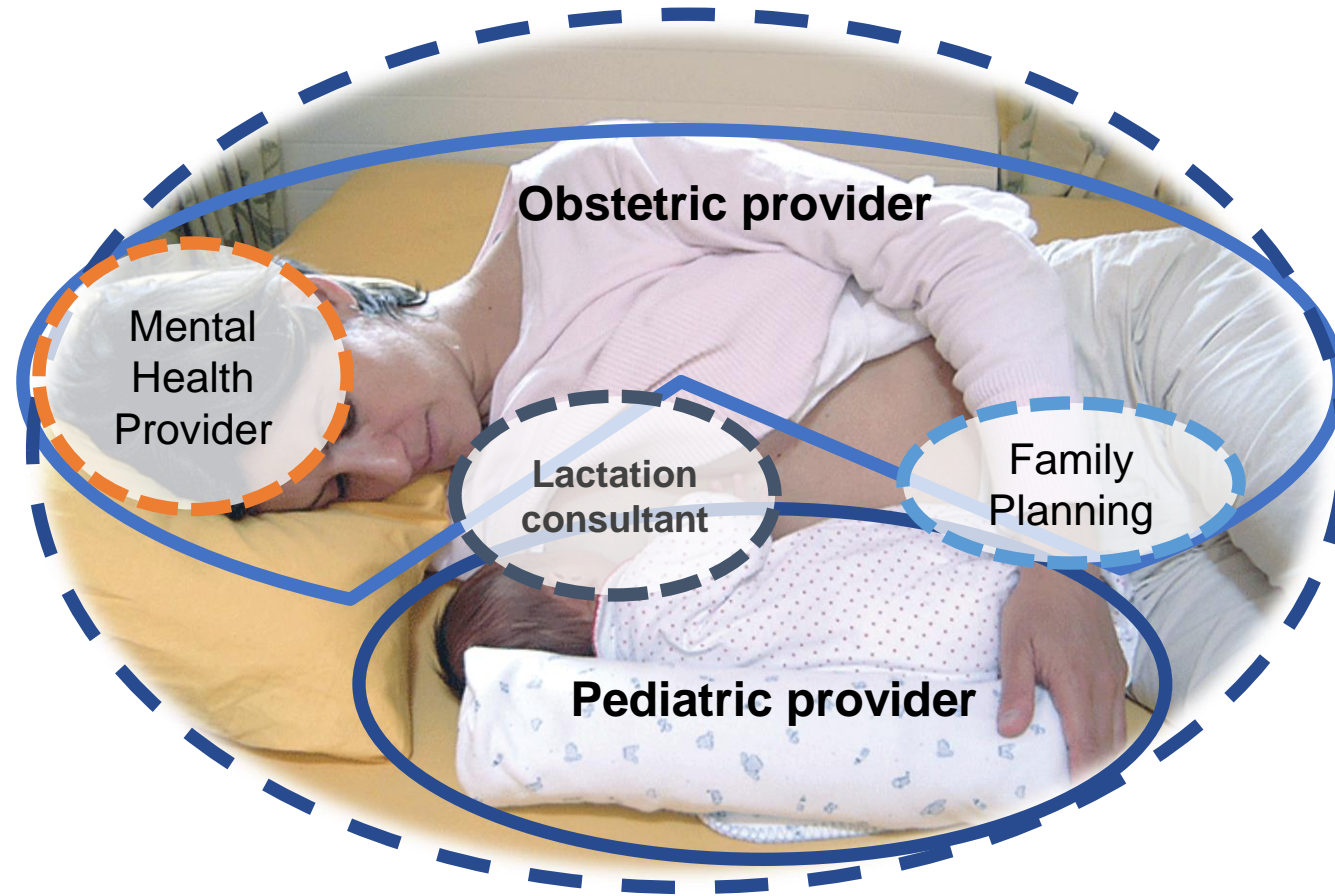


Photo: Denise Both & Kerri Frischknecht,
Breastfeeding: An Illustrated Guide to Diagnosis and Treatment © Elsevier 2008



Perinatal Maternal Health Promotion



Effectively Mobilize Social Support

- Help create and communicate concrete plans for postpartum support

Self-Efficacy

- Promote maternal capacity for meeting parenting demands

Positive Coping

- Build on strengths and minimize poor habits

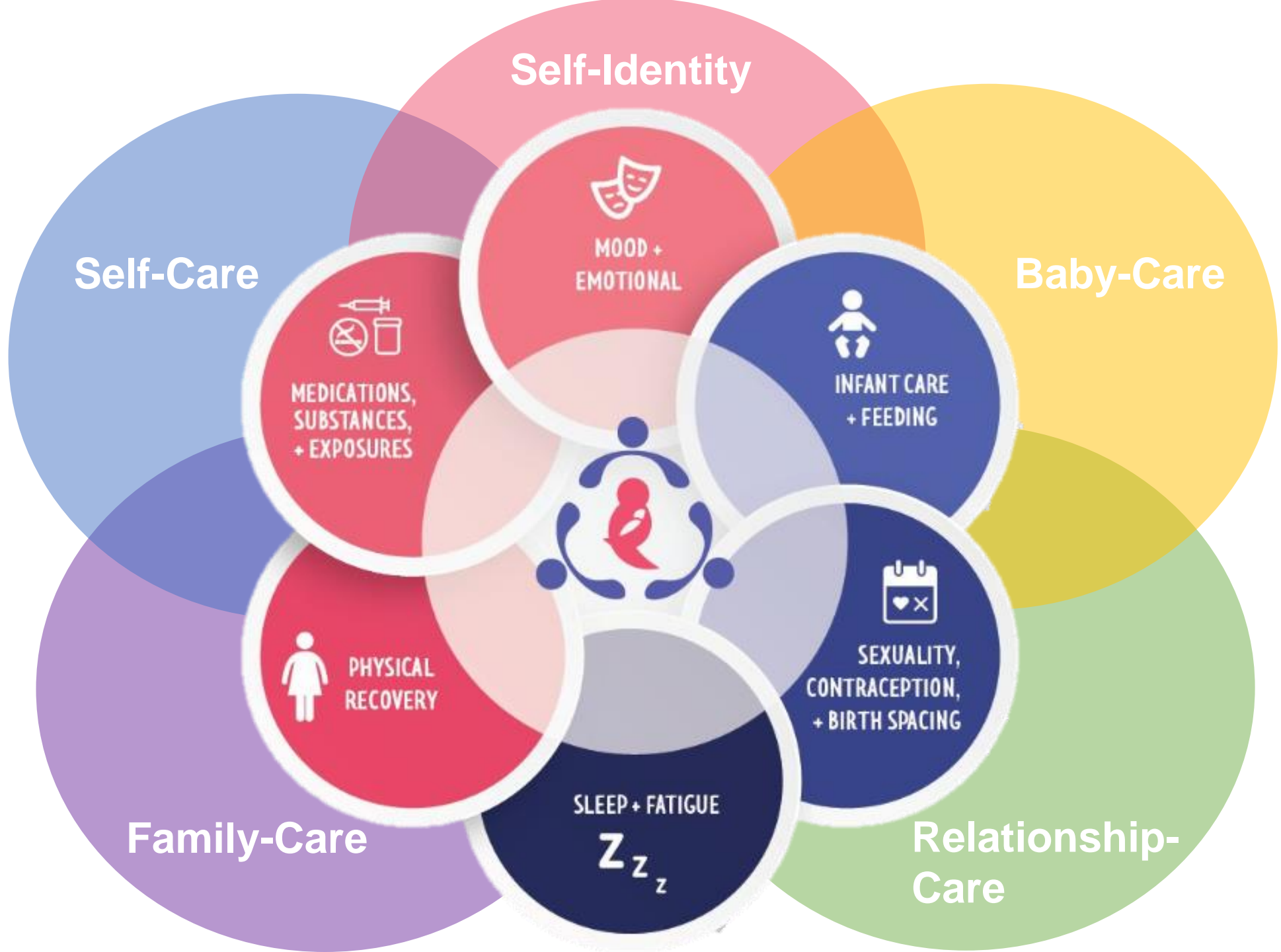
Realistic Expectations

- Better preparation for the biological-psychological-social transition and adapting to a new normal



Fahey JA, Shenassa E. Understanding and meeting the needs of women in the postpartum period: The Perinatal Maternal Health Promotion Model. *J Midwifery Womens Health* 2013; 58:613-21.





Postpartum Care



Women of color very often receive and experience care differently than white women. There are a growing number of examples of care differentials across all components of care.

Postpartum visits may be only scheduled for a short period of time. Birth records including infant health status might not be connected. 20-40% of women do not see a maternity provider within first 8 weeks postpartum

Attendance lower among those:

- Who perceived discrimination in maternity care
- With limited resources



Key Challenges



- » Lack of timely, relevant, credible postpartum information
- » Care is too little and too late
- » Limited access to care & services
- » Women have to figure out what they need and how to get it
- » Biased, judgmental, misaligned clinical encounters
- » Cultural & social stigmas & unrealistic expectations



NC Maternal Health Innovation + 4th Trimester Project = Partnering to Improve Postpartum Care in North Carolina

- Develop a North Carolina-focused, mom-centered & designed toolkit, based on ACOG & Council on Patient Safety Postpartum Care Guidelines
- Pilot test the toolkit and strategies with clinics & patients
- Collaborate with clinics & community groups across the state to reshape care
- Build patient-provider-community engagement through social media and other communications strategies.





Introducing...

NewMomHealth.com

**The first national postpartum info
source designed by moms for moms**



Zoom out

<https://safehealthcareforeverywoman.org/patient-safety-bundles/postpartum-care-basics-1/>



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[AIM Program](#)

 [English](#)

POSTPARTUM CARE BASICS FOR MATERNAL SAFETY FROM BIRTH TO THE COMPREHENSIVE POSTPARTUM VISIT (+AIM)

[Home](#) // [Patient Safety Bundles](#) // [Postpartum Care Basics for Maternal Safety From Birth to the Comprehensive Postpartum Visit \(+AIM\)](#)

-  [Downloadable PDF of the bundle](#)
-  [Complete resource listing](#)
-  [Safety Action Series presentation](#)

Readiness



Recognition & Prevention



Response



Reporting/Systems Learning



Postpartum in Practice “Tips & Strategies”

Clinical Practice Piece & Billing Guide – under development (available October 1st)

Webpages on NewMomHealth.com available in October.

Creation of a “4th Trimester Parent-Centered Care Seal of Approval” type program to recognize clinics working toward change.

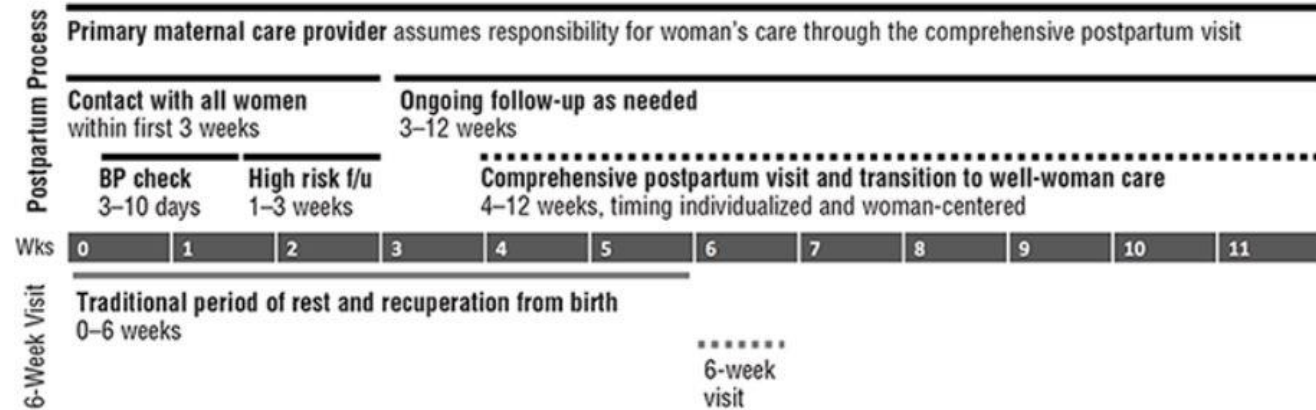
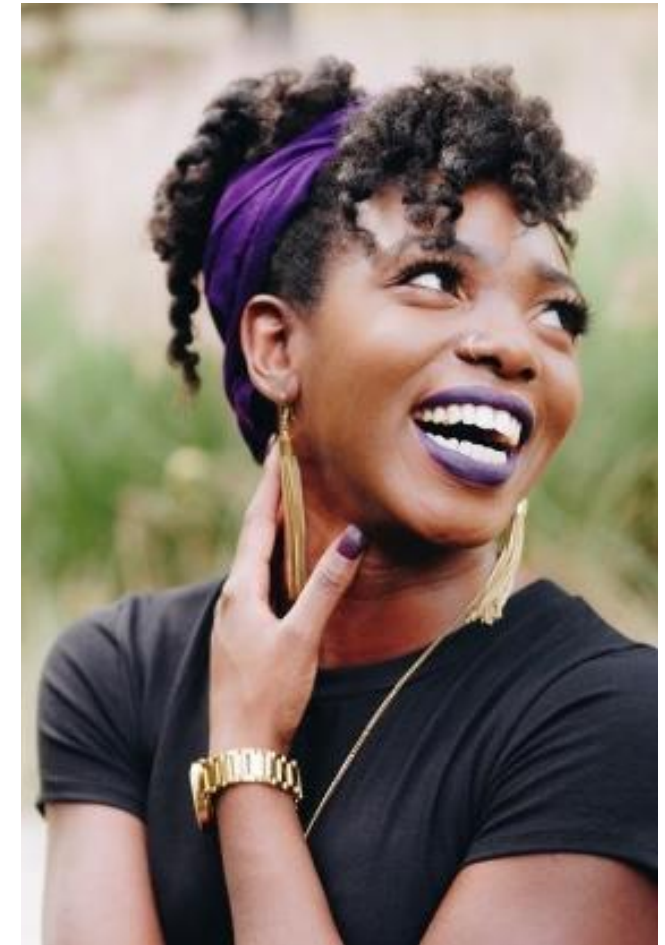
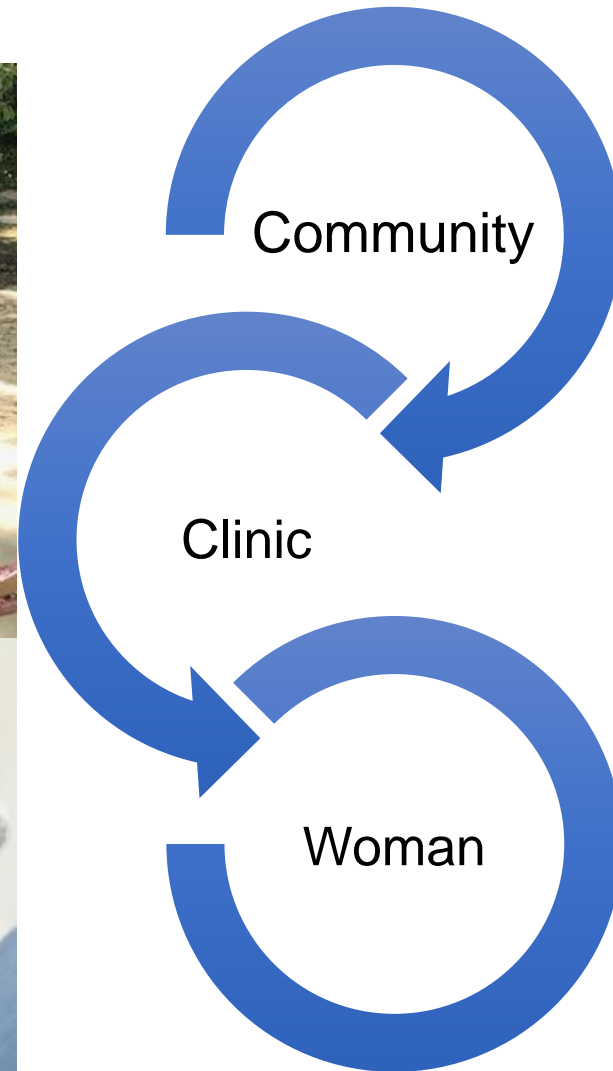


Figure 1. Proposed paradigm shift for postpartum visits. The American College of Obstetricians and Gynecologists' Presidential Task Force on Redefining the Postpartum Visit and the Committee on Obstetric Practice propose shifting the paradigm for postpartum care from a single 6-week visit (bottom) to a postpartum process (top). Abbreviations: BP, blood pressure; f/u, follow-up. ➡



Moms Need a Village of Support





Postpartum Care Plan and Team

- **Guidance** on what to expect after birth
- Line up **community** of support
- **List** of postpartum providers, scope of practice, network, contact information and ideally know if they are taking new patients
- **Screen** everyone for unmet needs
- **Ask** mothers what they prioritize
 - Open-ended questions, to understand **maternal goals**



Build Community Support and Social Capital

- Care Coordination / Postpartum Doula Partners
- Breastfeeding Friendly Communities
- Online Support Groups / Social Media Connections
- Home Visiting
 - Strategies to connect new moms with each other
 - Assistance in getting needed health services
 - Problem solving around sleep, work and balancing family needs



Listening to Moms

A series of Zoom focus groups in English and Spanish with new moms and community stakeholders are happening NOW thanks to our creative and connected partners!

- Angela Tatum Malloy with Momma's Village in Fayetteville
- Cindy Riley with Welcome Baby in Durham
- Krysta Gougler-Reeves with Family Connects



COMING SOON

(starting in mid-August 2020)

North Carolina PREGNANCY & BIRTH JOURNEYS PROJECT

Sharing Stories About Pre- and PostNatal Care in NC

We will ask participants to take part in a self-administered online interview about your experiences with maternal health care .

All participants must be over 18, have been pregnant in the past 12 months, and live in the state of North Carolina.

Want to stay in the loop?

Email Amelia Gibson at angibson@unc.edu to be added to the project mailing list.



Our Asks....



- ✓ Please share NewMomHealth.com with your patients and clinic staff. Encourage them to follow us on social media.
- ✓ Help us identify 6 clinics (1 per region) who would be excited to partner with us in grant year two in pilot testing different components of the “bundle”.
- ✓ Pay attention to inequities in access to prenatal and postpartum care in your regions now.
- ✓ Help us collect stories from moms in Aug/Sept.






Thank You



**Transform the lived experience of women during the 4th Trimester
by sparking real, sustained change**

JordanInstituteforFamilies.org/4thTrimesterProject

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