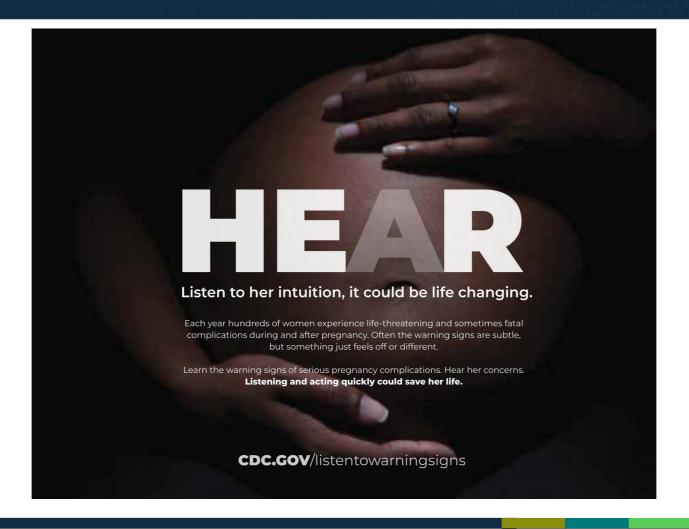
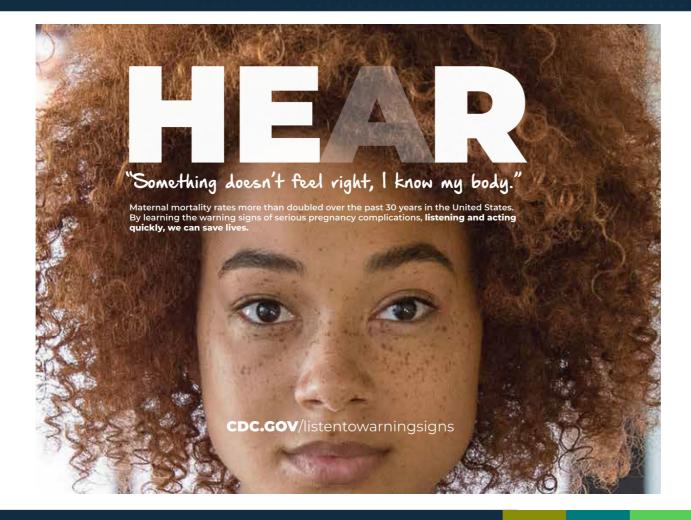
# ATTACHMENT 7 COMMUNICATION CONCEPTS BEING CONSIDERED

- 1 HEAR HER
- 2 MOMENTS MATTER
- BE THE ONE
- STOP, LOOK, LISTEN







#### **MOMENTS MATTER**



"I'm here today because he listened. My pregnancy was complicated and without my husband's persistence they may have missed the blood clots."

Learn the warning signs of serious complications during and after pregnancy. It could make a difference in the moments you don't want to miss.

Visit CDC.GOV/warningsigns

#### **MOMENTS MATTER**



"Amy should be here for his first bath."

Hundreds of women die each year in the U.S. of pregnancy-related causes, but more than half of these deaths are preventable.

Learn the warning signs of serious complications during and after pregnancy. It could make a difference in the moments you don't want to miss.

Visit CDC.GOV/warningsigns

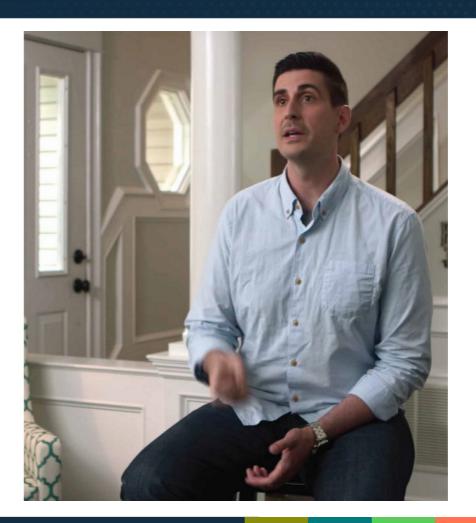
#### BE THE ONE

# BE THE ONE

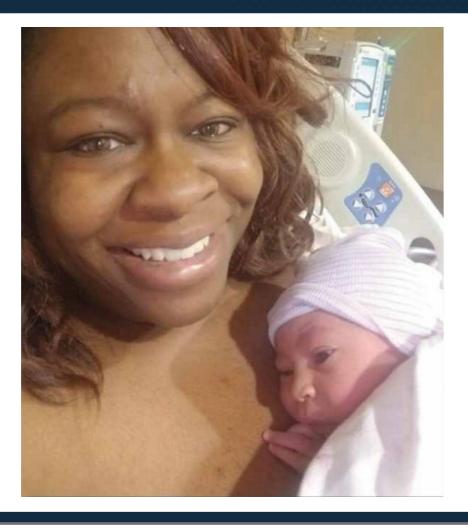
Hundreds of women in the U.S. experience pregnancy-related complications and deaths before, during and up to a year after delivery. Tara Hansen was one of them. Today, her husband Ryan dedicates his life to making a difference for other women. It takes just one person, one action.

Learn the warning signs of serious pregnancy-related complications. When a pregnant or postpartum woman expresses a health concern, be the one who takes appropriate action. Listening and acting quickly could save her life. Be the one to help save her life.

Learn the warning signs at cdc.gov/BeTheOne



### BE THE ONE



# BE THE ONE

When Donielle Bell expressed a health concern after delivering her son, her nurse recognized it as a warning sign. She took appropriate action and saved Donielle's life. It takes just one person, one action.

Hundreds of women in the U.S. experience pregnancy-related complications and deaths before, during and up to a year after delivery.

When a pregnant or postpartum woman expresses a health concern, be the one who takes appropriate action. Listening and acting quickly could save her life.

Learn the warning signs at cdc.gov/BeTheOne

#### Stop, Look, Listen









Be an active participant in yo

FEEL **EMPOWERED** Throughout your pregnancy, you've probably taken many steps to ensure a healthy delivery for your baby. Perhaps you've changed your diet, been vigilant about prenatal care appointments, or adopted a healthier lifestyle. But now, a new maternal safety initiative is helping ensure a healthy delivery for new moms as well. FOR PROVIDERS, it involves acknowledging patients' concerns and taking the following steps to ensure maternal health and safety: If a woman says that she does not feel well, or believes something is wrong, it is time for the clinician to stop and not assume that these are typical complaints all new mothers experience. Conduct an examination to be sure there are no evolving problems. Hear the woman's concerns and never consider them a usual part of just having a baby. FOR YOU, it means speaking up when you feel something is wrong. Ask questions. Explain how Stop! you feel. If you're a spouse or family member, feel free to speak up on behalf of your loved one. Dedicated to Voice your concerns Safety Be an active participant Listen! in your care