

# ATTACHMENT 7

## COMMUNICATION CONCEPTS BEING CONSIDERED

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**HEAR HER**

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**MOMENTS MATTER**

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**BE THE ONE**

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**STOP, LOOK, LISTEN**

1

# HEAR HER



**HEAR**

Maternal mortality rates more than doubled over the past 30 years in the United States. By learning the warning signs of serious pregnancy complications, **listening and acting quickly**, we can save lives.

Learn more @ [cdc.gov/hearher](https://www.cdc.gov/hearher)

1

## HEAR HER



# HEAR

**Listen to her intuition, it could be life changing.**

Each year hundreds of women experience life-threatening and sometimes fatal complications during and after pregnancy. Often the warning signs are subtle, but something just feels off or different.

Learn the warning signs of serious pregnancy complications. Hear her concerns.  
**Listening and acting quickly could save her life.**

[CDC.GOV/listentowarningsigns](https://www.cdc.gov/listentowarningsigns)

1

## HEAR HER

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*"Something doesn't feel right, I know my body."*

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[CDC.GOV/listentowarningsigns](https://www.cdc.gov/listentowarningsigns)



2

## MOMENTS MATTER



### *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](https://www.cdc.gov/warningsigns)

2

## MOMENTS MATTER



### *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](https://www.cdc.gov/warningsigns)

3

## 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](https://www.cdc.gov/BeTheOne)



3

## 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.

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# Stop, Look, Listen

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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.

Called the *Stop! Look! and Listen!* campaign, it encourages you and your loved ones to speak up when you think something is wrong.

Ask questions. Explain how you feel.

The *Stop! Look! and Listen!* campaign is co-sponsored by Robert Wood Johnson Medical School and New Jersey Medical School, both part of Rutgers, The State University of New Jersey; Robert Wood Johnson University Hospital, an RWJ Barnabas Health facility; and The Tray Hansen Foundation.



**Focusing on SAFE Deliveries**

**Stop! Look! and Listen!**  
A Maternal Health and Safety Initiative

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Despite advances in medicine, maternal health and safety remains a serious issue in the United States. But together with your health care team, you can be part of the solution!

**Let's face it:** you are the only person who knows exactly what you are feeling at any given time. So when it comes to childbirth and recovery, your input is essential in letting your health care providers know when something just isn't right.

**In many cases,** what you are feeling may simply be a normal part of childbirth and recovery, but there are times when it could signal something more serious.

**Voice your concerns.** Ask questions. Let your doctor, nurse, midwife, or other health care provider know if there's a problem.

If you're a spouse or family member, feel free to speak up on behalf of your loved one.

Your concerns are the essential trigger for the *Stop! Look! and Listen!* maternal safety initiative.

**Providers Committed to This Campaign Will:**

**STOP!** If a woman says that she does not feel well, or believes something is wrong, it is time for the health care team to stop everything to address those concerns. They must not assume the issues are "typical" complaints that all new mothers experience.

**LOOK!** Conduct an examination to be sure there are no evolving problems, such as an infection or other serious medical condition.

**LISTEN!** Listen closely to what the woman is experiencing, in her own words. Hear her concerns, and never consider them a usual part of just having a baby.



**EMPOWER Yourself**

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Called the *Stop! Look! and Listen!* campaign, it encourages you and your loved ones to speak up when you feel something is wrong. Ask questions. Explain how you feel.

Providers committed to this program will:

- STOP!** 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.
- LOOK!** Conduct an examination to be sure there are no evolving problems.
- LISTEN!** Hear the woman's concerns and never consider them a usual part of just having a baby.

**Voice your concerns. Be an active participant in your care.**

**Stop! Look! and Listen!**  
Dedicated to Maternal Safety

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**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:

**STOP** 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.

**LOOK** Conduct an examination to be sure there are no evolving problems.

**LISTEN** 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 you feel. If you're a spouse or family member, feel free to speak up on behalf of your loved one.

**Voice your concerns. Be an active participant in your care.**

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