

Don't Rush Me...Go the Full 40

Tips & Tools for Sharing



Don't Rush ME!

Nobody likes to be rushed, especially babies.

Your baby needs at least a full 40 weeks of pregnancy to grow and develop. Inducing labor even a week or two early is associated with a host of risks, including prematurity, cesarean surgery, hemorrhage and infection.

While it may seem convenient for you or your health care provider, labor should only be induced for medical reasons.

Your baby will let you know when he's ready to come out, so give him at least a full 40 weeks.

**Download a free copy of
40 Reasons to Go the Full 40
at www.gothefull40.com.**

Now in English and Spanish.



The nurses of AWHONN remind you not to rush your baby—give him at least a full 40 weeks!

 **AWHONN**
PROMOTING THE HEALTH OF
WOMEN AND NEWBORNS

▷ PROMOTE
SPONTANEOUS
LABOR

▷ SHARE THE
CAMPAIGN

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▷ SOCIAL MEDIA
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healthy Mom&Baby
MEDIA



www.Facebook.com/GoTheFull40

GoTheFull40.com

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 **AWHONN**
PROMOTING THE HEALTH OF
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Promote Spontaneous Labor

Can you imagine a time when every woman who becomes pregnant:



- ▶ **Seeks and receives prenatal care**
- ▶ **Knows the benefits of spontaneous labor & normal birth** for herself and her baby
- ▶ **Plans to wait for labor to start on its own** if all is healthy and well
- ▶ **Pursues normal birth**, including vaginal birth after cesarean, when appropriate
- ▶ **Avoids unnecessary interventions**, such as elective induction and elective cesarean, when there isn't a medical indication
- ▶ **Understands and wants the benefits of skin-to-skin care during those first precious 60 minutes** of baby's life post-birth when possible
- ▶ **Initiates breastfeeding** as soon as possible after baby is born

"Go the Full 40 is thought provoking! This campaign stirred questions from couples during childbirth class. It's making them think more about the consequences of elective inductions."
—Childbirth Educator

"I took the pledge! Unless my baby or I are in any kind of risk, I will wait until labor starts on its own."
—Mother

The Campaign . . .

"Don't Rush Me . . . Go the Full 40" is a grassroots, public health campaign from the 24,000+ members of AWHONN that educates women about the physiological benefits of full-term pregnancy for themselves and their babies. The campaign flows from a holistic nursing philosophy as 40 serious and fun reasons that relay actionable, evidence-based health advice for collaborative decision-making between women and their care providers.

Goals

1 Increase the percentage of women who wait for labor to start on its own, thereby reducing overall elective induction and primary cesarean rates when there isn't a medical indication.

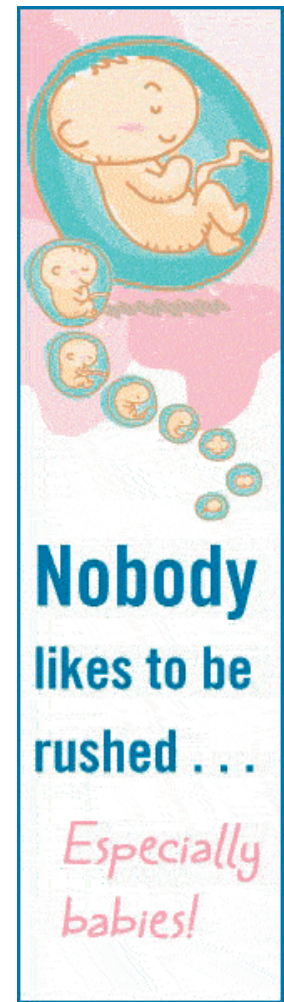
2 Increase awareness among providers and consumers about the documented physiologic benefits for women and their babies of term pregnancies that culminate in spontaneous labor.

With your help & collaboration
"Don't Rush Me . . . Go the Full 40" aims to:

The heart of the campaign is the **"40 Reasons to Go the Full 40 Weeks"** article (GoTheFull40.com) that translates the evidence regarding the physiologic value of term pregnancies and spontaneous labor.

"Don't Rush Me . . . Go the Full 40" campaign supports the evidence that demonstrates these maternal and infant benefits:

- ▶ For most women, spontaneous, natural labor and birth are the healthiest and best ways for baby to emerge, and for mom to end pregnancy and start breastfeeding.
- ▶ Unless medically necessary, research shows inductions and cesarean surgery lead to more intensive care days, higher re-admission rates, and increase mom's and baby's risks for lifelong health consequences, including abdominal adhesions, hysterectomy, respiratory illnesses, and associated health risks from lower rates of breastfeeding.
- ▶ Inducing labor is associated with iatrogenic prematurity (particularly late preterm infants), cesarean surgery, hemorrhage, longer lengths of stay for women and newborns, higher rates of NICU admissions, and infection.
- ▶ Babies born before 37 completed weeks of gestation are at higher risk for serious complication dying in the first year of life compared with term infants. These risk include breathing problems, feeding issues, jaundice, low blood sugar and problems stabilizing their own body temperature.
- ▶ Even babies born after 37 weeks and before 39 completed weeks —early term babies—are at increased risks of dying in the first year of life, feeding and breathing problems and life-long learning disabilities. Experts agree the risks are greater for infants with elective induction of labor.
- ▶ The normal length of human gestation is 40 weeks. The neonatal risks vary among all gestational ages. Evidence shows the best neonatal outcomes occur at 40 weeks. In 2000, the largest percent of singleton births in the U.S occurred at 40 to 41 weeks. By 2009, the largest percent had shifted to occurring at 39 weeks.
- ▶ Overuse of inductions increase both short- and long-term costs. For example, Intermountain Health Care's initiative to reduce elective inductions, regardless of gestational age, created savings of more than \$50 million per year in short-term costs.
- ▶ We do not fully understand what triggers a woman's labor. Obstetric textbooks say the exact mechanisms that start labor are yet to be definitively defined but that baby's readiness for birth—"pick her own birthday" (Reason #16)—and the biochemical and neurohormonal interactions between mom, baby and placenta are essential triggers.
- ▶ Nursing research shows when women receive education regarding the risks of elective induction most women will not choose an elective induction.



As a nurse, you have the power to help make this a reality for the 4 million women each year who carry a pregnancy and birth a baby in the U.S.

Share the GoTheFull40 Campaign



5 Ways to Promote Spontaneous Labor & Normal Birth

- 1 Hang posters in your unit, triage, ER, bathrooms, elevators, & OB/GYN clinics.
- 2 Give posters and share copies of the 40 Reasons article with OB/GYN offices.
- 3 Discuss the 40 Reasons article with patients and in your childbirth classes.
- 4 Join our GoTheFull40™ Champions group on Facebook: www.Facebook.com/GoTheFull40
- 5 Include fliers about GoTheFull40™ & Healthy Mom&Baby in patient packs.

Nurses make a difference in the lives of women and babies by:

- ▶ Being the most trusted healthcare provider year after year
- ▶ Spending more time with women and their families
- ▶ Providing excellent, evidence-based care for optimal outcomes
- ▶ Sharing education and resources for best self-care for women

Go The Full 40 Resources

(all resources are free; click any link to go directly to the resource)

- ▶ Campaign URL: <http://www.GoTheFull40.com>
- ▶ Champions Group: <http://Facebook.com/GoTheFull40>
- ▶ GoTheFull40.com campaign resources at Health4Mom.org (Nurse's Office):
 - ▶ 40 Reasons online article: [English](#) [Spanish](#)
 - ▶ 40 Reasons printable patient fliers: [English](#) [Spanish](#)
 - ▶ Babies Need 40 Weeks article: <http://bit.ly/40forbabies>
 - ▶ Website banner (when posting, link to <http://www.gothefull40.com>)
 - ▶ "Don't Rush Me . . . Go the Full 40" campaign ads: [Ad #1](#) [Ad #2](#)
 - ▶ Virtual Issue: <http://bit.ly/Full40VirtualIssue>
Scholarship of GoTheFull40.com hosted by the *Journal of Obstetric, Gynecologic & Neonatal Nursing (JOGNN)* and *Nursing for Women's Health*
 - ▶ Bibliography of the GoTheFull40 campaign: <http://bit.ly/full40biblio>
 - ▶ Hashtag: #full40

Healthy Mom&Baby Resources

(all resources are free; click any link to go directly to the resource)

- ▶ Patient education resources for nurses: www.health4mom.org/nurses_office
 - ▶ Request quarterly magazines for your patients
 - ▶ Website: www.health4mom.org
 - ▶ iPad app: includes all issues of the magazine + special interactive features: <http://bit.ly/mommyapp>
 - ▶ Flipbook of each issue: www.health4mom.org/mag
 - ▶ Social media: [Facebook: www.Facebook.com/HealthyMomAndBaby](#)
[Twitter: www.twitter.com/health4mom](#)

AWHONN Resources

- ▶ Full 40 Section & Chapter slide Presentation: customerservice@awhonn.org
- ▶ Website: www.AWHONN.org
- ▶ Facebook: www.facebook.com/awhonn
- ▶ Twitter: www.twitter.com/awhonn



"I use the '40 reasons to go 40' literature in each class we offer. We have asked the leadership of our OB department to create and use a true informed consent form for elective labor induction."—Nurse

GoTheFull40.com



FAQs

Where can I get posters & other campaign materials?

You can download 8.5"x11" posters here; larger posters are available on request from AWHONN headquarters. For information email: customerservice@awhonn.org.

Is the campaign available in both English and Spanish?

All materials are in English; the following materials are in Spanish:

- ▶ 40 Reasons article
- ▶ 40 Reasons Campaign Ads

Can my practice, facility or institution share the campaign?

- ▶ Ask about putting articles in newsletters and other communication about the campaign
- ▶ Inquire whether your facility can post any of the reasons or messages in their social media (Facebook, Twitter)
- ▶ "LIKE" and "SHARE" the [Healthy Mom&Baby Facebook](#) page, which contains ongoing posts in support of GoTheFull40.com and other important health messages for moms and babies
- ▶ Download the [web banner](#) and ask your facility's webmaster to post it on your webpage, linking the web banner to www.GoTheFull40.com.
- ▶ Reproduce the [40 Reasons article](#) and include it in your patient packs.

Are you giving permission to photocopy or distribute the GoTheFull40 campaign materials?

AWHONN encourages you to photocopy and share the materials widely to promote the health of moms and their infants. Permission is granted to reproduce the campaign's materials for non-commercial use at no cost. Where possible, please include the following statement: "Copyright 2012 Association of Women's Health, Obstetric and Neonatal Nurses." If you have specific questions about permissions, please email: permissions@awhonn.org.



Promoting Best Health Practices For Women & Babies

GoTheFull40.com is a public health campaign from AWHONN and its expert-authored, patient education consumer media, *Healthy Mom&Baby*.

Healthy Mom&Baby is free to nurses (AWHONN nurses receive priority on the 300,000 copies of the magazine that ship to healthcare sites throughout the U.S.) Through its free quarterly magazine, iPad app, Flipbook, Health4Mom.org website and social media, *Healthy Mom&Baby*.

- ▶ **Targets the 1 in 6 women trying to conceive in the U.S.** each year. Of the 6.5 million women who get pregnant each year, approximately 4 million will carry a baby to birth.
- ▶ **Provides the latest research and evidence-based advice that women can trust and act on** for their own health, and their baby's and family's health
- ▶ **Provides health advice across the lifespan**, but particularly is focused on preconception and interconception health, pregnancy, labor, birth and parenting up to baby's 2nd birthday.

"Don't presume all babies take the same time to be ready. I have had three baby girls, all at different gestations of their own choosing and timing."
—Mother

Post & Tweet the Campaign

ANNUAL HEALTH REMEMBRANCES

40 REASONS POSTS



FACEBOOK



TWITTER

January

Folic acid awareness week
Birth defects prevention month
Thyroid awareness month

#1. End right by starting right—keeping all of your prenatal appointments helps ensure a healthier ending.

#25. Relish in the fact that right now you're the perfect mom—your healthy pregnancy habits are growing baby the best possible way.

Nurses share 40 reasons to go the full 40 weeks of pregnancy:
www.GoTheFull40.com

Baby's first 60 minutes after birth are so important; grab the Golden Hour.
<http://bit.ly/babysfirsthour>

Encourage waiting for labor to start on its own. Sign the "Wait for labor" pledge.
www.awhonn.org/full40pledge
#full40

February

Heart health/wear red
Prenatal infection prevention month
Valentine's day

#3. Let nature take over—there are fewer complications and risks for both you and baby through natural birth.

#18. Reduce your baby's risks of jaundice, low blood sugar and infection by waiting until he's ready to emerge.

Reduce your baby's risks of infection by waiting until he starts labor on his own.
www.Gothefull40.com

Nurses highlight 40 reasons for moms and babies to go the full 40 weeks <http://bit.ly/full40>
#full40

Wait for labor to start on its own. Sign the "Wait for labor" pledge
<http://www.awhonn.org/full40pledge>
#full40

March

National nutrition month
Poison prevention week
Trisomy awareness month

#5. Birth a brainier baby—at 35 weeks your baby's brain is only 2/3 the size it will be at term.

#39. Make the best-possible birth experience; don't rush it.

Baby may face a lifetime of risks if born too early; learn the risks here

During national nutrition month, learn from actress Mayim Bialik why breastmilk is the best food for your baby.
<http://bit.ly/mbialik>

Ignore people who say an induction is more convenient
<http://www.GoTheFull40.com>
#full40

At 35 weeks, your baby's brain is only 2/3 the size it will be at term – just another reason to go the #full40

April

Infant immunization week
Infertility awareness week
Autism awareness month
STI awareness month

#6. Set her thermostat—baby will better regulate her temperature when born at term.

#20. Maximize those little lungs—babies born just 2 or more weeks early can have twice the number of complications with breathing.

Avoid an induction and reap the benefits for both you and baby of a full term pregnancy when all is healthy and well.

You'll breathe easier knowing baby can, too: full-term babies are less likely to have complications breathing than those born early.

As nurses promote skin-to-skin contact, more born-too-early babies thrive <http://bit.ly/full40>
#full40

May

National Nurses' Week
Preeclampsia Awareness Month
Mental health month
Mother's Day

#17. Skip an induction—which could lead to cesarean—by waiting for labor to start on its own.

#14. Eat healthfully—indulge occasional cravings without remorse.

Want the best care? Find a baby friendly birthplace.
<http://bit.ly/bestbirth>

Happy Mother's Day! Wait for labor to start on its own – babies are so much easier to care for in the womb. Reward yourself with a nice long nap. www.GoTheFull40.com

Preterm birth is any birth that occurs before the 37th week of pregnancy. #full40
#full40

June

Men's health week
Aphasia awareness month
Father's Day

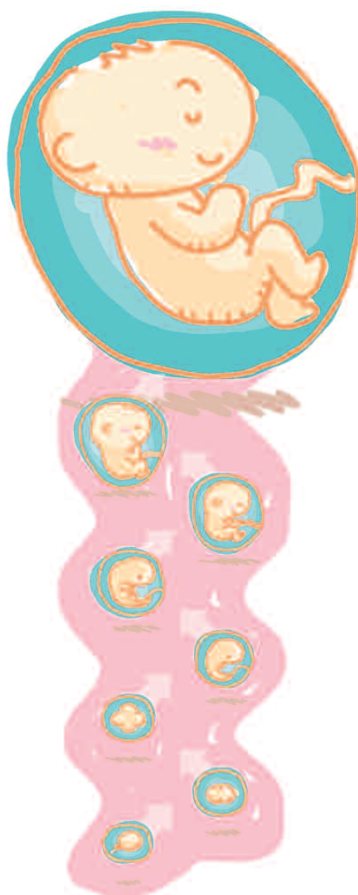
#21. Ignore people who say an induction is more convenient. Nothing is convenient about a longer labor and increasing your risk of cesarean.

#27. Relax! Babies are usually so much easier to care for in the womb.

Pregnant women avoid non-necessary induction when they understand the risks of induction, nursing research shows.
<http://bit.ly/termpregnancy>

Unless there's a medical reason, it's safer to avoid inductions.
#Full40

ANNUAL HEALTH REMEMBRANCES	40 REASONS POSTS	 FACEBOOK	 TWITTER
July Cord blood awareness month Group B strep awareness month Juvenile arthritis month	#2. Savor the journey—soon you will meet your baby. #19. Build your baby's muscles—they'll be strong and firm, and ready to help him feed and flex at term.	Nurses share 40 reasons to go the full 40 weeks of pregnancy: www.GoTheFull40.com @HealthyMom&Baby	40 Reasons to go 40 weeks: http://www.GoTheFull40.com#full40 Declare your baby's independence—let her pick her own birthday!
August World breastfeeding week Breastfeeding month Children's eye health month	#7. Boost breastfeeding—term babies more effectively suck and swallow than babies born earlier. #10. Nourish your body—a healthy diet and breastfeeding will help you lose the baby weight.	Breastmilk: nature's superfood. Give your baby the best chance with the breast – term babies are able to suck and swallow more effectively than those born earlier. http://bit.ly/baby2breast Babies born at term are more ready to nurse.	Plan to breastfeed your baby in the first hour after birth #full40
September Women's/family health day Infant mortality awareness Ovarian cancer month	#22. Respond to requests to speed baby's birth with the facts that inductions often create more painful labors and can lead to cesarean surgery. #29. Postpone changing the eventual 5,000+ diapers baby will use.	So you're in labor—the best way to keep baby moving down and out is to keep your own body active. Here's how. http://bit.ly/bestlabor Healthy mama = healthy baby: Pack your meals with nutritious eats for your 40 weeks of pregnancy	How can YOU help more babies to be born full term? http://bit.ly/full40wpd#full40
October Breast cancer awareness month Domestic violence awareness Down syndrome awareness	#4. Recover faster from natural birth than cesarean, which is major abdominal surgery that causes more pain, requires a longer hospital stay and a longer recovery. #32. Relish parenting—right now you know exactly where baby is and what he's doing.	Breastfeeding reduces mom's overall cancer risks. Learn more at www.GoTheFull40.com Belly bumps make the perfect prop for reading material. Settle in with the latest issue of <i>Healthy Mom&Baby</i> . http://www.health4mom.org	Babies are so much easier to care for in the womb! http://www.GoTheFull40.com#full40
November World prematurity day/month Diabetes awareness month GERD awareness month	#15. Give baby's development the benefit of time since you may not know exactly when you got pregnant. #16. Let baby pick her birthday—if she decides to emerge after 37 weeks there's no need to try to stop your spontaneous labor.	Baby's first 24 hours after birth are so important—here's what's happening. http://bit.ly/meetyourbaby Give thanks that soon you will meet your baby! http://bit.ly/meetyourbaby	Help more babies make it to their first birthday. http://bit.ly/full40wpd#full40 #worldprematurityday Finish pregnancy well--keep all of your prenatal appointments to help prevent prematurity. #full40
December Hand washing awareness week Safe toys & gifts month World AIDS day	#26. Finish well—more time in the womb usually means less time in the hospital. #40. Write your own healthy reason—if it gets baby a full 40 weeks of pregnancy it deserves to be on this list.	Learn what happens if you go past your due date. http://bit.ly/pastduedate A full-term pregnancy is a gift of health you give yourself and your baby—enjoy this special season.	Give your baby the gift of health—a term pregnancy. #Full40



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especially babies.**

Your baby needs at least a full 40 weeks of pregnancy to grow and develop. Inducing labor even a week or two early is associated with a host of risks, including prematurity, cesarean surgery, hemorrhage and infection.

While it may seem convenient for you or your health care provider, labor should only be induced for medical reasons.

Your baby will let you know when she's ready to come out, so give her all the time she needs: at least the full 40 weeks.

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Be a Birth Champion!

Join our **GoTheFull40™**
Champions Group on Facebook:
www.facebook.com/GoTheFull40

Please share with AWHONN how engaging with the GoTheFull40.com campaign has made a difference in your practice or facility. Email us at Health4Mom@awhonn.org with any or all of the following:

- ▶ **How you have shared the campaign**—please describe all of the ways you have used or shared the campaign
- ▶ **Observations and reactions to the campaign**—please describe any changes you have measured or observed in your practice, or patients, when engaging with the campaign
- ▶ **Information needs or requests**—please describe how AWHONN and *Healthy Mom & Baby* can better serve you and your patients' needs with the GoTheFull40.com campaign
- ▶ **Provide your contact information**, for follow up, as possible. All responses are private and will not be shared in any way unless permission is sought and obtained from you
- ▶ **Email:** health4mom@awhonn.org

Thank You

For sharing this important public health campaign with your colleagues and the women and families for whom you provide care.

If you have questions about GoTheFull40.com please contact:

Carolyn Davis Cockey, MLS
AWHONN Director of Publications
877-377-5326
carolyndc@awhonn.org

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