

April 20, 2023

3:00 PM ET

## AIM TAP WEBINAR:

### Hear Her:

**Stories and Resources to Raise Awareness of  
Urgent Maternal Warning Signs**

*New Resources for American Indian and Alaska  
Native Communities*

**with Sarah Carrigan**





ALLIANCE FOR INNOVATION  
ON MATERNAL HEALTH

**The Alliance for Innovation on Maternal Health is a national, cross-sector commitment designed to support best practices that **make birth safer, improve maternal health outcomes, and save lives.****

**You can find more information at [saferbirth.org](https://saferbirth.org).**

This program is supported by a cooperative agreement with the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UC4MC28042, Alliance for Innovation on Maternal Health. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



# Before we get started

**AIM TAP  
Webinars  
are recorded**

**Resources  
discussed are not  
vetted or endorsed  
by AIM or ACOG  
and are provided  
for your  
convenience.**

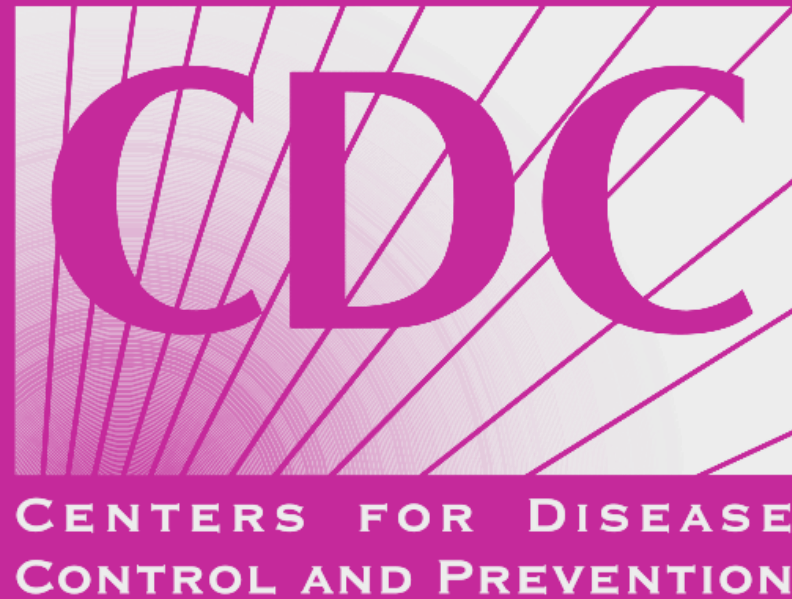
**Resources  
should be  
used at your  
discretion.**

**If you need  
help during  
the call, please  
chat an AIM  
staff member.**



# Hear Her: Stories and Resources to Raise Awareness of Urgent Maternal Warning Signs

*New Resources for American Indian and Alaska Native Communities*



**Sarah Carrigan**



# HEAR<sup>TM</sup>

HEAR HER CONCERNS

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and Alaska Native Communities

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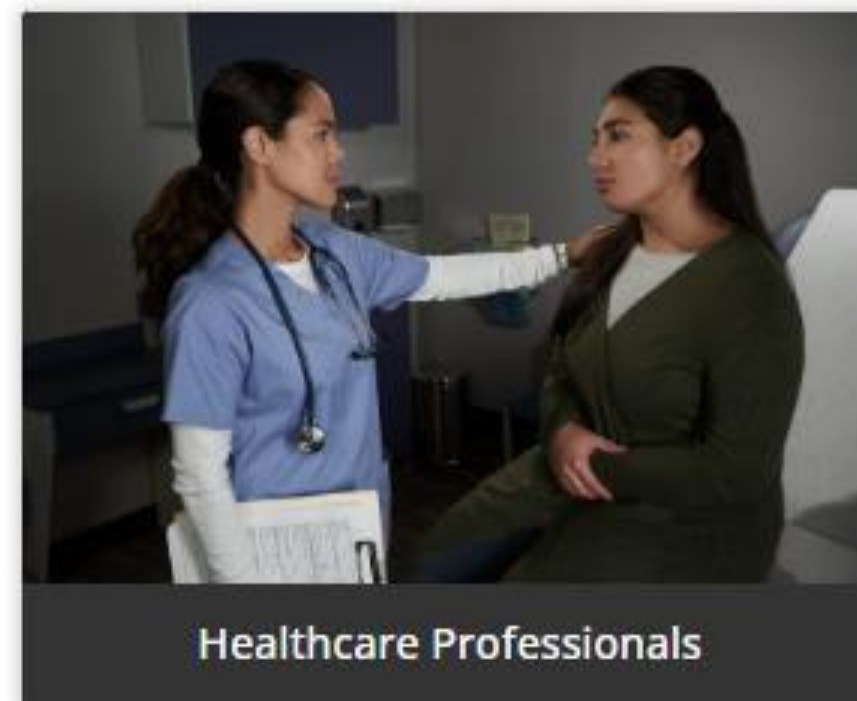
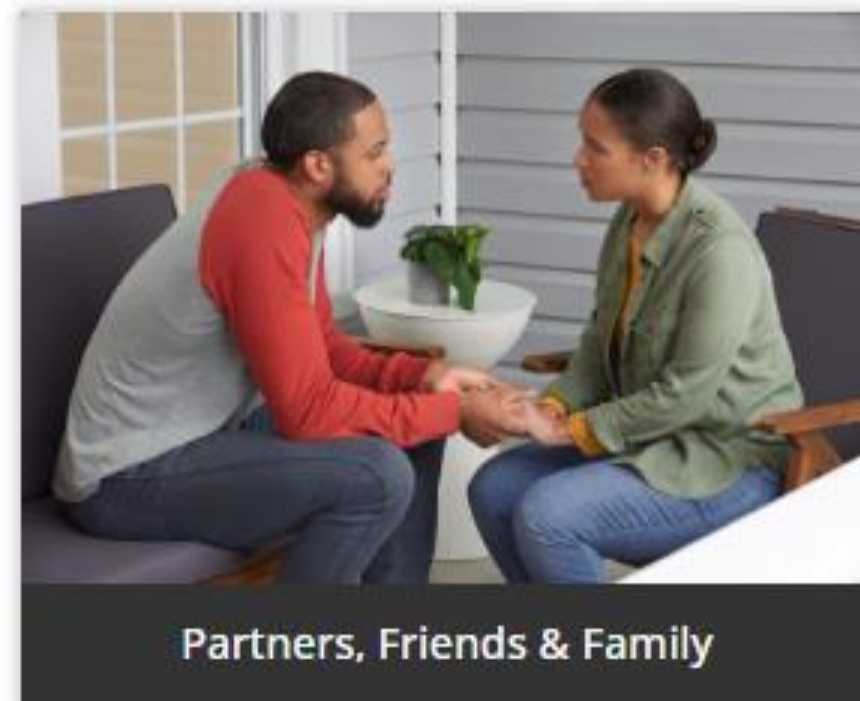
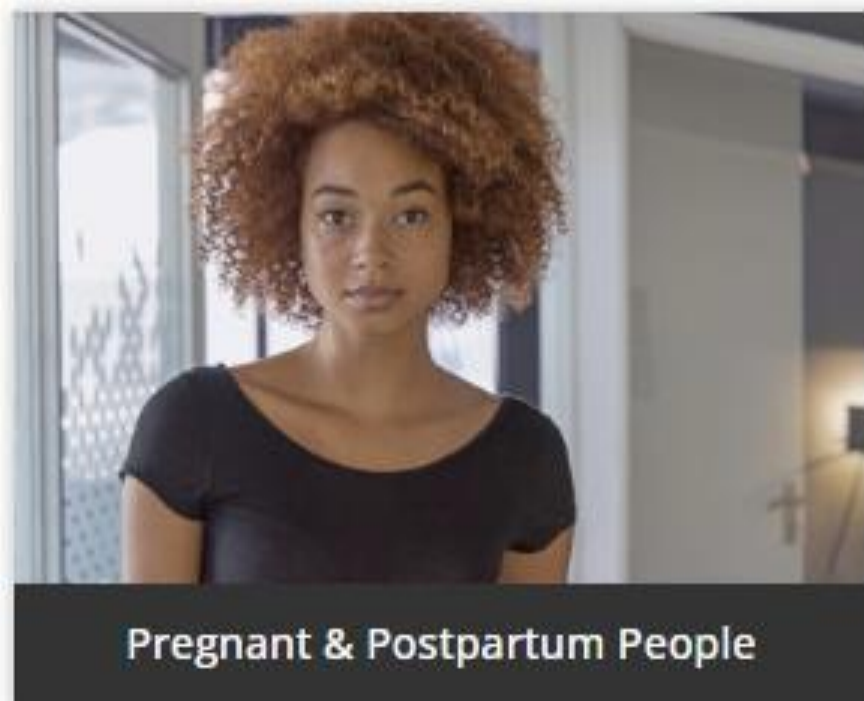
Too many women die each year from pregnancy-related complications.

Most of these deaths are preventable.

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# Campaign Overview

- The Hear Her campaign seeks to
  - raise awareness of **urgent maternal warning signs** during and within the year after pregnancy, and
  - encourage support systems and healthcare professionals of pregnant and postpartum people to **really listen** when they express concerns.



# Video Testimonials







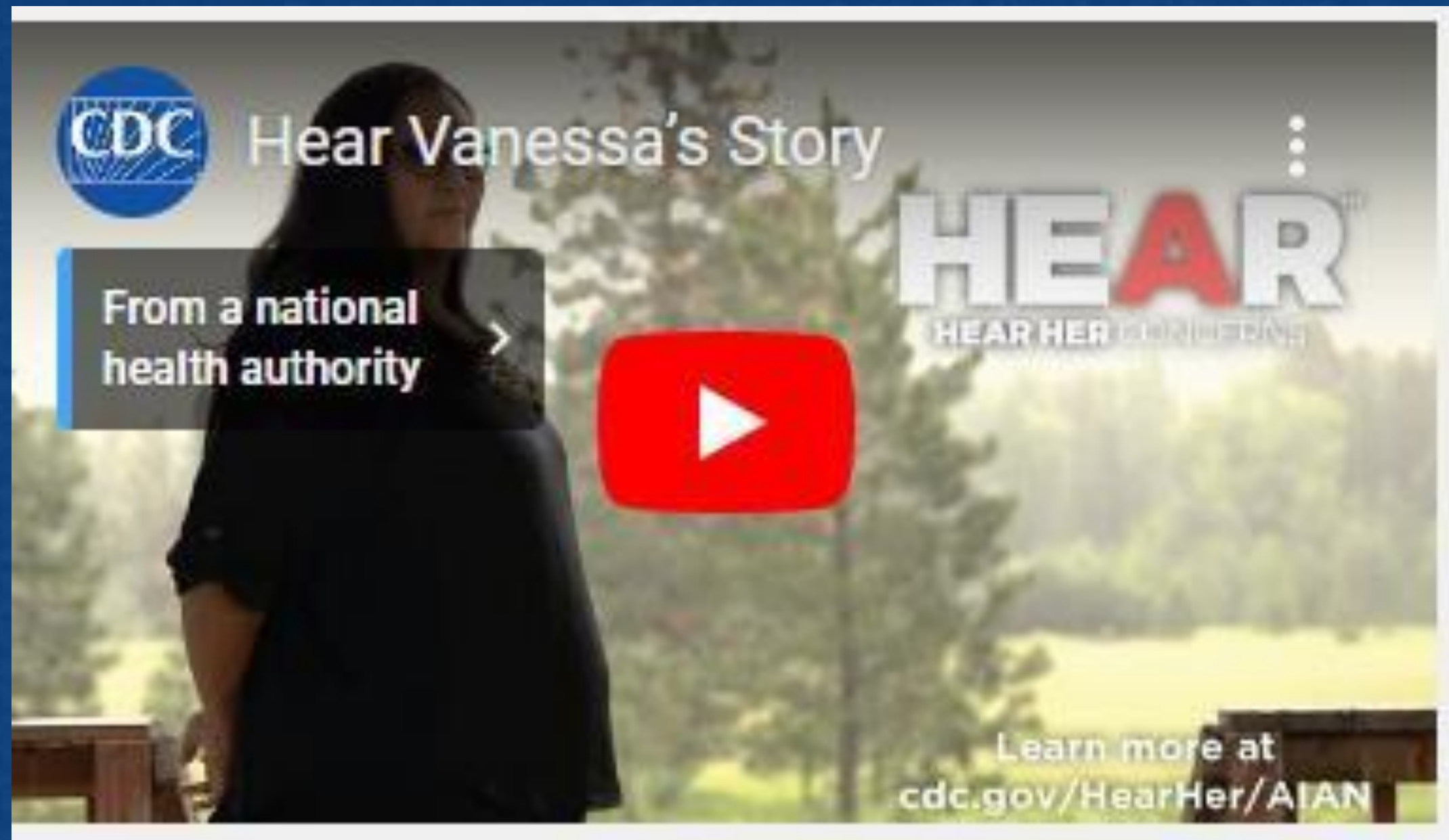
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<https://youtu.be/YTzzXX4BZ9Q>



[https://youtu.be/617vY-65\\_wc](https://youtu.be/617vY-65_wc)



<https://youtu.be/mJZFAcngKGI>

# Urgent Maternal Warning Signs

**Pregnant now or within the last year?**  
Get medical care right away if you experience any of the following symptoms:

The infographic lists 15 warning signs in a grid format:

- Headache that won't go away or gets worse over time
- Dizziness or fainting
- Changes in your vision
- Fever of 100.4°F or higher
- Extreme swelling of your hands or face
- Thoughts of harming yourself or your baby
- Trouble breathing
- Chest pain or fast beating heart
- Severe nausea and throwing up
- Severe belly pain that doesn't go away
- Baby's movement stopping or slowing during pregnancy
- Severe swelling, redness or pain of your leg or arm
- Vaginal bleeding or fluid leaking during pregnancy
- Heavy vaginal bleeding or discharge after pregnancy
- Overwhelming tiredness

These could be signs of very serious complications. If you can't reach a healthcare provider, go to the emergency room. Be sure to tell them you are pregnant or were pregnant within the last year.

Learn more at [www.cdc.gov/HearHer](http://www.cdc.gov/HearHer)

This list of urgent maternal warning signs was developed by the Council on Patient Safety in Women's Health Care.

- Headache that won't go away/gets worse over time
- Dizziness or fainting
- Changes in your vision
- Fever of 100°F or higher
- Extreme swelling of hands or face
- Thoughts of harming yourself or your baby
- Trouble breathing
- Chest pain or fast-beating heart
- Severe nausea and throwing up
- Severe belly pain that doesn't go away
- Baby's movements stopping/slowing during pregnancy
- Vaginal bleeding or fluid leaking during pregnancy
- Vaginal bleeding or discharge after pregnancy
- Severe swelling, redness or pain of your leg or arm
- Overwhelming tiredness



Learn about urgent warning signs and how to talk to your healthcare provider.

### During Pregnancy

If you are pregnant, it's important to pay attention to your body and talk to your healthcare provider about anything that doesn't feel right. If you experience any of the urgent maternal warning signs, get medical care immediately.

#### Tips:

- Bring this conversation starter and any additional questions you want to ask to your provider.
- Be sure to tell them that you are pregnant or have been pregnant within a year.
- Tell the doctor or nurse what medication you are currently taking or have recently taken.
- Take notes and ask more questions about anything you didn't understand.

Learn more about CDC's Hear Her Campaign at [www.cdc.gov/HearHer](http://www.cdc.gov/HearHer)

### After Pregnancy

While your new baby needs a lot of attention and care, it's important to remain aware of your own body and take care of yourself, too. It's normal to feel tired and have some pain, particularly in the first few weeks after having a baby, but there are some symptoms that could be signs of more serious problems.

----- Tear this panel off and use this guide to help you start the conversation: -----

### Urgent Maternal Warning Signs

If you experience any of these warning signs, get medical care immediately.

- Severe headache that won't go away or gets worse over time
- Dizziness or fainting
- Thoughts about harming yourself or your baby
- Changes in your vision
- Fever of 100.4° F or higher
- Extreme swelling of your hands or face
- Trouble breathing
- Chest pain or fast-beating heart
- Severe nausea and throwing up (not like morning sickness)
- Severe belly pain that doesn't go away
- Baby's movement stopping or slowing down during pregnancy
- Vaginal bleeding or fluid leaking during pregnancy
- Heavy vaginal bleeding or leaking fluid that smells bad after pregnancy
- Swelling, redness or pain of your leg
- Overwhelming tiredness

This list is not meant to cover every symptom you might have. If you feel like something just isn't right, talk to your healthcare provider

### Use This Guide to Help Start the Conversation:

- Thank you for seeing me.  
I am/was recently pregnant. The date of my last period/delivery was \_\_\_\_\_ and I'm having serious concerns about my health that I'd like to talk to you about.
- I have been having \_\_\_\_\_ (symptoms) that feel like \_\_\_\_\_ (describe in detail) and have been lasting \_\_\_\_\_ (number of hours/days)
- I know my body and this doesn't feel normal.

#### Sample questions to ask:

- What could these symptoms mean?
- Is there a test I can have to rule out a serious problem?
- At what point should I consider going to the emergency room or calling 911?

Notes:



### How Can You Help?

Mothers are the key to life and safe during and after ensuring they get the care they need. If you feel something doesn't feel right, encourage her to get an urgent maternal warning sign away. Be sure that she says the last year.

### Learn the urgent maternal warning signs

- Severe headache that won't go away or gets worse over time
- Dizziness or fainting
- Thoughts about harming yourself or your baby
- Changes in your vision
- Fever of 100.4° F or higher
- Extreme swelling of your hands or face
- Trouble breathing
- Chest pain or fast-beating heart
- Severe nausea and throwing up (not like morning sickness)

Learn more about...

## Hear Her

If your loved one shares that something doesn't feel right, here are some talking points to help with the conversation:

### During Pregnancy


- It's hard to tell what's normal with everything that's changing right now. It's better to check if there's anything you are worried about.
- It's important that we share this information with your doctor and make sure everything is okay.
- I am here for you. Let's talk to a healthcare provider to get you the care you need.

### After Pregnancy

- It's normal to feel tired and have some pain after giving birth, but you know your body best. If something is worrying you, you should talk to your doctor.
- Although your new baby needs a lot of attention and care, it's important to take care of yourself, too.
- You are not alone. I hear you. Let's talk to a healthcare provider to get you the care you need.



# Materials Available in 21 Languages

- English
  - Spanish
  - Arabic
  - Bengali
  - Burmese
  - Chinese (Simplified)
  - Chinese (Traditional)
  - Dari
  - French
  - German
  - Haitian-Creole
  - Hmong
  - Korean
  - Nepali
  - Pashto
  - Portuguese
  - Russian
  - Swahili
  - Somali
  - Tagalog
  - Vietnamese
- 

# Resources for Healthcare Professionals

Embed video of Dr. Barfield speaking to HCPs

<https://youtu.be/JeHyF4Xt6Ok>

- **Print materials** for health care professionals and medical offices, including palm cards, posters and conversation guides
- **Sample social media posts and shareable graphics** for use on your website, blog, and social media channels
- Additional **clinical tools and resources**, including related data and resources on implicit bias



A large vertical poster with a blue background. At the top is the HEAR HEAR HER CONCERNS logo. Below it is a photograph of two women sitting on a chair in a clinical setting, one gesturing while speaking. The text reads: "Listening can be your most important tool." followed by a paragraph: "Although deaths related to pregnancy are rare, we lose too many mothers each year from complications related to pregnancy. American Indian and Alaska Native women are two times more likely to die of pregnancy-related complications than White women. Most deaths are preventable." Below that is another paragraph: "Understanding and respecting your patient's cultural needs is an important part of building trust and providing medical care." followed by: "Many women feel that their concerns are not heard. Be the one to listen. It could save her life." At the bottom left is a QR code, and at the bottom right is the text "Learn more about CDC's Hear Her Campaign at www.cdc.gov/HearHer/AIAN" and the CDC logo.



**CDC Hear Her**  
February 14 at 9:09 AM · 🌐

If your Valentine is pregnant, listen to her concerns, help her to seek medical care if needed, and support her emotionally and physically through follow-up care. #ValentinesDay ❤️  
<https://bit.ly/CDCHearHerGuideSupport>

A Facebook post from CDC Hear Her. The main image shows a pregnant woman in an orange shirt sitting on a couch, with a partner in a white shirt leaning in to look at a photo of a fetus. The text above the image reads: "If your Valentine is pregnant, listen to her concerns, help her to seek medical care if needed, and support her emotionally and physically through follow-up care. #ValentinesDay ❤️ https://bit.ly/CDCHearHerGuideSupport". The post includes the HEAR HEAR HER CONCERNS logo and a CDC logo in the bottom right corner. At the bottom of the post, there are 11 likes and icons for Like, Comment, and Share.

A banner for the HEAR HEAR HER CONCERNS campaign. It features two women standing outdoors. The woman on the left is wearing a red and black patterned jacket, and the woman on the right is wearing a dark blue puffer jacket. The text on the banner reads: "HEAR HEAR HER CONCERNS", "Learn the urgent maternal warning signs.", "If she says something doesn't feel right, listen.", and a "Learn more" button. Logos for the Department of Health and Human Services, the Department of Mental Health, and the CDC are in the bottom right corner.

- Paid Media
- Earned Media
- Social Media
- Ongoing Materials Development
- Partnerships
  - Co-branding with state and local health departments

- Paid Media
- Earned Media
- Ongoing Materials Development
- Partnerships
  - Mini-grants to tribes and tribal-serving organizations
  - Tribal Learning Collaborative





## Reach to Date

From launch in August 2020 through March 2023, there have been:

- **over 1.5 million unique visitors** to Hear Her webpages
- **260 million impressions** through digital and social media
- **over 65 thousand print materials distributed**
- **over 40 thousand digital resources downloaded**

*“This video speaks volumes. I am so satisfied and grateful that my story will be shared”*

*– Trivia*

*The campaign has opened my eyes to more information that I can talk to people around me and they have to listen to my complains and come to my aid for adequate help.*

*- Anonymous, OB Patient*

*“It is quite touching, and indeed I am a little tearful, that a nationwide campaign targeting AIAN women through a video where very little data exists on our population for a number of years. The overwhelming message is that our voices and experiences matter. This campaign was an action that contradicts those messages that our experiences are important, and we now have a national platform for our women's/birthing people's experiences, and our voices are heard.”*

*Janelle Palacios, PhD, CNM (Salish & Kootenai)*

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HEAR HER CONCERNS





# How did you find us?





# Upcoming TAP Webinars

Register at [saferbirth.org](https://saferbirth.org) under Resources > Events

## Universal Naloxone: *A Toolkit for your Hospital*

May 18, 2023  
at 3 PM ET

Janet Perkins MD, Jay Naliboff MD,  
Jessica Bacon CNM,  
& Nell Tharpe MS, CNM, FACNM

## Respectful Care Education for Providers: *Options for How to Start Making Progress*

June 15, 2023  
at 3 PM ET

Renée Byfield MS, RN, FNP, C-EFM,  
Debra Bingham DrPH, RN, FAAN,  
& Amy Ushry MPH, BSN, RN, CCM





**Thank you!**

**The recording  
will be emailed  
to all attendees  
once ready**

**AIM will also post  
the recording on  
our website,  
[saferbirth.org](http://saferbirth.org)**

**Any questions about  
this webinar or the  
series can be sent to  
[AIM@acog.org](mailto:AIM@acog.org)**

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upcoming  
webinars!**