



My Birth Matters: C-Section Consumer Education Campaign

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In the last few years, providers, payers, purchasers, policymakers, and others across California have been working together to reduce the overuse of low-risk, first-birth cesareans (c-sections). While c-sections can be lifesaving in limited circumstances, the surgery also brings serious risks for mothers and their babies. These stakeholders are taking action; for example, they are educating providers about how to improve clinical care, sharing well-vetted quality measures to help providers know how they are doing, and working to align payment for births with desired outcomes.

Patient education is another important component of this effort. The California Health Care Foundation (CHCF), California Maternal Quality Care Collaborative (CMQCC), and Consumer Reports have partnered to develop and launch My Birth Matters, an educational campaign aimed at informing expectant mothers about cesarean delivery. The goal is to support the statewide effort by educating women about the overuse of c-sections and encouraging meaningful conversations between patients and their care team.

<https://www.chcf.org/project/my-birth-matters-c-section-consumer-education-campaign/#related-links-and-downloads>