

## Parental Power: Rally to Improve Birth Reaches Millions

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### Talking Points

- ❖ ImprovingBirth.org a grass roots group run by and for mothers, “advocating for evidence-based care and humanity in child birth,” organized an international Rally to Improve Birth on Labor Day, 2013. Participants rallied in 160 cities around the U.S., Puerto Rico, Australia, Japan and Canada. These rallies were an attempt to raise awareness “about maternity systems where high-tech, high-cost, institutional treatment replaces evidenced-based, compassionate, individualized care.” (42)
- ❖ ImprovingBirth.org does not advocate for any particular type of birth. Rather, they advocate for “mothers are able to make their own healthcare choices based on full, accurate information, and are respected and supported in those choices.” (42)
- ❖ The rallies resulted in significant media (traditional and social) coverage, as well as interest from several hospitals on making their practices more mother-friendly. ImproveBirth.org advocates that “for many reasons, it’s time to put families back in the center of our own care. In the U.S., where 9 out of 10 women receive maternity care that increases, rather than decreases, the risks of harm to them and their babies, and where one in three births ends in major abdominal surgery, it’s time for a realignment of how we’re cared for.” (43)

### Resources

Full references for each article are available at <http://pathwaystofamilywellness.org/references.html>

Improving Birth - [improvingbirth.org](http://improvingbirth.org)

Coalition for Improving Maternity Services - [motherfriendly.org](http://motherfriendly.org)