

Women's Health Perceptions and *Our Moment of Truth*™

The questions in the following section are based on a national survey conducted in 2012 in support of *Our Moment of Truth*™ of more than 1000 women from across the United States about their perceptions of the health care they receive.

DID YOU KNOW that according to a 2012 survey, *Women's Health Care Experiences & Perceptions*, a large majority of women (85.4%) said they are somewhat to very satisfied with their care, yet **most say they are not getting many of the services they want?**

DID YOU KNOW that women expect to receive annual pap tests and breast exams (89%) from their women's health care provider, but **most are looking for additional services**, including:

- Family planning advice after a previous birth (65%)
- Prescription of a range of pain management options during childbirth (57%)
- Choice of birth setting (50%)

DID YOU KNOW that according to the survey, *Women's Health Care Experiences & Perceptions*, **women are NOT having conversations with their health providers about a number of important women's health practices?** Specifically, most women who have given birth or are pregnant say their care providers aren't talking with them about:

- How to care for their health during pregnancy (80%)
- Breastfeeding: Approximately 3 out of 4 women did not talk with a care provider about breastfeeding during pregnancy

- Birth control and family planning: Although most women (65%) would like guidance and information on birth control and family planning options after a previous birth, 87% of women did not discuss this with their provider
- Also, only about half of women who have given birth say their provider spent a great deal of time with them throughout labor and birth

DID YOU KNOW that even though 1 in 3 babies in the United States are born by cesarean section, **more than 80% of women who have given birth or are pregnant have not discussed the surgery with their provider during pregnancy?** Additionally, while labor induction rates in the United States are on the rise, **3 out of 4 women did not talk with a care provider about induction during their pregnancy.**

DID YOU KNOW that **even with the inherent risks that major surgery brings, nearly 60% of women would have a cesarean section that was not medically necessary.** In fact in 2009, cesarean birth rates reached an all-time high of nearly 33% for women in the United States. While induced labor without medical reason can lead to complications during and after birth for mother and baby, 9 out of 10 women wouldn't mind a labor induction even if there is no medical reason.

***What is Our Moment of Truth*™: A New Understanding of Midwifery Care?**

Our Moment of Truth™ is a national awareness initiative that aims to improve women's health and maternity care in the United States. *Our Moment of Truth*™ challenges every woman to find the care she deserves by:

- Encouraging women to become active participants in their health care and learn more about the full range of options available for their women's health care needs.

- Prompting women to find a provider who can meet their unique health care preferences instead of settling on the type of care they are used to receiving.
- Re-introducing midwifery care as an important option that should be widely considered and can be the norm for US women.

Why is Our Moment of Truth™ essential?

A 2012 survey of more than 1000 American women—*Women’s Health Care Experiences & Perceptions*—reinforces that women have more health care options available to them than they realize. The survey highlighted that:

- There is a major gap between what women say they want out of their care during pregnancy and childbirth and what they are receiving.
- Women are settling for health care they don’t view as ideal. They say they are satisfied even though they aren’t getting the type of care and information they desire from their providers, especially when it comes to pregnancy and childbirth.
- Women are not well-informed of the impact that some of the most commonly used medical procedures can have on their health and the health of their baby.

How will Our Moment of Truth™ make a difference in women’s lives?

Our Moment of Truth™ enables women to become advocates for their own health care by:

- Telling the truth about midwifery care, and the services that many midwives offer beyond maternity care. Midwives can help close the gap for women who are looking for more out of their care.
- Sharing tools women need to find the health care provider who can meet their unique needs.
- Offering women the resources to ask the right questions of their chosen provider, ensuring important dialogue takes place and care decisions are made in partnership.

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