

The California Health Care Foundation (CHCF), CMQCC and Consumer Reports have partnered on a consumer education campaign called *My Birth Matters*. The campaign's goal is to educate low-risk, first-birth mothers about the overuse of C-sections and to encourage meaningful conversations between patients and their care team. APG played a role in the extensive vetting and research that went into developing this campaign, and we're now asking for your support in getting it out to pregnant women in California and nationwide. The campaign includes [four animated videos](#), a consumer-facing [My Birth Matters](#) webpage, and print materials. You can find everything, including the campaign's research methodology and a communications toolkit on the [outreach page](#). All materials are available at no cost and in English and Spanish.

Please help us spread these evidence-based and user-tested materials with your patients. We're starting to see the videos in waiting rooms, the brochures handed out as parts of pre-natal packets, and the posters hanging on exam room walls – and would love to contribute to this momentum. As a next step, please consider sharing this with your relevant teams – perhaps in health education, marketing, and child & maternal health – and ask them to add *My Birth Matters* to their patient-facing dissemination channels.

Ready to get started, or maybe you're already using *My Birth Matters*? Please send a brief update of what you've done or a request for more information to [Beccah Rothschild](#) at the California Health Care Foundation – and feel free to send pictures, too!

