



HEARTM

HEAR HER CONCERNS

Expanding to Reach
American Indian and Alaska Native
Communities

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We lose too many American Indian and Alaska Native mothers each year from complications related to pregnancy.



CAMPAIGN OBJECTIVES

- Increase awareness of serious pregnancy-related complications and their warning signs.
- Empower women to speak up and raise concerns.
- Encourage women's loved ones to really listen and support them in getting the help they might need.
- Provide tools for women and providers to better engage in life-saving conversations.



National Indian
Health Board



Embed Trivia's Video

Hear Their Stories



[Hear Personal Stories from American Indian People, Hear Her | CDC](#)

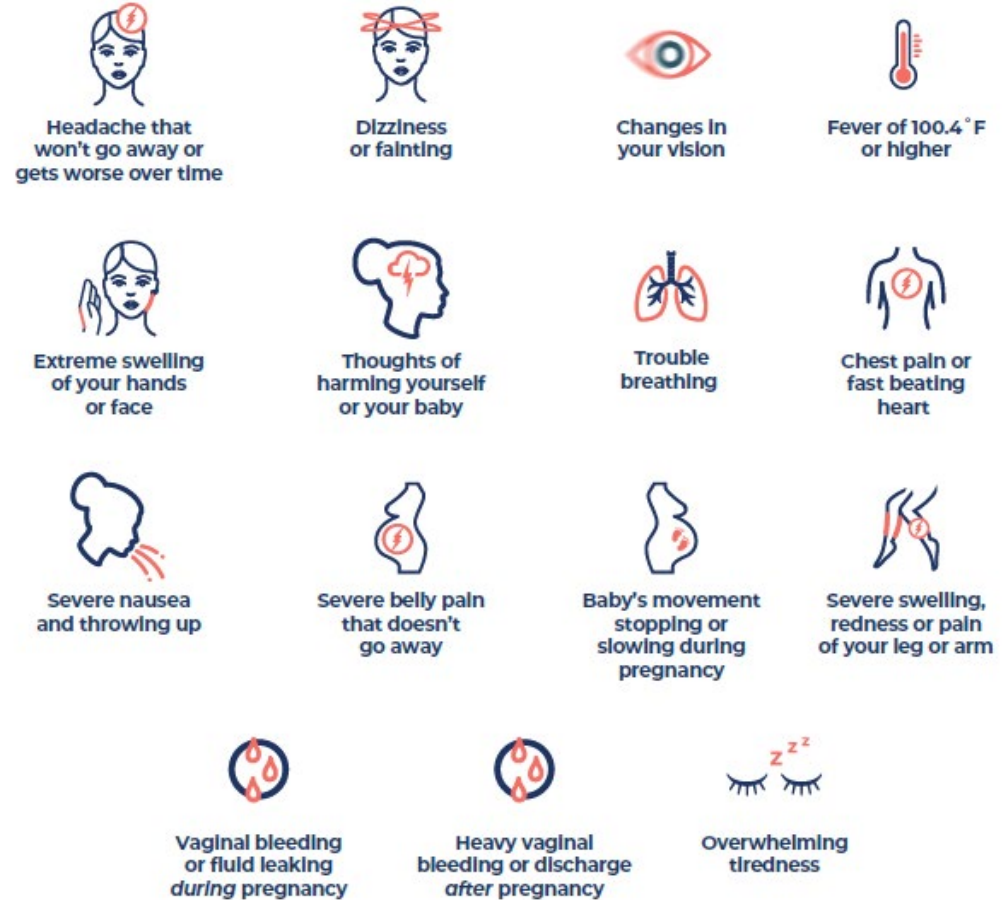


Materials for AIAN Communities

- 1 PSA :30 video
- 5 Testimonial videos
- Educational Resources
 - Warning signs poster
 - Conversation guides
 - Palm cards
 - Provider poster
- Shareable assets
- Social posts for partners
- Website

Pregnant now or within the last year?

Get medical care right away if you experience any of the following symptoms:



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.

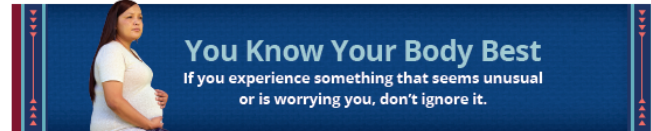
Learn more at www.cdc.gov/HearHer/AIAN

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

Conversation Guides and Palm Cards



You Know Your Body Best
If you experience something that seems unusual or is worrying you, don't ignore it.

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

If you are pregnant or gave birth within the last year, it's important to talk to your healthcare provider about anything that doesn't feel right.

While it can be difficult to talk about, it's important to get medical care immediately if you experience any of 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)
- 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

Learn more about CDC's Hear Her Campaign at www.cdc.gov/HearHer/AIAN

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.



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Listening and Acting Quickly
could help save her life.

How Can You Help?

Mothers are the key to life. It is important to keep mothers healthy and safe during and after pregnancy by hearing their concerns and ensuring they get the care they need.

- Learn the urgent maternal warning signs.
- Listen to her concerns.
- Encourage her to seek medical help. If something doesn't feel right, she should reach out to her provider. If she is experiencing an urgent maternal warning sign, she should get medical care right away. Be sure that she says she is pregnant or was pregnant within the last year.
- Offer to go with her to get medical care and help her ask questions.
- Take notes and help her talk to a healthcare provider to get the support she needs.
- Support her through follow-up care.

Urgent Maternal Warning Signs

If someone who is pregnant or was pregnant within the last year has any of these symptoms, she should 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
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- Overwhelming tiredness

This list is not meant to cover every symptom a woman might experience during or after pregnancy. Learn more about urgent maternal warning signs at cdc.gov/HearHer/AIAN

Hear Her

Pregnancy complications can happen up to a year after birth. If your loved one shares that something doesn't feel right, support her to get the care and answers she may need. Learn the urgent warning signs that need immediate medical attention. 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.
- While 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.

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If you need additional support, don't be afraid to ask for help. Learn more about CDC's Hear Her Campaign at www.cdc.gov/HearHer/AIAN



FOR PROVIDERS

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Listening can be your most important tool.

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.

Understanding and respecting your patient's cultural needs is an important part of building trust and providing medical care.

Many women feel that their concerns are not heard.

Be the one to listen. It could save her life.



Learn more about CDC's Hear Her Campaign at
www.cdc.gov/HearHer/AIAN




SHAREABLE GRAPHICS



Learn the urgent maternal warning signs.

[Learn more](#)



Learn the urgent maternal warning signs.

If she says something doesn't feel right, listen.


[Learn more](#)



Learn the urgent maternal warning signs.

Be the support she needs.


[Learn more](#)



Hear her concerns. It could help save her life.

Listening can be your most important tool.


[Learn more](#)



LAUNCH AND IMPLEMENTATION

- Soft launch November 16, 2022
- Full implementation Jan 2023
 - Tribal Learning Collaborative
 - Build capacity for tribes/tribally serving organizations
 - Paid media and strategic communications

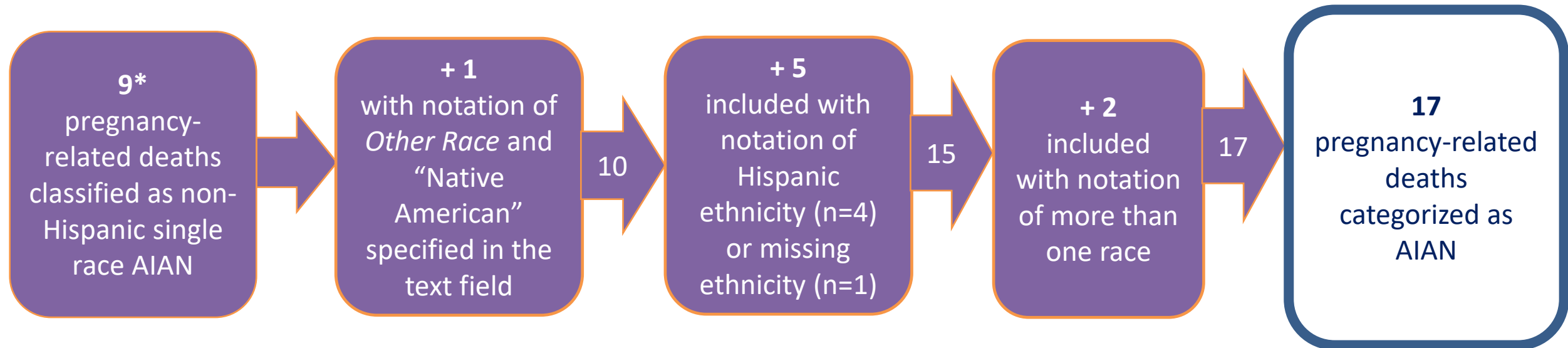
PREGNANCY-RELATED DEATHS AMONG AMERICAN INDIAN OR
ALASKA NATIVE PERSONS: DATA FROM MATERNAL MORTALITY
REVIEW COMMITTEES IN 36 U.S. STATES, 2017–2019



Classification of Race-Ethnicity

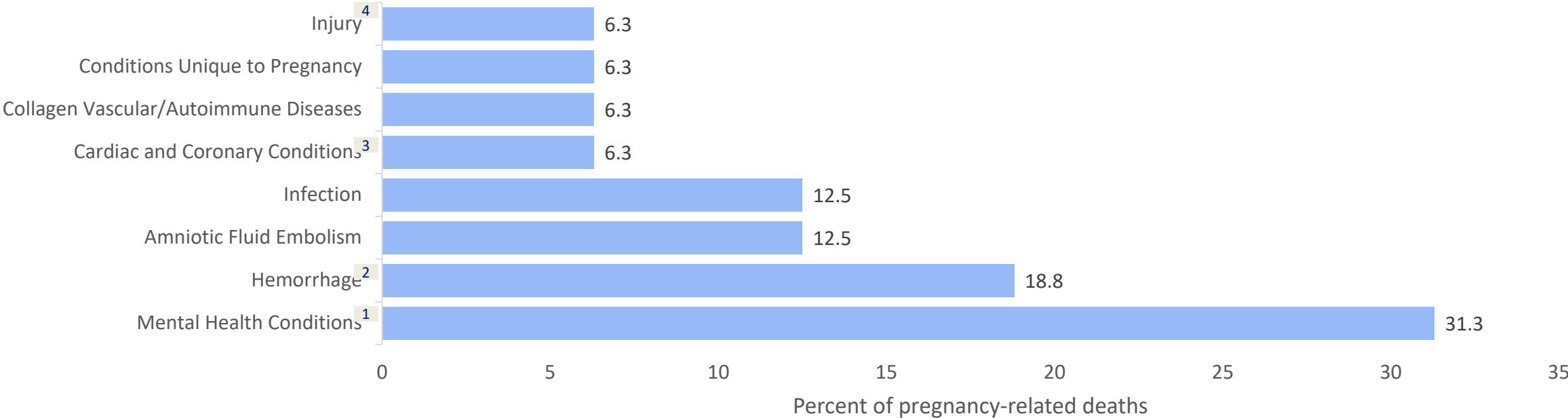
- Understanding differences in the underlying causes of pregnancy-related death by race and ethnicity is important for identifying prevention opportunities to reduce pregnancy-related deaths
- Accurate classification of race and ethnicity can be challenging
- Methodological decisions about racial classification can affect the size and characteristics of the population used in an analysis.
- Assessments from other groups have demonstrated the importance of examining pregnancy-related deaths among all American Indian or Alaska Native (AIAN) persons, regardless of notation of Hispanic origin or other/multiple races.

SUMMARY OF AN ALTERNATIVE APPROACH TO CLASSIFYING PREGNANCY-RELATED DEATHS AMONG AMERICAN INDIAN OR ALASKA NATIVE PERSONS



* Consistent with previously described methods

UNDERLYING CAUSES OF PREGNANCY-RELATED DEATHS AMONG AMERICAN INDIAN OR ALASKA NATIVE PERSONS (N=16*)



¹ Mental health conditions include deaths to suicide, unintentional or unknown intent overdose/poisoning related to substance use disorder, and other deaths determined by the MMRC to be related to a mental health condition, including substance use disorder

² Excludes aneurysms or cerebrovascular accident (CVA)

³ Cardiac and coronary conditions include deaths to coronary artery disease, pulmonary hypertension, acquired and congenital valvular heart disease, vascular aneurysm, hypertensive cardiovascular disease, Marfan Syndrome, conduction defects, vascular malformations, and other cardiovascular disease; and excludes cardiomyopathy and hypertensive disorders of pregnancy.

⁴ Injury includes intentional injury (homicide), unintentional injury, including overdose/poisoning deaths not related to substance use disorder, and injury of unknown intent or not otherwise specified.

*Underlying cause was unknown for 1 (5.9%) pregnancy-related death



93% of AI/AN pregnancy-related deaths with a MMRC preventability determination were determined to be **preventable**

A preventability determination was missing (n=1) or unable to determine (n=1) for 2 (12%) pregnancy-related deaths.

KEY FINDINGS

- Methodological decisions about racial classification can impact the size and characteristics of the population used in an analysis
- The underlying cause of pregnancy-related death among AI/AN persons was mental health conditions followed by hemorrhage
- 93% of pregnancy-related deaths were determined to be preventable

For More Information

MMRC Data Brief
ERASEMM@cdc.gov

Hear Her Campaign
HearHer@cdc.gov