

2005 Annual Report

A respected history.



A renewed promise.

1918

Founded as MCA. Established the first maternity clinics to provide prenatal care and education for pregnant women.



2005

Changed name to
Childbirth Connection
to reflect contemporary
focus.



1929

Educated over 20,000 public health nurses and students across the country about maternity care to improve birth outcomes.

Recognizing milestones, refining the mission.

Times change, but promises only deepen. Since our founding in 1918, we've remained constant in our mission to improve maternity care through research, education and advocacy.

That's the promise we made to women and families some 87 years ago. And our distinguished history of success—in prenatal care, nurse-midwifery education, childbirth education and so many other areas—has earned us their trust. The milestones are behind us, but the mission is still ahead.

Today, we have a new name, Childbirth Connection. With that name comes a renewed commitment and greater promise.

Our work in 2005 took Childbirth Connection to the next level. We partnered with influential national groups involved in high-quality health care for women and children—giving us a greater voice in the debate on maternity care. We reached more women and families with important information and built better bridges with health care professionals, too. We remained steadfast in our single, overarching goal—to promote safe, effective and satisfying maternity care.

At Childbirth Connection, our purpose has always been to help families make informed maternity care decisions. Our promise—to guide them safely by putting women and babies first—has never been stronger.

2005

Medscape offers new CME program for health professionals on topic of cesarean complications based on Childbirth Connection's work.

Living up to our name.

If you've ever named a child, you know it's a major responsibility. After all, people tend to live up to their names. We believe organizations should, too.



In 2005, we officially changed our name from Maternity Center Association to Childbirth Connection. The impetus for the name change has to do with change itself. Maternity Center Association began as a small group working to reduce maternal and infant deaths in New York City. As we grew, our work expanded and centered on the larger issues of developing, evaluating and fostering the most appropriate care for mothers and babies. Today, we are a nationally recognized advocacy organization promoting high-quality maternity care. Our original name no longer reflected the breadth of our work and the extent of our reach.

As a result, Childbirth Connection was born along with an entire re-branding campaign that reflects our contemporary focus, communicates our mission and reaches out to more consumers and health professionals than ever before.

We accomplished a great deal in 2005. All of our endeavors were guided by our strategic plan. We enhanced our identity, strengthened our programs, embraced our existing partnerships and forged new and influential ones.

Now, more than ever, our work is vital. With cesarean sections at record highs, more primary c-sections and increasing physician and hospital restrictions on vaginal birth after cesarean, maternity care and choices are eroding. Mothers and babies deserve better. Childbirth Connection is working toward that goal.

This year, we furthered work on our Cesarean Alert Initiative. Our research was presented at key meetings worldwide and continues to serve as an important resource to pregnant women and health professionals everywhere.

1931

Established 1st U.S. school of nurse-midwifery in NYC.

Moreover, our data contributed to a report issued by New York City's Public Advocate concerning the rising rates of c-sections at the city's hospitals, their failure to disclose data on their rates of maternity interventions as mandated by New York State law, and the importance of providing the public with the facts so they can make wise choices about where to give birth.

Childbirth Connection is a respected name when it comes to influencing public policy. We joined forces with two prominent organizations—National Quality Forum and the Disclosure Project of the National Partnership for Women and Families—to ensure that the need to improve maternity care quality is included in the overall health care debate in Washington.

As we usher in a new year, we reflect on our respected history and our past leadership. In 2005, Vera Keane, who served as general director from 1965 to 1968, passed away. We were privileged to have worked with Vera and remember her with great respect for her commitment and leadership.

Finally, we extend our gratitude to our dedicated Board of Directors, staff, partners and generous donors. Their hard work and support enables us to invest in new programs to promote safe, effective and satisfying maternity care for all women and their families.

Much more than an "association," Childbirth Connection is the critical link between women, families, health professionals and policy makers. Everyday we work to live up to our name. This report details the progress we made in 2005.



Donna Lynne
President



Maureen P. Corry
Executive Director

2005

Launched Oral History Project to preserve experiences of previous MCA leaders.

A trusted foundation for building a brand.

A key objective in 2005 was to enhance our identity and gain greater visibility. We set out to bring our name and “look” in-line with our organization’s contemporary focus and better communicate our mission to all stakeholders.

We retained a professional agency that specializes in branding. Our Board and staff contributed a great deal to the process. It was a valuable experience as it compelled us to reflect on our heritage, purpose and promise to all women, babies and families.

Together, we explored our foundation and built our brand on the constants: Mothers and babies will *always* come first. We will *always* rely on the best science. We will *always* be a trustworthy source.

After much research and brainstorming, the campaign was successfully completed and launched. The result is a new name, tagline, “look,” logo and website.

Our new name, Childbirth Connection, and tagline, *Helping women and health professionals make informed maternity care decisions*, convey our ongoing commitment to carrying out the mission begun by Maternity Center Association in 1918.

Our new website—www.childbirthconnection.org—is more comprehensive than ever before. We created two tracks, one for consumers and one for health professionals. The goal is to build strong alliances with women and health professionals by providing them with trustworthy information and resources to help them choose and practice safe and effective maternity care based on the best research.

Childbirth Connection is quickly becoming a recognized brand. The credibility has been there from the beginning, but the contemporary appeal enhances our ability to reach a wider audience and make a greater impact.



Dedicated people are the bedrock of our organization.

Brand building begins with people. At Childbirth Connection our talented, dedicated Board of Directors and staff fulfill our promise every day.

In 2005, we added three new members to our staff, increasing our team to seven. Our Board of Directors evolved as well. We will miss outgoing members, Mary E. Keegan and Pamela Rubin Carter, and extend our heartfelt thanks for their service and commitment.

We added three new Board members—Silvia Campo, Kevin Frick and Dee Jeffers. Deanne Williams took on the important role of assistant treasurer. Donna Lynne, who served as president for five years, transitioned to treasurer. We extend our deepest gratitude to Donna for her outstanding leadership and commitment. Under her guidance, our organization made great strides and our work has reached a new level of impact.

Finally, Pat Troy was elected president for 2006. We are confident Pat's visionary leadership and dedication will guide Childbirth Connection as we face new challenges and shape future programs.

2005

Began work on *Listening to Mothers II* and *Postpartum Mothers* surveys to capture women's childbearing experiences.

Addressing critical needs and concerns.

Every initiative we launch is aimed at driving positive change in maternity care. Our work is evidence-based—rooted in the best available research on the safety and effectiveness of care for mothers and babies. The following are highlights of significant endeavors in 2005.

Cesarean Alert Initiative

When the Centers for Disease Control and Prevention announced this year that the U.S. cesarean section rate jumped to an all-time high of 29.1% in 2004, Childbirth Connection was prepared to respond. Armed with the results of our 2004 systematic review of best research comparing the risks for mothers and babies of cesarean versus vaginal births, we issued an Alert on our website to give women and health professionals the real facts.

Too many of the 4 million women who give birth each year in the U.S. are experiencing invasive and unnecessary procedures. The figure from the CDC represents a sharp increase in cesarean births of more than 40% over eight years. At the same time, the rate of vaginal birth after cesarean are dramatically decreasing as more and more providers and hospitals refuse to perform them. A variety of factors—ranging from providers' fear of lawsuits to casual attitudes about surgery to failure to take simple, proven steps to support physiologic labor—are driving cesarean rates up.

In short, legal, financial, clinical and social factors are limiting women's choices. The number of women in the U.S. who give birth by cesarean is fast approaching one out of three.

Our 2004 systematic review positioned us to participate in a number of key events this year. At the Cochrane Colloquium in Melbourne, Australia, our director of programs presented an analysis of the most valid and appropriate ways to compare effects of vaginal and cesarean births. This international forum

1947

Organized nationwide forum on prepared childbirth for public/professional audiences.

**Facility Labor & Birth Charges,
U.S.A., 2003**
by Site and Method of Delivery

Sources: U.S. Agency for Healthcare
Research and Quality and American
Association of Birth Centers

brings together the world's leading methodologists and researchers focused on overall work for evidence-based health care, as well as leading pregnancy and childbirth researchers. It was an outstanding opportunity for Childbirth Connection to raise important concerns about evaluating safety and effectiveness of maternity interventions.

In addition, staff and Board members presented results of our systematic review at the Greater Adirondack Perinatal Network Conference, the Greater New York March of Dimes Nursing Symposium, the American College of Nurse-Midwives 50th Anniversary Conference, and the International Confederation of Midwives Meeting, collectively reaching thousands of health professionals with the best evidence.

Childbirth Connection was invited to submit a paper about our cesarean work to the highly respected *Nursing Research* journal. It was accepted and finalized in 2005. Finally, in December of 2005, we were asked to review a draft of a new federal evidence report on cesarean section that was presented at a high-profile National Institutes of Health state-of-the-science conference in March of 2006.

Continuing Medical Education Programs

In 2005, we made great strides in our quest to communicate with health care professionals. For the first time, our work is being introduced to physicians by physicians through two timely and complementary continuing medical education (CME) programs.

Medscape, a leading provider of continuing medical education, created a new CME program called "Complications of Cesarean Delivery." Developed by Peter Bernstein, MD, the program is based on Childbirth Connection's 2004 systematic review. The program is reaching thousands of health care professionals worldwide with the best scientific information to practice safe and effective maternity care.

\$15,519

hospital / cesarean
complications

\$11,524

hospital / cesarean
no complications

\$8,177

hospital / vaginal
complications

\$6,239

hospital / vaginal
no complications

\$1,624

birth center / vaginal





In addition, Childbirth Connection proposed that Michael Klein, MD develop a complementary CME program on the topic of pelvic floor issues and the relative safety of vaginal and cesarean births. Dr. Klein carried out and reported his own systematic review. Childbirth Connection provided feedback and helped shape the final version that references our unique complementary resources for pregnant women.

These exciting programs have already brought hundreds of new visitors to our website and have helped to bring the best available research to busy health professionals to inform their practice decisions.

Listening to Mothers II

Our highly acclaimed 2002 *Listening to Mothers* survey was the first national U.S. survey to consult mothers about their childbearing experiences. Conducted by Harris Interactive, this landmark survey has been widely cited in consumer and professional publications including *JAMA* and *BMJ*. Time and again, it has been referenced in midwifery, nursing, childbirth education and multi-disciplinary journals.

In 2005, we continued our productive partnership with Lamaze International to take the work to the next level.

We laid the groundwork for a second national survey that addresses core issues, explores women's views and experiences related to cesarean section and other evolving matters, and raises many new questions including those centered on work and family issues. The new survey will explore women's attitudes, knowledge, experiences and beliefs and will cover pre-pregnancy, pregnancy, giving birth and postpartum. *Listening to Mothers II* was conducted by Harris Interactive in early 2006 and will be reported on in the fall.

We also plan to revisit mothers who participate with a new *Postpartum Mothers* survey. The goal is to learn more about women's physical and emotional health during this critical time and gain a broad profile of the postpartum experience in the U.S. The survey will also explore experiences such as balancing work and family, sources of support and relationships with spouses/partners. We are grateful to our *Listening to Mothers II* National Advisory Council for their support and expertise in helping to develop the survey questionnaire and planning for the release of survey results.

Childbirth Connection's landmark surveys continue to ensure that the needs and concerns of women and families are heard. Perhaps most importantly, our surveys identify many opportunities for improving care and are a springboard for informing research, education, policy and practice.

Oral History Project

In 2005, we set out to capture the memories and experiences of some of the people who have influenced our unique history in recent decades. We began an Oral History Project to ensure that the voices of progressive maternity care are heard now and for years to come.

We completed ten interviews with past leaders of Maternity Center Association and present leaders of Childbirth Connection who have shaped maternity care at national and international levels. The interviews will be available on our website in 2006. Our aim is to preserve our history of accomplishments and challenges through the voices, views and perspectives of visionary individuals while inspiring the next generation of advocates.





1975

Established nation's 1st
out-of-hospital birth center
in New York City.

Standing up for women and children.

When it comes to affecting public policy, 2005 was our most exciting year yet. We talked with legislators, took our agenda to Capitol Hill and partnered with national organizations concerned with improving the quality of health care.

At Childbirth Connection, our advocacy efforts have never been stronger and more urgent. Our focus is geared toward raising awareness of problems, offering solutions and ensuring that maternity care is included in the larger debate on health care.

Working with Washington consultants, we briefed key staff of leading members of Congress on pressing matters such as the alarming c-section rate, concerns about the quality of care provided to women covered by Medicaid, and the plight of uninsured pregnant women. We voiced our concerns to major influencers at the Institute of Medicine and joined the National Quality Forum and the Disclosure Project of the National Partnership for Women and Families.

We were invited to review and comment on important reports including a review about effects of episiotomy commissioned by the Agency for Healthcare Research and Quality. This discouraging report published in *JAMA* showed, yet again, that the routine use of the procedure offers no benefits and actually causes more complications. Our online Alert about the report helped to inform women and health professionals about the harms of routine use of episiotomy.

This year we initiated a powerful new partnership with the National Business Group on Health to address maternity care quality in the workplace. Together, we are planning an initiative to address employers' concerns about the quality of maternity care and help women in the workplace make informed health care decisions.

We remain resolute in our advocacy efforts. We're proactive; we've identified the platforms; and we made great progress in 2005.

2005

Joined the National Quality Forum to help ensure maternity care is included in national efforts to improve health care quality.

Spreading the word with consumers and caregivers.

Every time our name is in the news it validates our mission. 2005 proved to be another excellent year for generating media coverage. At a grassroots level, Childbirth Connection received hundreds of placements in newspapers across the country. Internet media coverage was extensive as well, with hundreds of online articles throughout the year.

In addition, we enjoyed significant exposure in feature articles in national women's magazines like *Child* and *Fit Pregnancy*. Our leaders were quoted in some of the country's most respected newspapers. *The New York Times* included us in their story about New York City hospitals and their failure to curb unnecessary cesarean sections. *The Washington Post* turned to us for commentary in their article concerning the risks associated with episiotomies.

In July of 2005, New York City Public Advocate Betsy Gotbaum called a press conference to release a report denouncing the failure of 43 of the city's 44 hospitals to provide legally mandated information about the rates of maternity interventions upon request, as required by the Maternity Information Act.

Our executive director was invited to speak at the press conference to share findings of our systematic review comparing the risks of c-sections versus vaginal births. This public appearance provided another platform for the important work we do at Childbirth Connection.

Our National Media Advisory Council continues to offer guidance and strategies to generate bigger, better media exposure. Extensive press coverage keeps us visible, enhances our credibility and gets our message out to consumers and caregivers alike. Special thanks to Holly G. Atkinson, MD for her wonderful leadership as founding chair of the National Media Advisory Council. With Holly's departure early in the year, we welcomed Sally Tusa, editor-in-chief, iVillage Parenting Network as the new Council chair.

1999

Launched long-term national program to promote safe, effective, evidence-based maternity care.



2005

Expanded Cesarean Alert Initiative to reach more women and health professionals with the best evidence.

Raising the bar for better maternity care.

Improving maternity care for all is a tall order. The need for resources continues to grow. In 2005, Childbirth Connection was the grateful recipient of several grants.

The New Hampshire Charitable Trust made a significant contribution for us to review the best evidence about indications for labor induction and methods of carrying it out. We will work on the project in 2006 in collaboration with the Coalition for Improving Maternity Services. Our goal is to release key findings at a media forum in 2007, and release new website content and resources to bring this information to women and health professionals.

We are grateful to MetLife Foundation for a generous grant to revise our popular consumer education booklet, *Journey to Parenthood*, and culturally adapt it to serve the Hispanic community.

And, thanks to a grant from the Patrina Foundation, we are developing a comprehensive new section on our website about postpartum physical and emotional health.

We extend our deep appreciation to these foundations for their generosity and support. Successful fundraising events are another way Childbirth Connection generates much-needed resources. Here are some highlights.

Childbirth Pioneers Event

In May, we held an inspiring event at The Yale Club that brought together a group of childbirth pioneers and paid tribute to Doris B. Haire, this year's recipient of the Carola Warburg Rothschild Award. An advocate, activist and author, Mrs. Haire has devoted half a century to improving the health and well being of women and their families. She has served as president of two international organizations and is the founder of the American Foundation for Maternal-Child Health.

2003

Established National Media Advisory Council to help guide media outreach .

Close to 150 supporters, advocates and special guests were in attendance to honor Doris Haire. We were pleased to have Dr. T. Berry Brazelton, renowned pediatrician and author of numerous books including *Touchpoints*, deliver the keynote speech. The event was a great success and raised significant dollars to support our work at Childbirth Connection.

Comforts of Home

In 2005, we began planning for our signature fundraising event, Comforts of Home, which will take place on November 2, 2006 at The Metropolitan Pavilion in New York City. The gala fundraiser will bring together acclaimed interior designers, a celebrity chef and style-setters to share their concepts of comfort. Designed to attract professional couples, our event will celebrate home, children and families. We expect more than 600 guests. The potential for raising significant funds surpasses anything we've ever done. Comforts of Home promises excellent opportunities for us to enhance our identity, gain new corporate sponsors and attract media attention.



Doris B. Haire, Recipient of the Carola Warburg Rothschild Award.



Childbirth Pioneers **Ruth Watson Lubic** and **Vera Keane** with **Maureen Corry** at The Yale Club.

2005

Participated in NYC's Public Advocate's press conference spotlighting high cesarean rates in local hospitals.

Renewing the promise...everyday. Our work would not be possible without the generosity of the following individuals, corporations, organizations and foundations. We extend our deepest gratitude.

Leslye Adelman
American College of Nurse Midwives
Elizabeth Anisfeld
Mary S. Applegate
Holly G. Atkinson, MD
Gwendolyn Atwood
Rachel Bachner
Mary Ann Baiyor
Colleen Bak
Richards D. Barger
Harriet R. Barry
David Glenn Becker
Joan M. Bernhard
Charlotte C. Betancourt
Elisabeth Bing
Georgia Blair
Allison and Robert Blinken
Edith C. Blum Foundation
Debra A. Brackett
The Bradley Method
Jeanette Breen
Barbara A. Brennan
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Janet L. Brooks
Joan S. Bryson
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Katherine Carr
Pamela Rubin Carter
Emma and Geoffrey Chapman
Nicole and Matthew Chapman
Linda B. and Samuel Chororos
Elsie B. Cohn and Martin Cohn
Susanrachel Condon
Maureen and James Corry
Elizabeth P. Cutler
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Phyllis R. and Phillip Farley
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Joan C. and Charles Fiumefreddo
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Kevin Foley
Daria Foster
Susan Fredston-Hermann
Nancy Fullerton
Ann Morton Gardner
Karen Gardner
Lynda Garrett
Alice Gilgoff
Holly Gimbel
Violet J. Goldman
Devorah and Albert Gorman
Kellie Gould
Kira Wilson Gould
Kathleen Graalfs
Group Health Incorporated
Estelle Grygent
Rachel M. Gwynne
Doris and John Haire
Judith E. Halek
Lisa Ann Hanes
Vanesa F. and Andrew C. Hart
Marjie and Jay Hathaway
Elizabeth and Theodore Hellmuth
Katie Hellmuth
Anne Hershberger
Kay L. Hershberger
Lorenza Holt
Jane Honikman
iVillage, Inc.
iVillage Parenting Network
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Patrick James
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Dolores F. Jeffers
Diana R. Jolles
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Edith and Paul Kolton
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Cherida Lally
Lamaze International
Dorothea M. Lang
Katharine S. J. Law
Sandra Lazo
Nora Lewis
Ronnie Lichtman
Judith A. Lothian
Ruth Watson Lubic
Jack Lusk
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MetLife Foundation
Joanne M. Middleton
Payne W. Middleton
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Catherine Moellering
Peg Moline, *Fit Pregnancy*
NY State Perinatal Association
Wendy R. Nadel
Maryann Napoli
National Women's Health Network
Lucie Neiman
Carol Nelson
New Hampshire Charitable Foundation
Marilyn Nissenson
Judith Nolte, *American Baby*
North American Registry of Midwives
Shirley Okrent
Lucy Holmes Orens
Rhea V. Owens
Debra Pascali-Bonaro and Jimi Bonaro
Valerie Pasqua-Masback
The Patrino Foundation
Clarence Pearson
Alexandra Peters
Jane Pincus
Franca Pironi-Lally
Rachael Pommerening

Anika Rahman
Sharon S. Reilly
Pat Roberts
Amy Romano
Barbara Katz Rothman
Ronald W. Rubinow
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Jane D. and J.R. Sakala
Hilary Salk
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Elaine Stillerman
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National Media Advisory Council	Council Chair	Sally Tusa	Editor-in-Chief, <i>Village Parenting Network</i>
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2005 Listening to Mothers II National Advisory Council

Cheryl Beck, DNSc, CNM, FAAN The University of Connecticut, School of Nursing, **Katherine Browne, MPH** National Partnership for Women and Families, **Carol Bryce-Buchanan** Families and Work Institute, **Maureen P. Corry, MPH** Childbirth Connection, **Eugene R. Declercq, PhD, MBA** Boston University School of Public Health, **Lisa Eng, DO** American College of Obstetricians and Gynecologists, District II, **Joel Evans, MD** Childbirth Connection Board of Directors, **Robin Field, MD** Society for Maternal-Fetal Medicine, **Lynda Garrett, RN, MPH** Kaiser Foundation Hospitals, **Ann F. Grauer, LCCE, CD (DONA), ICCE, PCD (DONA)** DONA International, **Linda L. Harmon, MPH** Lamaze International, **Jane Honikman, MS** Postpartum Support International, **Holly Powell Kennedy, CNM, PhD, FACNM** American College of Nurse-Midwives, **Danielle Laraque, MD, FAAP** American Academy of Pediatrics, **Judith Lothian, RN, PhD, LCCE, FACCEE** Lamaze International, **Élan McAllister** Choices in Childbirth, **Judy Meehan** National Healthy Mothers, Healthy Babies Coalition, **Christopher Parker, MPH, MPA** National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention, **Joann R. Petrini, PhD, MPH** March of Dimes, **Kathryn Phillips, MPH** National Business Group on Health, **Richard G. Roberts, MD, JD** American Academy of Family Physicians, **Carol Sakala, PhD, MSPH** Childbirth Connection, **Debora Sawyer, MD** Permanente Medical Group, **Kathleen Rice Simpson, PhD, RNC, FAAN** Association of Women's Health, Obstetric and Neonatal Nurses

2005 Financial Highlights

Statement of Activities

Year Ended December 31, 2005

	Unrestricted	Temporarily Restricted	Total
Support and Revenue			
The MCA Foundation, Inc.			
Contributions	\$472,000	\$595,350	\$1,067,350
Grants, bequest and other contributions	54,804	—	54,804
Publications	54,990	—	54,990
Program income	31,000	—	31,000
Interest and dividends	3,337	—	3,337
Miscellaneous	237	—	237
Net assets released from restrictions	193,113	(193,113)	—
<i>Sub-total</i>	809,481	402,237	1,211,718
Special events revenue			
	27,166	—	27,166
Less: Direct costs of special events			
Net special event revenue (expense)	13,457	—	13,457
	13,709	—	13,709
<i>Total support and revenue</i>	823,190	402,237	1,225,427
Expenses			
Program services	702,669	—	702,669
Supporting services			
Management and general	71,060	—	71,060
Fundraising	85,284	—	85,284
<i>Total supporting services</i>	156,344	—	156,344
<i>Total expenses</i>	859,013	—	859,013
Increase (decrease) in net assets	(35,823)	402,237	366,414
Net assets, beginning of year	57,979	438,876	496,855
<i>Net assets, end of year</i>	\$22,156	\$841,113	\$863,269

Childbirth Connection is a voice for the needs and interests of childbearing families. Our mission is to promote safe, effective and satisfying maternity care for all women and their families through research, education and advocacy.



**CHILDBIRTH
CONNECTION**

since 1918

*Helping women and health professionals
make informed maternity care decisions*

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