Reducing Elective Deliveries Before 39 Weeks

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Problem

- Significant increase in number of elective deliveries between 37 and 39 weeks gestation
- U.S. labor induction rates more than doubled over the past decade
  - Majority are non-medically indicated
- Associated with increase in C-sections and late pre-term birth
- Misconceptions among pregnant women about term gestation and gestational age for safe delivery

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Guidelines on NMID<39 Weeks

- Since 1979, ACOG & AAP have recommended against elective deliveries before 39 weeks without medical indication
- NQF endorsed it as part of voluntary consensus standards for hospitals
- Joint Commission has added <39 elective deliveries to its perinatal care national quality measures set
- Supported by March of Dimes and Leapfrog Group
Change in Distribution of Births by Gestational Age: United States, 1990-2006

Rates of Induction of Labor by Race and Hispanic Origin in the U.S.


Notes: Singleton births only. Oklahoma did not report induction of labor in 1990.
Source: CDC/NCHS, National Vital Statistics System
In Florida

- 12.3% of single, liveborn deliveries are <39 weeks and have no medical indication (Birth certificate data)
- Only 16% of reporting hospitals had elective induction rates below 12% (LeapFrog Group)
- 43% of reporting hospitals had rates ranging from 12.3 – 67%

LeapFrog Group, Hospital Survey, 2010.
Percentage of Live Births Delivered Early Preterm (<34 weeks), Late Preterm (34-36 weeks) & Early Term (37-38), Florida Residents, 1988-2010

Source: FDOH CHARTS, July 2011
Regression Analysis – Womack Study

<table>
<thead>
<tr>
<th>Insurance Status</th>
<th>No Prior Cesarean</th>
<th>Prior Cesarean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NMI Inductions &lt;39 Weeks (n = 13,500)</td>
<td>NMI Primary Cesareans &lt;39 Weeks (n = 5,093)</td>
</tr>
<tr>
<td>Medicaid</td>
<td>1.23 (1.09 – 1.39)</td>
<td>1.19 (1.002 – 1.42)</td>
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<tr>
<td>Private</td>
<td>1.44 (1.29 – 1.61)</td>
<td>1.44 (1.19 – 1.75)</td>
</tr>
<tr>
<td>Self-Pay</td>
<td>Reference</td>
<td>Reference</td>
</tr>
<tr>
<td>Other</td>
<td>1.09 (0.83 – 1.43)</td>
<td>0.85 (0.56 – 1.30)</td>
</tr>
</tbody>
</table>
Complications of Non-medically Indicated (Elective) Deliveries Between 37 and 39 Weeks

- Increased NICU admissions
- Increased transient tachypnea of the newborn (TTN)
- Increased respiratory distress syndrome (RDS)
- Increased ventilator support
- Increased suspected or proven sepsis
- Increased newborn feeding problems and other transition issues

See Toolkit for more data and full list of citations
Morbidity of Late Preterm Infants in Massachusetts

- Late preterm infants: **22.2%** vs Term infants: **3%**
  - Sample: Term (377,638), Late Preterm (26,170)
- **Morbidity** rates doubled for each gestational week earlier than 38 weeks
  - 40 wks: 2.5%
  - 39 wks: 2.6%
  - 38 wks: 3.3%
  - 37 wks: 5.9%
  - 36 wks: 12.1%
  - 35 wks: 25.6%
  - 34 wks: 51.9%

NICU Admissions By Weeks Gestation Deliveries Without Complications, 2000-2003

Timing of Fetal Brain Development

• Cortex volume increases by 50% between 34 and 40 weeks gestation. (Adams Chapman, 2008)
• Brain volume increases at rate of 15 mL/week between 29 and 41 weeks gestation.
• A 5-fold increase in myelinated white matter occurs between 35-41 wks gestation.
• Frontal lobes are the last to develop, therefore the most vulnerable.
Birth of the Florida Perinatal Quality Collaborative 2010

- MOD Grant provides catalyst – USF Chiles Center lead
- Multidisciplinary, centering on both mother and newborn
- Founding members include major health professional, hospital groups, including Florida Association of Health Plans
- First project “Elimination of Non-Medically Indicated Births <=39 weeks of Gestation
Big 5 Initiative on Elective Deliveries

- **Goal**: Eliminate non-medically indicated deliveries <39 weeks in hospitals piloting the toolkit.
- Hospital QI teams led policy and procedure changes within their institution.
- Hospital teams participated on monthly conference calls.
- Data collected and analyzed monthly.
Pilot Sites

MARCH OF DIMES BIG 5 PILOT HOSPITALS 2011

A Project of the FPQC at The Chiles Center

USF HEALTH
Percent of NMI Deliveries <39 Weeks Gestation by Delivery Type

Provisional
FPQC Provider Education Project

- Three year efforts funded by MOD
- Implement Grand Rounds and build Speaker’s Bureau
- Create and deploy statewide a web-based CE program for health professionals
- Design and implement executive briefings for health plan payers and policymakers
- Use print and electronic media to promote education: technical bulletins, op-eds, blog posts, etc.
Goal: To increase consumer knowledge about the importance of the last week’s of pregnancy and their contribution to infant health and development.

Think 39 WEEKS!
Healthy Babies Are Worth The Wait
MOD Healthy Babies are Worth the Wait
National Campaign

Web Banner Ad

Consumer Website: marchofdimes.com/39weeks

Print Media
Healthy Babies are Worth the Wait®

Really important things happen to a baby in the last few weeks of pregnancy. Babies need at least 39 weeks in the womb to fully grow and develop. Here's what at least 39 weeks can do:

**brain:**
In the last 6 weeks of pregnancy, the size of a baby’s brain almost doubles. This helps with things like balance, learning and behavior as he gets older.

**mouth:**
The baby has time to learn to suck and swallow so he can eat after he's born.

**liver:**
The liver and other organs grow and develop.

**eyes and ears:**
Babies born at 39 weeks or later are less likely to have vision and hearing problems than babies born early.

**lungs:**
Babies born at 39 weeks or later are less likely to have breathing problems than babies born early.

More and more births are being scheduled a little early for non-medical reasons. This can cause problems for both mom and baby. If your pregnancy is healthy, it’s best to stay pregnant until labor begins on its own.

For more information about a baby’s growth and development, go to: marchofdimes.com/39weeks

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New Campaign Materials 2012

don’t rush your baby’s birth day

Your baby needs at least 39 weeks to grow and develop before she is born. If your pregnancy is healthy, wait for labor to begin on its own.

marchofdimes.com/39weeks
When are babies full-term?

- <37: Goldenberg 24, FL 10.9
- 37-38: Goldenberg 50.8, FL 27.3
- 39+: Goldenberg 25.2, FL 59.9
- Not sure: Goldenberg 2.6
When is it safe to deliver?
Was option of scheduled induction or C-section offered?

- 19% of pregnant women
- 49% of new mothers (baby <18 mos)

- White women reported being offered option 58.2% of time, Hispanic women 47.7% and Black women 41.4%

- Insured women more likely to report being offered option than uninsured or publicly insured women (57% vs. 35.7%)
Thinking39WEEKS!
Healthy Babies Are Worth The Wait

Ensuring that babies have the chance to fully develop in the womb is the first step to a healthy start.

**Florida Consumers Say Early Baby Delivery is Safe**

Because Healthy Babies are Worth the Wait! In Florida, we want every baby to have the best possible start in life. In our country, one in eight... [Read More...]

Did you know that babies aren't fully developed until at least 39 weeks in the womb? Important development of the brain, lungs and eyes occur in the... [Read More...]

The Florida Perinatal Quality Collaborative at the Lauton Kheas Cildes Center for Healthy Mothers and Babies, University of South Florida is... [Read More...]
How You Can Get Involved

- Website: [www.39weeksfl.org](http://www.39weeksfl.org)
  - Download MOD Provider Toolkit, CBE Supplement, Find out about Conferences and CEU Opportunities
  - Read and share our blog and resources for expectant parents, providers

- Social Media (promo with enrollees)
  - Like Us on Facebook: [www.facebook.com/39WeeksFL](http://www.facebook.com/39WeeksFL)
  - Follow Us on Twitter: @39WeeksFL

- Encourage hospitals in your network to apply for Quality Improvement Service Pkg (opens late September)
  - Contact Lori Reeves: lreeves@marchofdimes.com

- Request a Grand Rounds presentation for your network
  - Contact Linda Detman: ldetman@health.usf.edu
Thank You!

Think 39 WEEKS!
Healthy Babies Are Worth The Wait

Florida Association of Healthy Start
Every baby deserves a healthy start

FPQC
Florida Perinatal Quality Collaborative

March of Dimes