



FOR IMMEDIATE RELEASE

October 1, 2019

In 1982, Liz Handler and Esther Zorn dreamt of an organization that would spread awareness and education surrounding cesareans. Because of their efforts, and the efforts of all that have come after them, we have seen a cultural shift among consumers. Birthing people are now taking more control of their pregnancies and births, and feeling the empowerment that comes along with recognizing your innate capacity to be the lead authority in the birth room.

We know that awareness campaigns work. They reach far and wide by sharing the personal stories of the world's birth givers, and by sharing these experiences, they work to change the future of birth for us all. When ICAN created Accreta Awareness Month, we had one goal in mind - to ensure consumers would hear the full risks of cesareans and other uterine surgeries before the first surgery. Many, if not most, do not hear the word "Accreta" until they are either being diagnosed with it, or have had multiple cesareans and find an infographic while scrolling news feeds.

The rate of Placenta Accreta in the United States is now at **1 in 272 pregnancies**¹. The incidence rate has quadrupled since the 1980's, following a direct path of the increase of cesarean deliveries. The global cesarean rate is **1 in 5 births**, and in the United States it is **1 in 3**. Data has shown the vast majority of people that have a cesarean will have a repeat, and with each repeat their risk of Accreta increases. ACOG has now labeled Placenta Accreta as becoming "increasingly common"¹, and according to the World Health Organization, cesareans account for **1 in every 14 surgeries worldwide**².

We must work together to ensure all births occur from an informed state of decision making. We must work to save the birth givers of the world from the coercion and violence associated with biased counseling. We must work to prevent Accreta.

On this first day of October, as we begin the 2019 Accreta Awareness campaign, we ask you to join with us to share the stories of survivors, and those that have passed on. We look to the National Accreta Foundation for their support and guidance during this campaign, and in the future.

ICAN Board of Directors
Brianna Barker, President
Justen Alexander, Vice President
Mychel Hefner, Treasurer
Samantha Wall, Secretary
Brittany Healy, Chapter Director

1. Placenta accreta spectrum. Obstetric Care Consensus No. 7. American College of Obstetricians and Gynecologists. *Obstet Gynecol* 2018;132:e259e75.

2. Bulletin of the World Health Organization 2016;94:201-209F. doi:
<http://dx.doi.org/10.2471/BLT.15.159293>