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FOR IMMEDIATE RELEASE

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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 before and after them, we have seen a cultural shift among consumers. Families 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.

The COVID pandemic has had many far-reaching effects on healthcare, including essentially banning hospital-based doula care in many regions. This action removes the evidence-based care that has been shown to reduce cesarean rates and improve outcomes. We've also seen pregnant people being coerced into inductions and cesareans in greater numbers. Government policies have given the hospital-based providers more freedom to restrict our human rights in childbirth without fear of repercussions.

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 Cesarean Awareness Month nearly 20 years ago, there was 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 terms such as "Accreta" until they are being diagnosed with it, even though data shows the vast majority of people that have a cesarean will have a repeat. This means people are not fully informed on the risks of cesareans before their first.

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.

On this first day of April, as we begin the 2021 Cesarean Awareness campaign, we ask you to join with us to share education, support, and advocacy surrounding all cesarean topics, because Birth Rights Are Human Rights.

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