

# Innovative Approaches for Improving Postpartum Engagement

## Title: Engaging Moms: Increasing Postpartum Visit Rates

### Presenter

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### Presentation Objectives

- To explain the importance of the postpartum visit.
- Provide and identify opportunities to increase postpartum visits.
- Provide new techniques to increase the rate of postpartum visits

### Highlights

- The postpartum visit is an integral part of a woman's care after pregnancy. It is used to address any pregnancy complications, maternal/infant bonding, breastfeeding, birth control and much more.
- Increasing the rate of women completing their postpartum visit can potentially decrease unwanted and closely spaced pregnancies, improve breastfeeding rates.
- Project pilot resulted in a 75 percent of participants completed their postpartum visit (an 18.5% increase from the baseline of 56.5 percent).

### Resources

- For information on the Magnolia Project:
- <http://nefhealthystart.org/for-women/magnolia-project/> Online Women's Health