



**CIMS**  
COALITION FOR IMPROVING  
MATERNITY SERVICES

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## **Pregnant Women and Birth Professionals Find New Online Resource for Evidence-Based Maternity Care and Childbirth**

*Raleigh, NC – June 25, 2008* – The Coalition for Improving Maternity Services (CIMS) has a new online presence with the re-launch of the web site [www.MotherFriendly.org](http://www.MotherFriendly.org). The new site provides evidence-based maternity care resources for childbirth organizations, professionals, advocates, childbearing women, and the media. The new site offers free downloads of CIMS' *Mother-Friendly Childbirth Initiative*, *The Evidence Basis for the Ten Steps of Mother-Friendly Care*, and consumer resources, including CIMS' informative brochure *Having a Baby? Ten Questions To Ask*.

“Our country is facing a maternity care crisis with a national cesarean section rate exceeding 30 percent and increasing maternal mortality and premature births,” said CIMS Chair Mayri Sagady Leslie, CNM, MSN. “Our goal is to help correct the perilous path that we are on by providing childbearing women and maternity care providers with the information and tools they need to achieve healthy births.”

CIMS is encouraged by the increased national interest in health care quality improvement initiatives and has developed its own “Transparency in Maternity Care Project: The Birth Survey.” The Birth Survey ([www.thebirthsurvey.com](http://www.thebirthsurvey.com)) extends the important mandate for more transparency in health care into the virtually overlooked maternity care arena. Through *The Birth Survey*, women have reviewed more than 1,000 physicians and midwives during the pilot year in New York City. *The Birth Survey* will launch nationally on August 1, 2008.

The new web site is a critical component of CIMS' strategic plan to bring Mother-Friendly Care to all women and their babies. The CIMS Coalition is unifying the diverse strength of childbirth organizations and individuals concerned with the state of maternity care services into a powerful force for safer maternity care practices.

The *Coalition for Improving Maternity Services* (CIMS) is a coalition of individuals and national organizations with concern for the care and well-being of mothers, babies, and families. Our mission is to promote a wellness model of maternity care that will improve birth outcomes and substantially reduce costs. This evidence-based mother-, baby-, and family-friendly model focuses on prevention and wellness as the alternatives to high-cost screening, diagnosis, and treatment programs.

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Making Mother-Friendly Care A Reality

CIMS is a not-for-profit organization recognized as tax-exempt under Internal Revenue Code section 501(c)(3). Our mission is to promote a wellness model of maternity care that will improve birth outcomes and substantially reduce costs.