

# Survey Finds New Moms Often Overlook their Own Health After Delivery

Health care for physical and emotional concerns is crucial during the "fourth trimester"

Orlando Health

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## NEWS PACKAGE

<b>SUGGESTED TEASE</b>	MOMS SPEND NINE MONTHS MAKING SURE THEY'RE HEALTHY AS THEIR BABY DEVELOPS, BUT WHAT ABOUT AFTER DELIVERY? COMING UP, A NEW SURVEY SHOWING THE NEED FOR MOMS TO PUT A LITTLE MORE FOCUS ON THEMSELVES.
<b>ANCHOR LEAD</b>	THE THREE TRIMESTERS OF PREGNANCY ARE FILLED WITH DOCTOR'S VISITS, PREPARATIONS AND CAREFUL SURVEILLANCE OF THE HEALTH OF BOTH MOM AND BABY. BUT WHAT ABOUT THE FOURTH TRIMESTER? THAT CRITICAL TIME AFTER DELIVERY CAN COME WITH SERIOUS HEALTH CONCERNS. BARB CONSIGLIO HAS THE DETAILS ON A NEW SURVEY SHOWING FAR TOO MANY NEW MOMS ARE OVERLOOKING THEIR OWN HEALTH AFTER THEIR BABY IS BORN.
<b>(PACKAGE START) -----</b> <b>CG: Courtesy: Orlando Health Winnie Palmer Hospital for Women &amp; Babies</b> Shots of Rachael picking up son from crib	(Nats - Sound) :02
<b>CG: Rachael Kobb New mom</b>  Shots of Rachael holding son	AFTER HAVING HER FIRST CHILD, RACHAEL KOBK SAYS SHE FELT UNPREPARED FOR HOW DIFFICULT THOSE FIRST FEW MONTHS COULD BE. :06  <i>"Just thinking about how people have been doing this forever, and it's this shared experience that everyone has, yet I felt so lonely and don't know how to ask for help."</i> :12
<b>CG: Megan Gray, MD Orlando Health Winnie Palmer Hospital for Women &amp; Babies</b>  Shots of Dr. Gray in followup	IT'S A TIME WHEN A LOT OF NEW MOMS STRUGGLE: THE FOURTH TRIMESTER. :03  <i>"The fourth trimester is overwhelming, and I don't think anyone can be fully prepared for it because you don't know until you actually experience it."</i> :10  AFTER CHILDBIRTH, WOMEN CAN GO THROUGH DEBILITATING PHYSICAL AND EMOTIONAL

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<p>exam with Rachael</p> <p><b>Dr. Gray (CG'd earlier)</b></p> <p>Shot of Dr. Gray in followup exam with Rachael (blur for graphic)</p> <p><b>Graphic:</b>  <b>-26% Did not have a plan for their own health management</b>  <b>-41% felt overwhelmed or depressed</b></p> <p><b>Rachael Kobb (CG'd earlier)</b></p> <p>Shots of Dr. Gray in followup exam with Rachael</p> <p><b>Dr. Gray (CG'd earlier)</b></p> <p>Shots of Rachael putting son in stroller</p> <p><b>Dr. Gray (CG'd earlier)</b></p> <p><b>Rachael Kobb (CG'd earlier)</b></p> <p>Shots of Rachael pushing stroller on a walk  <b>(PACKAGE END) -----</b></p> <p><b>ANCHOR TAG</b></p>	<p>CHALLENGES, YET ARE OFTEN TOO FOCUSED ON TAKING CARE OF THEIR BABY TO WORRY ABOUT TAKING CARE OF THEMSELVES. :09</p> <p><i>"It's very important for new moms to follow up with their midwives or their physicians, ideally sooner rather than later." :08</i></p> <p>BUT TOO MANY MOMS AREN'T SEEKING THE CARE THEY NEED.</p> <p>A NEW NATIONAL SURVEY BY ORLANDO HEALTH FINDS MORE THAN A QUARTER OF WOMEN DID NOT HAVE A PLAN IN PLACE FOR THEIR OWN HEALTH MANAGEMENT IN THE WEEKS FOLLOWING DELIVERY, WHILE OVER FORTY PERCENT SAID THEY FELT OVERWHELMED OR DEPRESSED. :15</p> <p><i>"It was very challenging admitting that because you immediately feel like, 'I'm a bad mom because I feel this way,' and you're not." :08</i></p> <p>EXPERTS SAY SEEING YOUR DOCTOR IS CRITICAL TO IDENTIFYING CONDITIONS FROM ABNORMAL BLEEDING TO POSTPARTUM ANXIETY. :06</p> <p><i>"A lot of it is just reassurance, but some of it, it needs to be treated." :04</i></p> <p>AND AS IMPOSSIBLE AS IT MAY SEEM, EXPERTS SAY SOMETIMES THE BEST AND MOST OVERLOOKED TREATMENT IS SIMPLY GIVING YOURSELF A BREAK. :06</p> <p><i>"Don't corner yourself into all these positions where you have to feel perfect. There's no perfect mom out there. If you're taking good care of your baby, then you are a great mom." :11</i></p> <p><i>"It's identifying that you need help or you need a break, and you should do that without feeling guilty about doing it." :10</i></p> <p>AT ORLANDO HEALTH, THIS IS BARB CONSIGLIO REPORTING. :04</p> <hr/> <p>DOCTORS AT ORLANDO HEALTH ARE WORKING TO BETTER PREPARE WOMEN FOR THE FOURTH TRIMESTER DURING PREGNANCY AND HOPE OTHER INSTITUTIONS WILL FOLLOW THEIR LEAD.</p> <p>THEY SAY KNOWING WHAT TO EXPECT WHEN THEY GO HOME AND HAVING SUPPORT AND A PLAN</p>
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	IN PLACE BEFORE THE BABY ARRIVES WILL HELP THEM MAKE POSTPARTUM CARE A PRIORITY.
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### SOCIAL MEDIA

 <b>Share it! Suggested tweet:</b>	After delivery, the “4th trimester” comes with lots of physical and emotional challenges for new moms. A new survey by <a href="#">@WinnieHospital</a> finds many experience health issues in the weeks after delivery, but don’t have a plan to address them. <a href="http://bit.ly/2lYt89X">http://bit.ly/2lYt89X</a>
 <b>Suggested post:</b>	For new moms, taking care of themselves is critical to taking the best care of their babies. But a new national survey by <a href="#">Orlando Health Winnie Palmer Hospital for Women &amp; Babies</a> finds a lot of women don’t have a plan for the “4th trimester” to address the physical and mental health concerns in the months after delivery. <a href="http://bit.ly/2lYt89X">http://bit.ly/2lYt89X</a>

### EXTRA BITES

<b>CG: Megan Gray, MD</b> Orlando Health Winnie Palmer Hospital for Women & Babies	Dr. Gray says it’s important to keep track of any health issues: <i>“It’s important to take a daily log of what’s going on emotionally, physically so that you don’t run into the issue of, ‘Oh my gosh, this has been going on for months or weeks and I really need to get into the doctor.’” :14</i>
	Dr. Gray says it’s normal to struggle with breastfeeding: <i>“It’s a learned process. It’s not something that it innate. We’re not all born knowing how to breastfeed. The baby also has to learn how to breastfeed, as well.” :09</i>
<b>CG: Rachael Kobb</b> New mom	Dr. Gray says they’re bringing more a focus to the 4th trimester: <i>“We really are trying to work on educating our moms and preparing our moms before delivery about the fourth trimester and having systems in place to help them after delivery and when they go home.” :15</i>
	Rachael says she thought breastfeeding would be easier: <i>“Even breastfeeding was something I thought, my mom did it, my sister did it, my cousins all did it. I thought, for me, it would just come natural and be this beautiful thing, and instead I had to work really, really hard.” :11</i>
<b>CG: Rachael Kobb</b> New mom	Rachael says finding time for herself made her a better mom: <i>“In order to be the best mom that I can be, I need to relieve some stress, and whether that’s going to a yoga class or a dance class or whatever it is for me, it’s been incredibly helpful but challenging because you really do</i>

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*have to carve out that specific time.” :15*

Rachael says her doctor reassured her that she’s not alone:  
*“It was really helpful for me to talk with my doctor through  
some of the things that I was feeling and for him to share  
with me that I’m not alone.” :10*

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