

AWARENESS TO ACTION: DISMANTLING BIAS IN MATERNAL AND INFANT HEALTHCARE™

WHY INVEST IN IMPLICIT BIAS TRAINING?

The U.S. remains among the most dangerous developed nations for childbirth. To improve outcomes for moms and babies, threats to good health in our health care systems must be addressed, including **implicit bias**—the attitudes and stereotypes that unconsciously affect one’s understanding, actions and decisions.

Our Implicit Bias Training serves to galvanize movement to eliminate maternal and infant health care inequities. We believe everyone is entitled to the health care they need, no matter their identity. By directly addressing implicit bias in health care, we can ensure every mom and baby has access to the same level of care.

TRAINING OPPORTUNITIES

Awareness to Action: Dismantling Bias in Maternal and Infant Healthcare™ is a unique in-person or virtual learning experience that provides authentic, compelling content for health care professionals and nursing and medical students caring for women before, during and after pregnancy. The training has been offered to more than 35,000 health care professionals. Training alone won’t lead to immediate improvements in racial and ethnic disparities, but it can provide health care professionals with important insights to recognize and remedy implicit bias. These actions can result in improved patient-provider communication, overall patient experience and quality of care and a culture shift across committed organizations towards the broader goal of achieving equity for all moms and babies.

KEY LESSONS:

Explain implicit bias: Understand and be able to identify implicit bias, the cognitive basis that informs bias and its impact on maternity care settings.

Describe structural racism: Explain how structural racism has played a key role in shaping U.S. care settings and contributes to implicit biases in patient/provider encounters.



Apply strategies: Recognize your potential for implicit bias and apply strategies, such as the CARES Framework™, and practice of cultural humility to effectively mitigate your own implicit biases.

Commit to a culture of equity: Recognize how the lessons learned can help create system-wide change to establish a culture of equity that elevates the quality of maternity care.



TRAINING TYPES

LIVE GROUP TRAINING:

- 3-4 hour training session with March of Dimes facilitator
- Up to 100 participants
- 3.5 Continuing Medical Education (CME) and Continuing Nursing Education (CNE) credit
- Tailored training based on facility and geography
- Pre-meeting to review agenda and tailored content
- Interactive activities
- Program evaluation and reporting

SELF-GUIDED E-LEARNING:

- 90 minutes
- Available 24/7 on demand
- 1.5 Continuing Medical Education (CME) and Continuing Nursing Education (CNE) credit
- Unique organizational ID
- Technical support
- Accreditation and certificate delivery
- Utilization and completion reports
- 6 months of access

DEBRIEF AND ACTION PLANNING SESSION:

A dedicated March of Dimes trainer(s) will provide the site with a 60 to 90-minute live (virtual via Zoom) session. The trainer(s) will facilitate courageous conversations to allow participants to connect experiences and lessons learned in a training to health care environments. March of Dimes trainer(s) will facilitate the conversation on next steps and action planning.



Advancing Health in America

March of Dimes was the recipient of the American Hospital Association's 2020 Award of Honor for efforts to advance health equity through implicit bias training for health care professionals in maternal and infant care settings.

GET STARTED TODAY

Learn more about opportunities to provide implicit bias training at your organization.

[MARCHOFDIMES.ORG/
IMPLICITBIASTRAINING](https://marchofdimes.org/implicitbiastraining)

