IMPLICIT BIAS TRAINING 2022 KEY MESSAGES

AWARENESS TO ACTION: DISMANTLING BIAS MATERNAL AND INFANT HEALTH CARE™
March of Dimes supports investments nationally and locally to reduce disparities in maternal and infant health. As part of this work, we offer implicit bias training to increase awareness and stimulate action to address implicit bias in maternity care settings.

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 providers caring for women before, during and after pregnancy.

THE TRAINING INCLUDES FOUR KEY LESSONS:
1. Understand and be able to identify implicit bias, the cognitive basis that informs bias and its impact on maternity care settings.
2. Explain how structural racism has played a key role in shaping care settings within the U.S. and contributes to implicit biases in patient/provider encounters.
3. Recognize one’s potential for implicit bias and apply strategies, such as the CARE Framework™ and practice cultural humility, to effectively mitigate their own implicit biases.
4. Recognize and establish a culture of equity as an organizational commitment, through action planning, to elevate the quality of maternity care.

KEY MESSAGES
● The U.S. faces a maternal and infant health crisis. It remains among the most dangerous developed nations for childbirth, with significant ethnic and racial disparities existing in health care.
● To improve health outcomes for moms and babies, health care systems must address threats to good health.
● By investing in programs like Implicit Bias Training, we're working to ensure that no pregnant or postpartum person’s concerns go unheard.
● Research shows one potential threat is implicit bias—the attitudes and stereotypes that affect an individual’s understanding, actions and decisions in an unconscious manner.
● Implicit bias training can provide health care providers with important insights to recognize and remedy implicit bias that improve racial and ethnic disparities.
● This training 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.
Training can improve communication, patient experience and quality of care, so every mom and family feels seen and heard by their health care providers.

**Stories**
Dr. Cindy Barter:
https://www.youtube.com/watch?v=3IXdXhe8kgI

Dr. Cindy Barter is a family physician and on the faculty at the Hunterdon Family Medicine Residency Program in Flemington, New Jersey. She’s responsible for providing and teaching maternity care and inpatient family medicine rotations.

Gloristine Smith:
https://www.youtube.com/watch?v=joML8g1pWWU

Gloristine Smith is a family outreach coordinator for Edgecombe County Department of Social Services in North Carolina. Gloristine has experienced how bias in medical care can make people feel very uncomfortable and understands why implicit bias training is needed.

CTA:
Learn more about opportunities to provide implicit bias training for health care professionals at your organization at MARCHOFDIMES.ORG/IMPLICITBIAS. For immediate E-learning purchases, visit MARCHOFDIMES.ORG/CEUFORYOU.