

Pregnancy & Delivery

Below you'll find pre-drafted content and images that can be used in an email campaign to help educate employees about managing their pregnancy. Please feel free to share this with your employees and their dependants; you may also wish to include information on any telehealth services (if available) and other health plan features.



email 1



Healthy moms & babies: considering a Natural childbirth versus C-section birth

A healthy baby and a healthy mother are the goal of every pregnancy, every delivery. **Studies show that natural childbirth is much more beneficial for mother and baby than C-section birth.** C-section (Caesarean Section) is an operation requiring an incision made through the stomach muscles and womb in order to deliver the baby. A C-section is a major surgery that carries a number of risks for both mother and child. Because of this, C-sections are typically recommended only on an emergency basis.

Over the next few days, we'll provide you with information on the advantages and disadvantages of a natural vs c-section birth to help you make an informed decision about your preferred delivery method.

This campaign is brought to you by the Generali Employee Benefits Network geb.com

The information is not designed to provide medical advice. Individuals should consult their own health professional for guidance on all health matters.

email 2



When is a C-section Recommended?

C-sections may be planned ahead of time in response to known complications with a pregnancy, or they may be required due to serious health factors observed after labor is already underway.

C-sections are typically recommended when:

- labour isn't progressing as anticipated
- the baby is in distress and/or in an abnormal position
- the mother is pregnant with multiple babies
- a problem is observed with the placenta
- there is a prolapsed umbilical cord
- the mother has had a previous c-section




Due to serious long-term risk factors from C-sections, they are not recommended simply to avoid the labour process, the complications of vaginal birth, or to benefit from the convenience of a scheduled delivery. It's important to note that women who have had multiple C-sections also face an increased risk of placental problems and heavy bleeding, which may eventually lead to a hysterectomy (surgical removal of the uterus). It's best to talk with your doctor to plan your delivery and understand the risks associated with C-sections vs natural childbirth. This will help you to make the best decision for both you and your baby. In the next email, you'll learn more about the advantages and disadvantages of natural versus C-section birth.

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Natural childbirth vs C-section birth			
Natural birth		C-section	
Advantages	Disadvantages	Advantages	Disadvantages
<p>Shorter recovery time and hospital stay after birth</p> <p>Avoids major surgery and associated risks, including bleeding, scarring, infections, reactions to anaesthesia etc</p> <p>Allows for earlier contact with newborn post-delivery</p> <p>Breast feeding can begin much sooner</p> <p>During natural birth, fluids exit the lungs as the baby travels through birth canal. This reduces likelihood of breathing problems at birth</p> <p>The baby is exposed to good bacteria as they travel through the birth canal, which improves immune system development</p> 	<p>Potentially long labour; risk of injury to the infant with longer labour</p> <p>Possible injury to vaginal tissue, weakening of or injury to pelvic muscle</p> <p>Increases risk of bowel or urinary incontinence</p> <p>Possible ongoing perineum pain</p>	<p>Scheduled deliveries are convenient, and the surgical procedure reduces actual labour time</p>	<p>Longer recovery time and hospital stay after delivery</p> <p>Increases risk of physical issues following delivery, including infection and/or long-lasting pain related to incision</p> <p>Risk of issues caused by C-section surgery, including blood loss, injury to bowel or bladder during surgery, and the potential for blood clot to form after surgery</p> <p>Breast feeding is likely delayed due to required recovery time post-surgery</p> <p>Longer recovery period post-delivery - typically 2 months to allow for healing of surgical scar/internal injuries</p> <p>Initial C-Section means that all future births will likely require C-Sections as well, due to surgical scarring/injury</p> <p>A C-Section delivery increases risk of future pregnancy complications, including placental abnormalities and uterine rupture</p> <p>Increased risk for postpartum depression (https://health.clevelandclinic.org/why-you-should-carefully-weigh-c-section-against-a-vaginal-birth/)</p> <p>Babies are more likely to have breathing problems during and after birth, as well as later on as young children (Asthma)</p>

Advantages of natural childbirth

If the pregnancy progresses without any complications and mother and baby are healthy, natural childbirth has many advantages including:

- a shorter recovery time
- usually only minimal invasive procedures necessary
- earlier contact with the newborn
- exposure of the baby to good bacteria in the birth canal

Click on the image to learn more about the advantages and disadvantages of each type of delivery.

It's best to talk with your doctor to plan your delivery and understand the risks associated with C-sections vs natural birth. This will help you to make the best decision for both you and your baby.

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