



She Births[®]

Empowerment through education

Created by Nadine Richardson

WE ARE PROUD TO SUPPORT TOTOHEALTH

For every couple that books into the She Births[®] Weekend or Online Course, we sponsor one African family for a whole year to receive pregnancy, birth and childhood support through Totohealth's revolutionary mobile technology program.

WHY & HOW I CREATED SHE BIRTHS®



DOULA - WORKING AT THE COALFACE



OUR COMMUNITY - OVER 5,000 FAMILIES





WHERE CHILDBIRTH IS AT CURRENTLY

- 34-66% epidural rates – public /private
- 32-50% c-s rate – public /private
- 1 in 3 women describe their birth as traumatic
- 92% of families say they experience more conflict in their first year of parenting
- 2000 men and women are diagnosed with pre or post natal depression each week in Australia
- WHO, UN Maternal Task Force, Harvard Professors & Govt all recommend reductions of medical intervention and express concern for S/T costs and L/T impact on global healthcare.





OUR VISION

The most natural, gentle
and joyous birth experience possible.



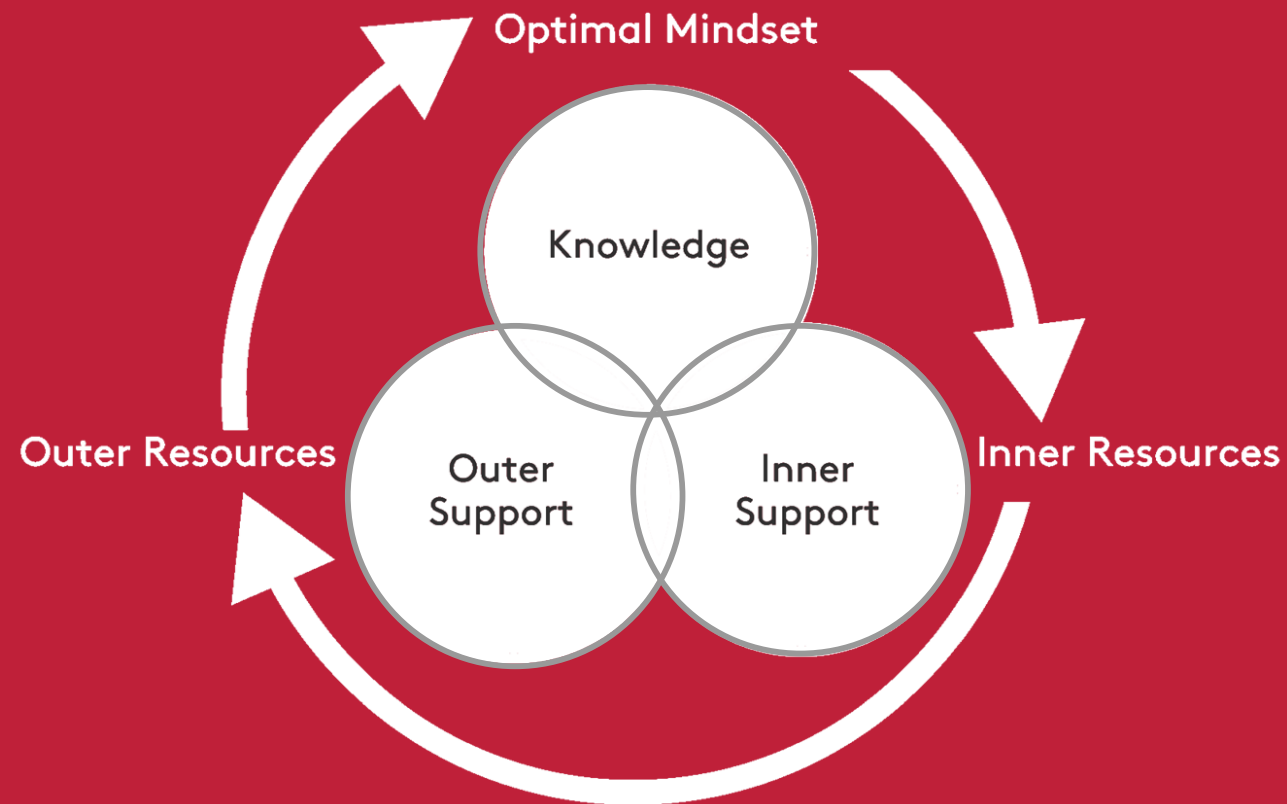
HOW SHE BIRTHS® IS DIFFERENT

- Mind /Body holistic approach – Eastern principles and tools.
- Multi-disciplinary evidence based toolkit - For labour & across the whole perinatal period.
- Rite of passage – No one gets ‘off scot-free’. Everyone hits a crossroad in the perinatal period.
- Empowerment of partner – Able to offer practical support, connect more with mum and baby and advocate for them.
- Intelligent underlying intention – A woman’s satisfaction is directly related to her involvement in decision making with caregivers. Balanced & realistic expectation of birth – not romantic or medicalised.
- Scientifically verified - Opportunity to implement best practice.



CURRICULUM: THE 3 PILLARS OF SHE BIRTHS®

Intention: Creating a beautiful birth no matter what unfolds





SHE BIRTHS®

THE 3 PILLARS

Optimal Mindset

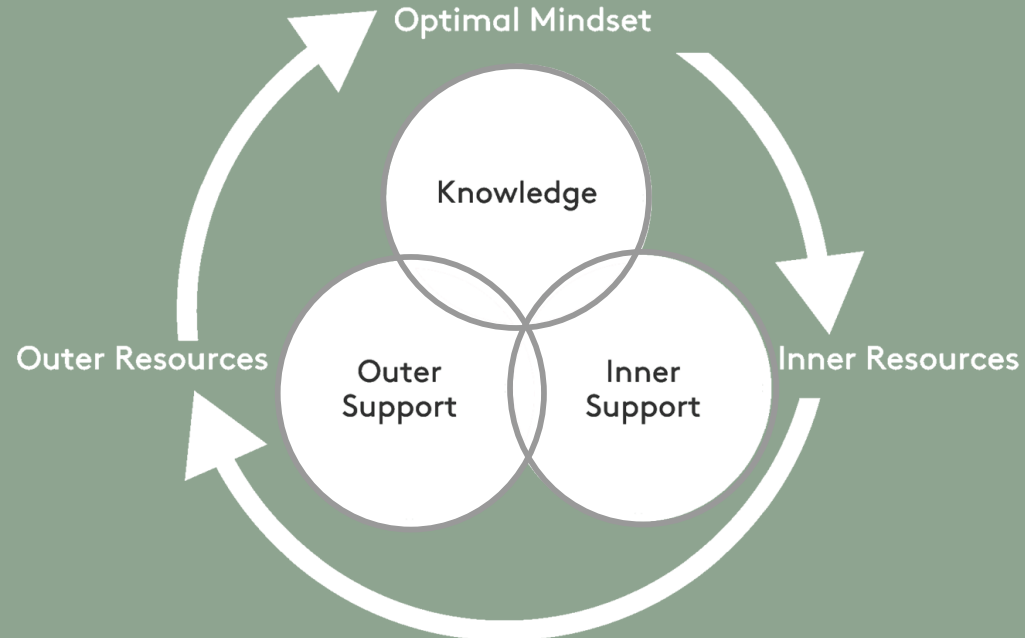
Informed, Confident & Realistic

1. Anatomy
2. Physiology
3. Chemistry
4. ANS
5. Stages
6. Breastfeeding & Baby Led attachment
7. Body / Mind – beliefs/attitudes
8. Body / Mind - diet/practices

Outer Resources

Supportive Partners

1. Massage
2. Acupressure
3. Rebozo
4. Conducive Environment
5. Water / Heat
6. TENS / Hospital
7. Birth Preferences / Flow
8. Crossroads / B.R.A.N.D.



Inner Resources

Automatic Strength

1. Breathing
2. Relaxation
3. Visualisation
4. Active birthing
5. Yoga
6. Spiralling
7. Vocalisation
8. Affirmation/Conversation

SHE BIRTHS® RESEARCH



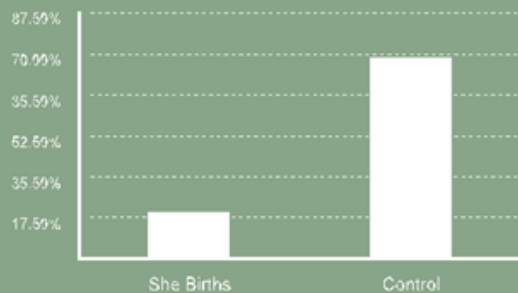
The She Births® program is recognised in both the public and private hospital sectors.

Research published in the *British Medical Journal*, July 2016 demonstrated that She Births® creates safer births for both mum and baby:

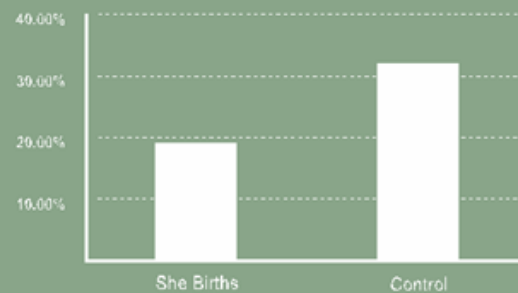
- ✓ 65% reduction in epidural
- ✓ 44% reduction in caesarean sections
- ✓ 50% reduction in medical augmentation
- ✓ 53% reduction in resuscitation of babies
- ✓ 12% reduction in perineal trauma
- ✓ Shorter second stage by 32 minutes

The study of 176 couples in randomised, controlled trials was run by the National Institute of Complementary Medicine at Western Sydney University (WSU). It highlights dramatic improvements for the She Births® group, in comparison to the control group who received standard hospital birth preparation courses.

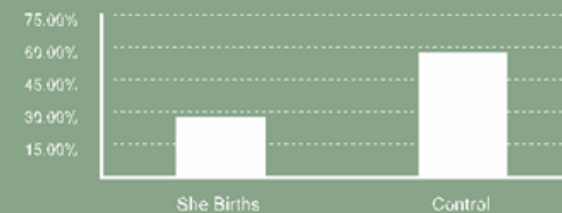
Epidural Analgesia



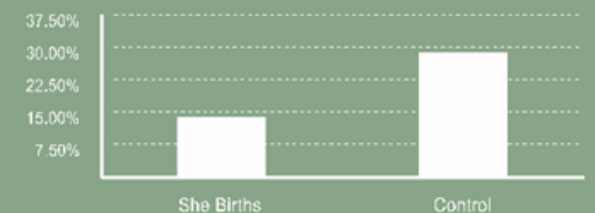
Caesarean



Augmentaion



Resuscitation (Suction +/- O2)



Complementary Therapies for Labour and Birth Study



176 nulliparous cephalic singleton low risk w/out MGP b/n 24-34 weeks

Control = Hornsby or Nepean hospital antenatal program

Study = She Births® + optional hospital antenatal program

Participants did not differ statistically in age (30), BMI, cultural background, education (Uni), income (>100K), model of care (midwifery >80%), baby weight, days beyond EDB

The data in the study is consistent with rates of epidural for women who are identified as being anxious

“ Women in the control group experienced a higher than average rate of EDB use, augmentation and instrumental vaginal birth, which is consistent with data showing higher rates of intervention for nulliparous women compared with multiparous women.”



Complementary Therapies for Labour and Birth Study

“The study provides evidence that antenatal education **integrating Complementary Medicine techniques is an effective and viable method** of managing pain, decreasing medical interventions and increasing personal control for women.”

“The outcome of increase in **positive attitude** towards birth in the antenatal period and increased feelings of influence during labour and birth are supportive of the antenatal education literature.”

“The finding that **no individual technique** was associated with reduced rates of EDB highlights the concept that these techniques form a ‘**toolkit**’ of techniques and represent an overall **holistic** approach towards labour and birth. The combination of **active** birth techniques with **relaxation** techniques is unique to this program.”

“Studies exploring the use of antenatal education interventions, antenatal mindfulness training and **self-hypnosis** training have **failed to demonstrate any reduction** in the use of analgesia during labour and birth or on CS rates.”



More Than a 2 Day Program

Delivered:

15 hour face to face group course, delivered over 2 days by a certified She Births® Educator (midwives or doulas).

OR

1 month online guided course -Plus discussion forums and extensive video & PDF library.

Every couple receives:

- **BOOK:** 110 page hard copy by founder including evidence based essays / holistic suggestions / easy cheat sheets / photo guides / checklists (all non-prescriptive).
- **ONLINE RESOURCES:** Continue learning, bonding and habit forming with extensive videos, MP3s, PDFs, E-books, visualisations. For use across pregnancy, birth and parenting. Also includes personalisation and navigation of unexpected outcomes.
- **COMMUNITY:** Creation both on and off line through Facebook groups and regions – She Births® Soul Mama Circles



Our unique structure / language builds intimacy
and helps to create stronger families

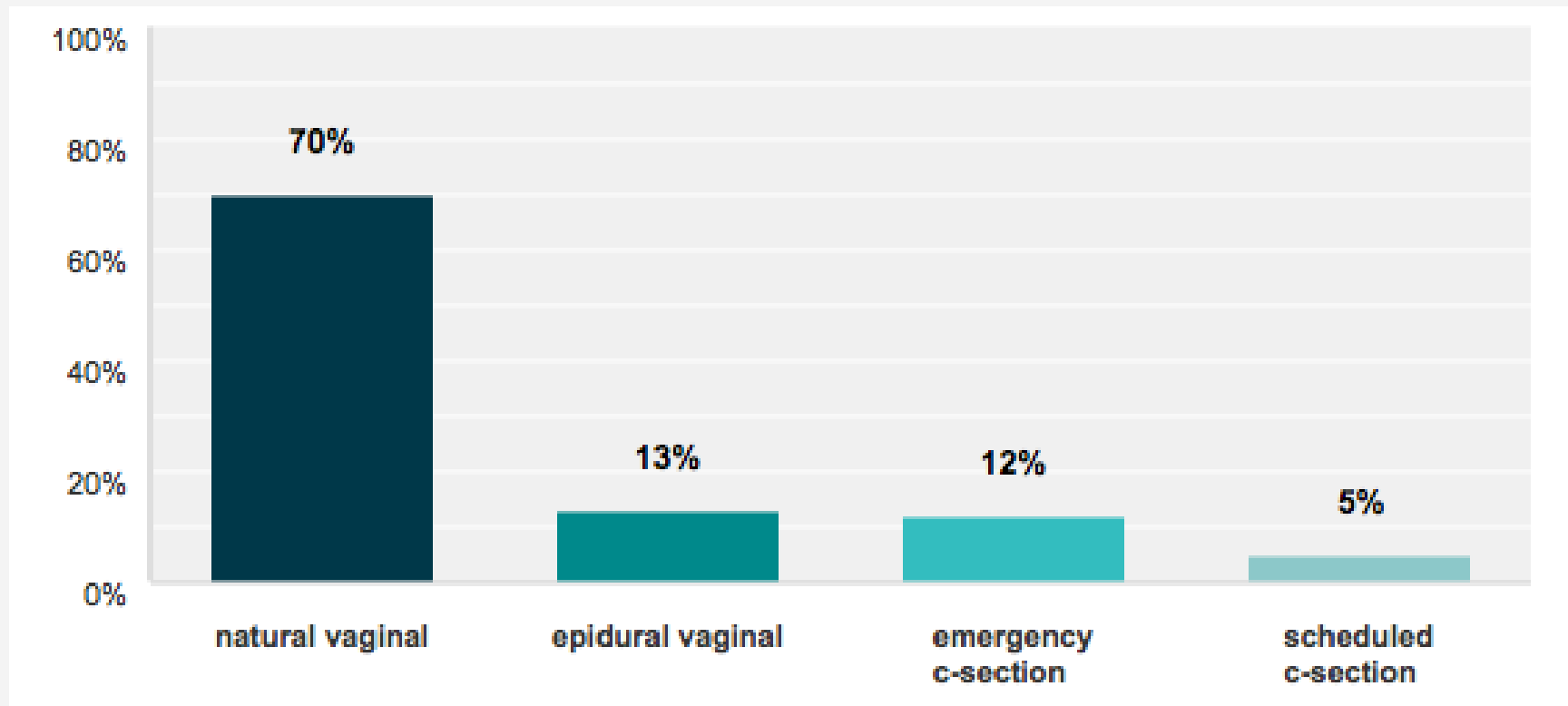


95% couples say... *The course allowed us to communicate more effectively with our caregivers & with each other.*

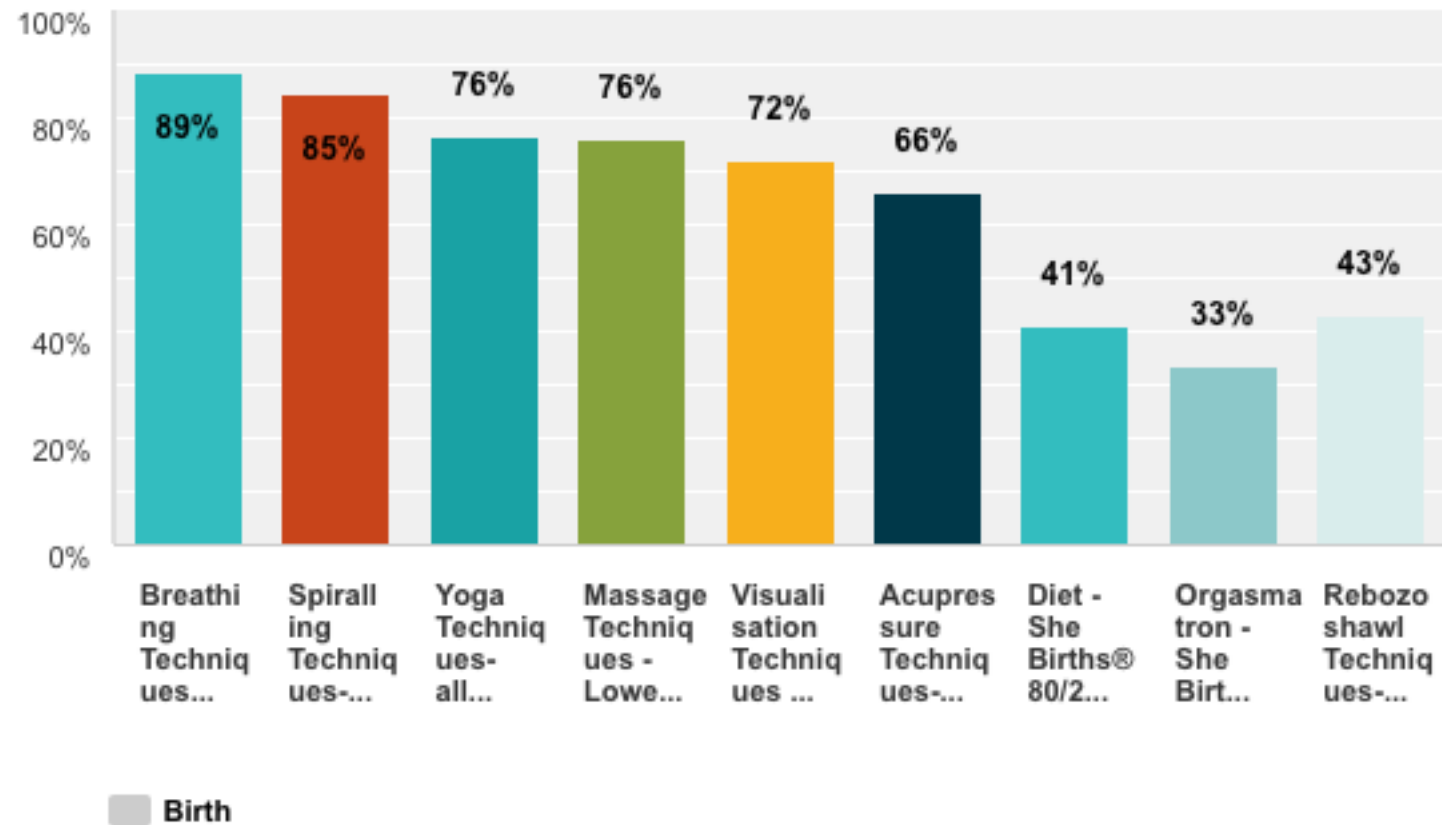
Private Course Survey - Random 200 births, public/private, high/low risk



Type of Birth



Confirmed She Births® tools used over the perinatal period.



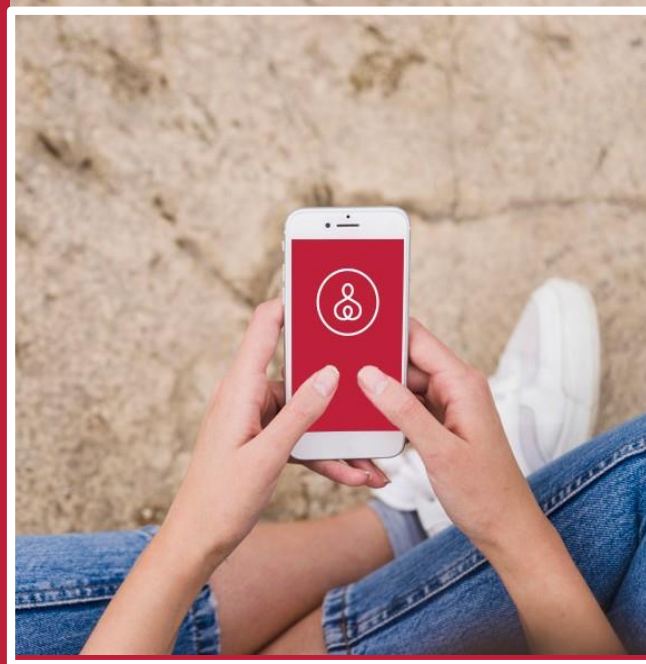


The Online Program and App

Our in-depth content is interactive and digestible. The information is accessible wherever and whenever it's required via the She Births® app.

Four core modules are tailored to the employees childbirth and early parenting journey, providing essential evidence-based empowerment for an average of 2.5 hours per week over the course of 4 weeks. Further additional modules continue to reinforce learning all the way to due date via bonus videos and expert forums.

Users are rewarded for actions to boost their engagement. They receive peer-to-peer support from the She Births® Community as well as guidance from our team of experts.



- ✓ 74% course completion rate
- ✓ 6300 video views in the past 3 months Community
- ✓ forum 200+ members

Core Module 1

Nutrition, Anatomy & Physiology, Active Birthing & Yoga for optimal positioning, transforming fear + more

Core Module 2

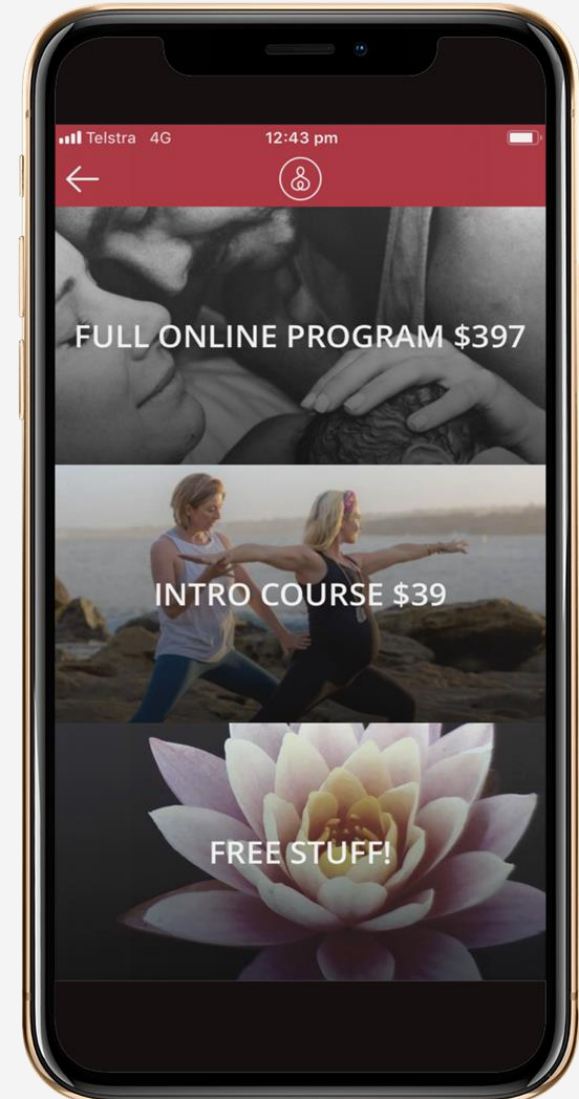
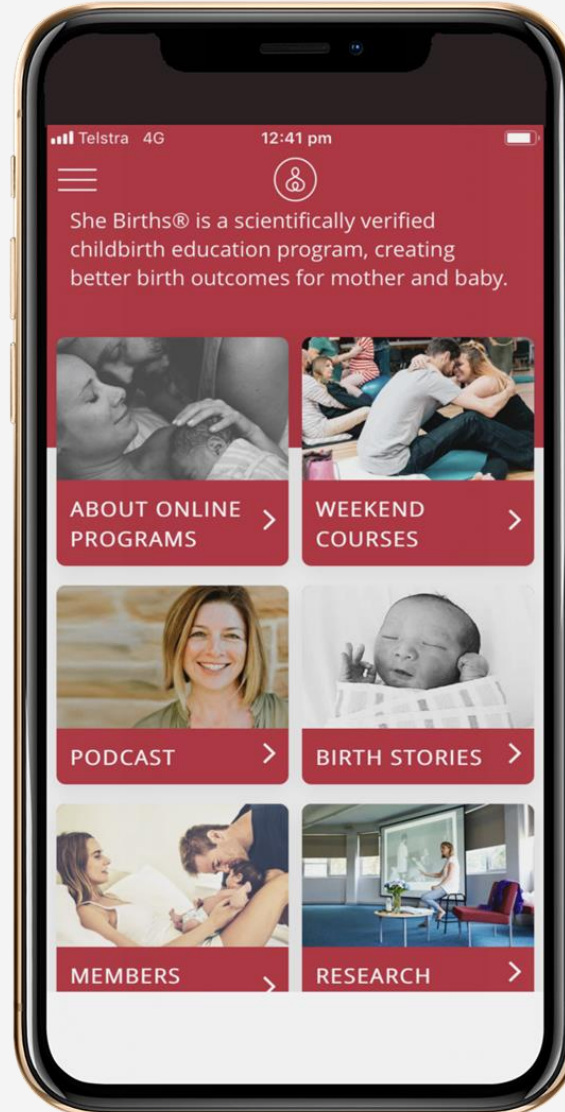
Breathing, Visualisation, Massage and Acupressure techniques for effective pain relief and natural induction + more

Core Module 3

Stages of labour, Birth Preferences, Conscious decision-making + more

Core Module 4 Breastfeeding, Conscious Parenting + more

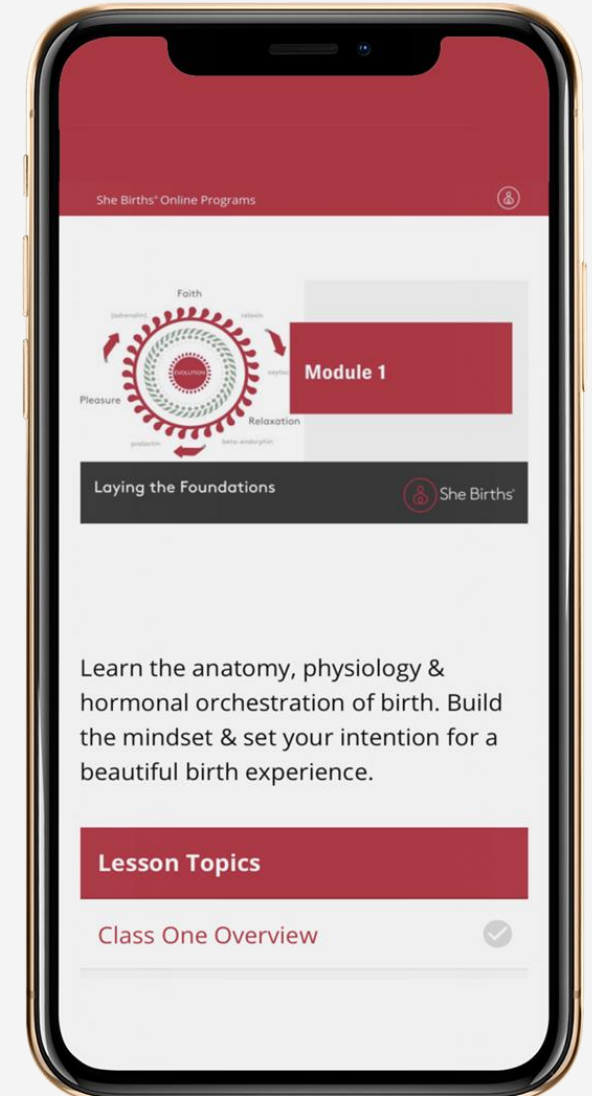
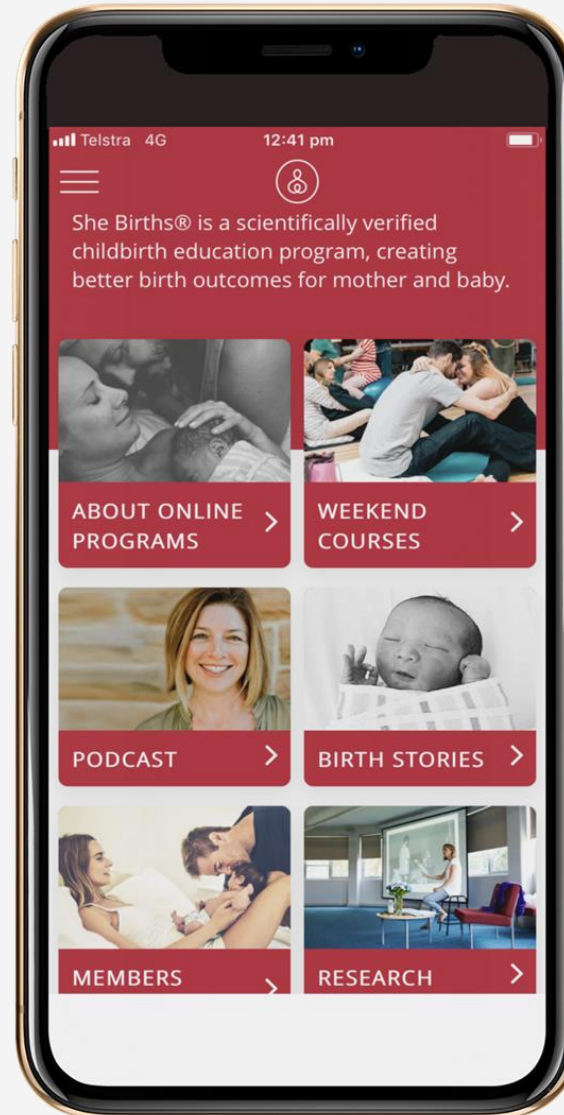
Welcome to the She Births® App



The She Births® App – Three Tier Entry Model



- ✓ Free Resources allows you to enjoy free videos and visualisations. Watch birth story interviews and hear from industry experts in our podcasts, participate in events and read the latest research.
- ✓ \$39 Intro Course allows you to have a healthier pregnancy and more active labour. Discover the amazing principles for a better birth. Option to upgrade into the full course.
- ✓ \$397 Full Online Course includes a complete preparation for a better birth and early parenting experience with founder Nadine Richardson. Enjoy learning through our engaging videos, reading, checklists and cheat sheets, access to fortnightly expert forums, our prenatal yoga class and a worldwide community of like-minded families.



Your She Births® Rewards Program



WATERWIPES
shop.waterwipes.com.au



AIRBNB
airbnb.com.au



QIARA
qiara.com.au



BOODY
boody.com.au



PIEGON
pigeonbaby.com.au



BIRTH PARTNER
birthpartner.com.au



HELLO MONDAY ACTIVE
hellomondaysactive.com.au



COMMUNITY ORGANICS
communityorganics.com.au



NEW BEGINNINGS
newbeginnings.com.au



PETIT KIDDO
petitkiddo.com.au



PUKKA
pukkaherbs.com.au



YES ORGANICS
yesyesyes.org.com.au



FRANJOS KITCHEN
franjoskitchen.com



NEALS YARD REMEDIES
nealsyardremedies.com



SEEDLIP
seedlipdrinks.com



ORGANYC
organyc.com.au





What else?

- Australian College of Midwives - OPD

Podcast - 1pt

Weekend Course - 15 pt

- International Childbirth Initiative & FIGO

12 Steps to safe & respectful MotherBaby Family Maternity Care

- Protecting Traditional Birth

Wild Born Project - Namibia, Colombia, Brazil

- Developing Free Universal Birth Education

Indigenous/regional - developing countries moving rapidly into hospitals

- Guidebook to Awakening through Birth



Do you believe the She Births® program was
good value for money?

YES - 99%



Did you enjoy the 2 day
Weekend Course?

YES - 100%



Did She Births allow you to create your own
beautiful birth experience?

YES - 98%



Birth is Beautiful!





Become a She Births® Partner

We have partners & influencers at a local, national and international level.

- She Births® Show - Live event
- She Births® Show - Podcast
- She Births® Show - TV
- She Births® Blog
- Join our Affiliate Program (Full Online Program only)

Stay Connected:

- Subscribe to the newsletter list at www.shebirths.com
- Instagram: @shebirths
- Facebook: She Births®
- Founder: Nadine Richardson / @nadine_shebirths

BIRTH IS WHERE WE ALL BEGAN...



We learn love. We create
strong families. We build a
brighter future