

Submission: Online Placement of Interview with Nursing Expert from the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)

BRIEF

In August 2016, Environics Communications secured an interview with a Cosmopolitan Magazine reporter seeking expert insight into the realities of the experience of labor and delivery on behalf of our client, AWHONN. One of AWHONN's primary goals is to help make birth safer for the nearly 4 million American women who experience labor each year and their children.

Environics offered nurse-expert and AWHONN president [Suze Ketchem](#) for the interview. By guiding the reporter's interview and follow-up questions for Ms. Ketchem, Environics facilitated and helped craft a placement that included useful and factual information for Cosmo's online readership.

By placing Ms. Ketchem's interview in Cosmo, Environics helped bring the message of what to expect during labor and delivery to an audience that likely doesn't engage with AWHONN content elsewhere, including young or first-time mothers-to-be who regularly read Cosmo.

RESULTS

After a several-weeks-long coordination of follow-up questions from the reporter, the article "[15 Things Your Labor and Delivery Nurse Wants You To Know](#)" was published on Cosmopolitan.com on August 3, 2016. The friendly tone and thoughtful advice offered was due in part to Environics' facilitation of the questioning.

We're proud to have been instrumental in bringing the truth about labor to a broader audience on behalf of AWHONN.

15 Things Your Labor and Delivery Nurse Wants You to Know

When your water breaks, it will be nothing like the movies.



GETTY

As told to Arielle Pardes Aug 03, 2016

zk [f](#) [t](#) [e](#)

- 1. Your doctors and nurses want you to have a birth plan.** You should have a sheet of paper with a general outline of how you want your birthing experience to go. It should include things like your expectations for pain management, who you want in the delivery room, and if you want the nurses to save your placenta. Write down those things as you think about them throughout your pregnancy: Do you want your baby immunized? Circumcised? Do you want dad to cut the umbilical cord? Except...
- 2. Your delivery will probably not go according to plan.** It's frustrating, I know! That doesn't mean you've failed. It's perfectly OK to say, "I actually *do* need something for the pain." I had a patient several years ago who came with a 10-page birth plan. She wanted to have a natural birth, with no medication, lying on a specific pile of pillows, and she wanted her husband to cut the umbilical cord. It turned out that when her water broke, her husband slipped in the fluid, he hit his head, and became unconscious. He was rushed to the ER for his head injury just as the baby was born, so he missed the entire birth and did not get to cut the baby's cord. Sometimes, things just don't go according to plan, but you don't have time to be fussy about it.
- 3. When your water breaks, it's not like in the movies.** Some women experience a huge gush, but for others, it's a very small leak. You might think, "Did my water just break or did I just see somePP? Either way, it doesn't stop when it initially breaks. You'll continue as if you've already



Cosmo tweeted about the article, garnering 7 retweets and 26 likes.


Cosmopolitan ✓
@Cosmopolitan
⚙️ [Follow](#)

15 Things Your Labor and Delivery Nurse Wants You to Know csmo.us/M7aEM5S



RETWEETS LIKES
7 26

12:36 PM - 3 Aug 2016

🔄 7
❤️ 26
⋮



**AWHONN - The Association of Women's Health,
Obstetric and Neonatal Nurses**

August 9 · 🌐

AWHONN's 2016 President, Suze Ketchem, MSN, RNC-OB, CNS, shares 15 things your labor and delivery nurse wants you to know in a recent Cosmo article. <http://bit.ly/2aHcdGg>



15 Things Your Labor and Delivery Nurse Wants You to Know

COSMOPOLITAN.COM | BY ARIELLE PARDES

👍 Like 💬 Comment ➦ Share

👍❤️ 278

Top Comments ^

236 shares

On Facebook, the post promoting the interview received 278 likes and 236 shares.

The article was also shared by Cosmopolitan India and RedBook Magazine on Twitter.