Go The Full 40™ Weeks of Pregnancy

Don’t Rush Me!

Nobody likes to be rushed, especially babies.

Your baby needs at least a full 40 weeks of pregnancy to grow and develop. Inducing labor even a week or two early is associated with a host of risks, including prematurity, cesarean surgery, hemorrhage and infection.

While it may seem convenient for you or your healthcare provider, labor should only be induced for medical reasons.

Your baby will let you know when he’s ready to come out, so give him at least a full 40 weeks.

Download a free copy of 40 Reasons to Go the Full 40 at www.gothefull40.com.

The nurses of AWHONN remind you not to rush your baby—give him at least a full 40 weeks!

Go The Full 40™ promotes AWHONN’s Healthy Childbirth Initiative goals:

- All women are informed and supported.
- All women receive care that facilitates the physiologic processes of labor and birth.
- All women receive medications and interventions only as medically indicated.

Introduction

Don’t Rush Me…The Case for Spontaneous Labor

Implementation Checklist

Graphics

Social Media Calendar

40 Reasons to Go The Full 40™ Handouts (English & Spanish)
Introducing Go The Full 40™

AWHONN Recommends Healthcare Providers & Childbearing Women Wait for Labor When All Is Well

In 2012, AWHONN first launched its public health campaign “Don’t Rush Me… Go the Full 40™” in support of spontaneous labor and normal birth, by encouraging pregnant mothers to wait until labor begins spontaneously around 40 weeks. While birthing one’s baby early may seem tempting, especially in the final weeks of pregnancy, it’s not without risks. AWHONN’s consumer website Health4Mom.org and magazine Healthy Mom&Baby offer a number of resources that help women understand the importance of waiting for labor to start on its own when all else is healthy and well. In this toolkit of resources, you’ll find all you need to implement Go The Full 40™, including handouts, ways to share the campaign, sample social media posts, and more.

AWHONN strongly recommends that women with healthy pregnancies wait for spontaneous labor to begin and progress on its own. This recommendation is based on research that shows that both moms and babies benefit from a full 40 weeks of gestation. Spontaneous labor triggers hormones that provide natural pain relief, increase mother-baby attachment after birth, enhance breastfeeding, and clear fetal lung fluid. Full-term babies are more alert and ready to breastfeed, cry less, sleep longer, and have bigger brains and improved weight gain.

As elective interventions that influence the timing of labor and birth are increasingly more common in the United States, the healthcare community needs to be educated about the risks and potential cascade of medical issues that can be caused by inducing labor or scheduling a cesarean birth without a medical need. Additionally, both healthcare providers and the women and infants for whom they provide care need to understand fully the many physiological benefits of spontaneous labor and normal birth for both mom and baby. Sharing that knowledge with women will empower them to make evidence-based decisions about their health and their pregnancies.

Please join AWHONN’s efforts to encourage women to wait for labor. After all, nobody likes to be rushed—especially babies!

Lynn Erdman, MN, RN, FAAN
AWHONN CEO

Questions about how you can get involved?
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“Don’t Rush Me . . . Go the Full 40” is a grassroots, public health campaign from the 25,000+ members of AWHONN that educates women about the physiologic benefits of full-term pregnancy for themselves and their babies. The campaign flows from a holistic nursing philosophy as 40 serious and fun reasons that relay actionable, evidence-based health advice for collaborative decision-making between women and their health care providers.

“Don’t Rush Me . . . Go the Full 40”

“Slow down!”
“Relax.”
“Don’t rush me!”
“What’s the hurry?”

“We had already worked through the 39-week hurdle and we were still trying to reduce our cesarean rate. This just wasn’t possible if we were inducing before 40 weeks. This campaign was really where we needed to be and what our providers and patients needed.”
—Nurse

“My patients are seeing the posters and reading the 40 Reasons handout. This campaign is creating conversations about all that is happening in the last weeks of pregnancy, including when it’s appropriate or not to intervene.”
—Physician

“The new definition of 6 cm being active labor and the positive messages of Go The Full 40™ are changing culture.”
—Nurse
For most women, spontaneous, natural labor and birth are the healthiest and safest ways for baby to emerge and for mom to end pregnancy and start breastfeeding.

Unless medically necessary, research shows inductions and cesarean surgery lead to more intensive care days, higher re-admission rates, and increase mom’s and baby’s risks for lifelong health consequences, including abdominal adhesions, hysterectomy, respiratory illnesses, and associated health risks from lower rates of breastfeeding.

Inducing labor is associated with iatrogenic prematurity (particularly late preterm infants), cesarean surgery, hemorrhage, longer lengths of stay for women and newborns, higher rates of NICU admissions, and infection.

Babies born before 37 completed weeks of gestation are at higher risk for serious complications including dying in the first year of life as compared with term infants. These risks include breathing & feeding problems, jaundice, low blood sugar and problems stabilizing their own body temperature.

Even babies born after 37 weeks and before 39 completed weeks — early term babies — are at increased risks of dying in the first year of life, feeding and breathing problems and life-long learning disabilities. Experts agree the risks are greater for infants with elective induction of labor.

The normal length of human gestation is 40 weeks. The neonatal risks vary among all gestational ages. Evidence shows the best neonatal outcomes occur at 40 weeks. In 2000, the largest percent of singleton births in the U.S. occurred at 40 to 41 weeks. By 2009, the largest percent had shifted to occurring at 39 weeks.

Overuse of inductions increases both short- and long-term costs. For example, Intermountain Health Care’s initiative to reduce elective inductions, regardless of gestational age, created savings of more than $50 million per year in short-term costs.

We do not fully understand what triggers a woman’s labor. Obstetric textbooks say the exact mechanisms that start labor are yet to be clearly defined but that baby’s readiness for birth—“let baby pick her own birthday” (reason #16)—and the biochemical and neurohormonal interactions between mom, baby and placenta are essential triggers.
Implementation Checklist

Share Go The Full 40™

☐ Hang posters in exam rooms and triage area, on bathroom doors & in elevators
☐ Provide posters & handouts to hospitals, OB/GYN offices, public health clinics
☐ Discuss with perinatal quality improvement team
☐ Give 40 Reasons to Go The Full 40 article to patients
☐ Discuss reasons to wait for spontaneous labor with patients
☐ Share AWHONN’s Healthy Mom&Baby magazine
☐ Broadcast on facility’s closed-loop TV
☐ Post on facility’s social media
☐ Dress a mannequin up like the pregnant woman in the Go The Full 40™ ad for use at health fairs and other events

Distribute 40 Reasons handouts at 6 key patient intersections

☐ OB/GYN offices—new patient packs, 28-week visit
☐ Hospital tour/registration packs
☐ Hospital/clinic-based health fairs
☐ Childbirth education & breastfeeding classes
☐ OB Triage
☐ Labor & delivery units

Hang posters at these locations

☐ OB triage areas
☐ Exam rooms
☐ Backs of bathroom doors
☐ In elevators
☐ Emergency department
☐ Labor & delivery units

Questions to Ask Moms

- Why do you want to schedule an induction or have a planned, elective cesarean?
- Are you aware of the many benefits of spontaneous labor and normal birth for you and your baby?
Graphics to Share on Social Media

Click each image to download and share!

Don’t Rush Me… Go The Full 40™!

Wait for labor & gain these benefits:
- shorter labor
- best start for breastfeeding
- reduced risk of cesarean
- lower risk of uncontrolled bleeding
- shorter recovery

Don’t Rush Me… Go The Full 40™!

Give your baby the benefits from a full 40 weeks:
- more alert at birth
- full lung & brain development
- able to hold stable body temperature
- stronger, firmer muscles
- best start for breastfeeding
Social Media Calendar

Here are posts for every month of the year. Spread the word and share these posts, and this toolkit, with your hospital’s marketing and communications teams. Then, be sure to “like” us on Facebook.com/GoTheFull40!

<table>
<thead>
<tr>
<th>Month</th>
<th>Full 40 Posts</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
</table>
| **January**       | #1. End right by starting right—keeping all of your prenatal appointments helps ensure a healthier ending.  
Birth defects prevention month  
Thyroid awareness month  
#25. Relish in the fact that right now you’re the perfect mom—your healthy pregnancy habits are growing baby the best possible way.  
Nurses share 40 reasons to go the full 40 weeks of pregnancy: GoTheFull40.com  
Baby’s first 60 minutes after birth are so important; grab the Golden Hour. bit.ly/grabthegoldenhour  
Waiting for labor has its definite advantages—go the #full40! bit.ly/willyouwait4labor |
| **February**      | #3. Let nature take over—there are fewer complications and risks for both you and baby through normal birth.  
#18. Reduce your baby’s risks of jaundice, low blood sugar and infection by waiting until he’s ready to emerge.  
Reduce your risk for unnecessary interventions by waiting till labor starts on its own. GoTheFull40.com  
Nurses highlight 40 reasons for moms and babies to go the #full40 weeks: GoTheFull40.com |
| **March**         | #5. Birth a brainier baby—at 35 weeks your baby’s brain is only 2/3 the size it will be at term.  
#39. Make the best-possible birth experience; don’t rush it. GoTheFull40.com  
Baby may face a lifetime of risks if born too early: bit.ly/whybabyneed40weeks  
During national nutrition month, learn from actress Mayim Bialik why breastmilk is the best food for your baby. bit.ly/HMBMayimBialik  
Ignore people who say an induction is more convenient GoTheFull40.com #full40  
At 35 weeks, your baby’s brain is only 2/3 the size it will be at term—just another reason to go the #full40! |
| **April**         | #6. Set her thermostat—baby will better regulate her temperature when born at term. GoTheFull40.com  
#20. Maximize those little lungs—babies born just 2 or more weeks early can have twice the number of complications with breathing.  
Avoid an induction and reap the benefits for both you and baby of a full term pregnancy when all is healthy and well. Full-term babies are less likely to have complications breathing than those born early. GoTheFull40.com  
As nurses promote skin-to-skin contact, more born-too-early babies thrive GoTheFull40.com #full40 |
<p>| <strong>AWHONN</strong>        | GoTheFull40.com | Facebook.com/GoTheFull40 | @GoTheFull40 |</p>
<table>
<thead>
<tr>
<th>May</th>
<th>National Nurses’ Week</th>
<th>#17. Skip an induction—which could lead to cesarean—by waiting for labor to start on its own.</th>
<th>Want the best care? Find a baby friendly birthplace. bit.ly/findbabyfriendly</th>
<th>Preterm birth is any birth that occurs before the 37th week of pregnancy. bit.ly/whatisfullterm #full40</th>
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<tbody>
<tr>
<td></td>
<td>Preeclampsia Awareness Month</td>
<td>#14. Eat healthfully—but it’s ok to indulge occasional cravings without remorse. GoTheFull40.com</td>
<td>Happy Mother’s Day! Wait for labor to start on its own—babies are so much easier to care for in the womb when all is healthy and well. GoTheFull40.com</td>
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<td></td>
<td>Mental health month</td>
<td>Mother’s Day</td>
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<td>#8</td>
<td>#12</td>
<td>#19</td>
<td>#23</td>
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<td>June</td>
<td>Men’s health week</td>
<td>#21. Ignore people who say an induction is more convenient. Nothing is convenient about a longer labor and increasing your risk of cesarean. GoTheFull40.com</td>
<td>Pregnant women avoid unnecessary induction when they understand the risks of induction, nursing research shows. bit.ly/termpregnancy</td>
<td>Unless there’s a medical reason, it’s safer to avoid labor inductions. GoTheFull40.com #full40</td>
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<td>Aphasia awareness month</td>
<td>#27. Relax! Babies are usually so much easier to care for in the womb when all is healthy and well.</td>
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<td>Father’s Day</td>
<td>#2</td>
<td>#18</td>
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<td>July</td>
<td>Cord blood awareness month</td>
<td>#2. Savor the journey—soon you will meet your baby. GoTheFull40.com</td>
<td>Nurses share 40 reasons to go the full 40 weeks of pregnancy: GoTheFull40.com @Health4Mom</td>
<td>40 Reasons to Go The #full40 weeks: GoTheFull40.com</td>
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<td>Group B strep awareness month</td>
<td>#19. Build your baby’s muscles—they’ll be strong and firm, and ready to help him feed and flex at term.</td>
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<td>Declare your baby’s independence—let her pick her own birthday! #full40</td>
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<td>Juvenile arthritis month</td>
<td>#7. Boost breastfeeding—term babies more effectively suck and swallow than babies born earlier. GoTheFull40.com</td>
<td>Breastmilk: nature’s superfood. Give your baby the best chance with the breast—term babies are able to suck and swallow more effectively than those born earlier. bit.ly/babys1stfood</td>
<td>Plan to breastfeed your baby in the first hour after birth GoTheFull40.com #full40</td>
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<td>#10. Nourish your body—a healthy diet and breastfeeding will help you lose the baby weight</td>
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<td>August</td>
<td>World breastfeeding week</td>
<td>#22. Respond to requests to speed baby’s birth with the facts that inductions often create more painful labors and can lead to cesarean surgery. GoTheFull40.com</td>
<td>So you’re in labor—the best way to keep baby moving down and out is to keep your own body active. bit.ly/bestwaytolabor</td>
<td>How can YOU help more babies to be born full term? GoTheFull40.com #full40</td>
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<td></td>
<td>Breastfeeding month</td>
<td>#29. Postpone changing the eventual 5,000+ diapers baby will use. GoTheFull40.com</td>
<td>Healthy mama = healthy baby: Pack your meals with nutritious eats for your 40 weeks of pregnancy. GoTheFull40.com</td>
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<td>Children’s eye health month</td>
<td>#24</td>
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<td>September</td>
<td>Women’s/family health day</td>
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<td>Infant mortality awareness</td>
<td>#28</td>
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<td>Ovarian cancer month</td>
<td>#30. Consider an induction—only if it’s necessary.</td>
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<td>October</td>
<td>#4. Recover faster from normal birth than cesarean, which is major abdominal surgery that causes more pain, requires a longer hospital stay and a longer recovery. GoTheFull40.com</td>
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<td>#32. Relish parenting—right now you know exactly where baby is and what he’s doing.</td>
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<td></td>
<td>Breastfeeding reduces mom’s overall cancer risks. Learn more at GoTheFull40.com</td>
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<td>Belly bumps make the perfect prop for reading material. Settle in with the latest issue of Healthy Mom &amp; Baby at Health4mom.org.</td>
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<td>Babies are so much easier to care for in the womb when all is healthy &amp; well! GoTheFull40.com #full40</td>
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<td>November</td>
<td>#15. Give baby's development the benefit of time since you may not know exactly when you got pregnant. GoTheFull40.com</td>
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<td>#16. Let baby pick her birthday—if she decides to emerge after 37 weeks there’s no need to try to stop your spontaneous labor.</td>
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<td>Baby’s first 24 hours after birth are so important—here’s what’s happening: bit.ly/meetyourbaby GoTheFull40.com</td>
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<td>Give thanks that soon you will meet your baby! bit.ly/whybabyned40weeks</td>
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<td></td>
<td>Help more babies make it to their first birthday. bit.ly/preemies1styear #full40 #worldprematurityday</td>
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<td>Finish pregnancy well—keep all of your prenatal appointments to help prevent prematurity. #full40</td>
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<td>December</td>
<td>#26. Finish well—more time in the womb usually means less time in the hospital. GoTheFull40.com</td>
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<td>#40. Write your own healthy reason—if it gets baby a full 40 weeks of pregnancy it deserves to be on this list. GoTheFull40.com</td>
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<td></td>
<td>Did you know that due dates aren’t as accurate as you might think? bit.ly/estimatedduedate</td>
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<td></td>
<td>A healthy, full-term pregnancy is a gift of health you give yourself and your baby—enjoy this special season. GoTheFull40.com</td>
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<td>Give your baby the gift of health—a term pregnancy. #full40 GoTheFull40.com</td>
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40 Reasons To Go the Full 40™

Nobody likes to be rushed—especially babies!

Your baby needs a full 40 weeks of pregnancy to grow and develop. While being done with pregnancy may seem tempting, especially during those last few weeks, inducing labor is associated with increased risks including prematurity, cesarean surgery, hemorrhage and infection. Labor should only be induced for medical reasons—not for convenience or scheduling concerns. Baby will let you know when she’s ready to emerge. Until then, here are 40 reasons to go at least the full 40 weeks of pregnancy:

**Finish Healthy & Well**

1. End right by starting right—keeping all of your prenatal appointments helps ensure a healthier ending
2. Savor the journey—soon you will meet your baby
3. Let nature take over—there are fewer complications and risks for both you and baby through natural birth
4. Recover faster from a natural birth than cesarean, which is major abdominal surgery that causes more pain, requires a longer hospital stay and a longer recovery
5. Birth a brainier baby—at 35 weeks your baby’s brain is only 2/3rd the size it will be at term
6. Set her thermostat—baby will better regulate her temperature when born at term
7. Boost breastfeeding—term babies more effectively suck and swallow than babies born earlier
8. Delight in those kicks and flips—marvel at the miracle of the life inside
9. Enjoy your convenient excuse for every mood swing and crazy craving
10. Nourish your body—a healthy diet and breastfeeding will help you lose the baby weight
11. Let others carry the groceries, mail, packages just a while longer
12. Indulge in “we” time before you’re a threesome or more
13. Sport your bump—as your belly increases, so do your chances of getting a great seat almost anywhere

**Manage Your Risks**

14. Eat healthfully—indulge occasional cravings without remorse
15. Give baby’s development the benefit of time since you may not know exactly when you got pregnant
16. Let baby pick her birthday—if she decides to emerge after 37 weeks there’s no need to try to stop your spontaneous labor
17. Skip an induction—which could lead to cesarean—by waiting for labor to start on its own
18. Reduce your baby’s risks of jaundice, low blood sugar and infection by waiting until he’s ready to emerge
19. Build your baby’s muscles—they’ll be strong and firm, and ready to help him feed and flex at term
20. Maximize those little lungs—babies born just 2 or more weeks early can have twice the number of complications with breathing
21. Ignore people who say an induction is more convenient. Nothing is convenient about a longer labor and increasing your risk of cesarean
22. Respond to requests to speed baby’s birth with the facts that inductions often create more painful labors and can lead to cesarean surgery
23. Let others do the heavy lifting—and the extra housecleaning
24. Splurge on pedicures—or ask a friend to do them for you, especially when you can’t see or touch your feet
25. Relish in the fact that right now you’re the perfect mom—your healthy pregnancy habits are growing baby the best possible way
26. Finish well—more time in the womb usually means less time in the hospital

**Enjoy This Time**

27. Relax! Babies are usually so much easier to care for in the womb
28. Shamelessly wear comfy, stretchy clothes
29. Postpone changing the eventual 5,000+ diapers baby will use
30. Be out and about without having to buckle, unbuckle, rebuckle baby into her car seat or stroller while running errands
31. Carry your most stylish purses especially the ones too small to hold diapers and wipes
32. Relish parenting—right now you know exactly where baby is and what he’s doing
33. Snooze when you can—what sleep you’re currently getting is actually quite a lot compared to the interruptions ahead
34. Massage remains a must—ask your partner to help ease the aches
35. Enjoy nights out without paying for a babysitter
36. Indulge in shopping without the added responsibilities of baby in tow
37. Redecorate your house around your nursery’s theme
38. Prop up your paperback—your burgeoning belly peaks at just the right reading height
39. Make the best-possible birth experience; don’t rush it
40. Write your own healthy reason—if it gets baby a full 40 weeks of pregnancy it deserves to be on this list
40 Razones Para llegar a 40 completas

A nadie le gusta que lo apuren . . . especialmente a los bebés!

Su bebé necesita 40 semanas completas de embarazo para crecer y desarrollarse. Aunque llegar al fin del embarazo quizás parezca tentador durante esas últimas semanas, inducir el parto está relacionado con un riesgo mayor de tener un parto prematuro, cirugía cesárea, hemorragia o infección. El parto sólo se debe inducir por motivos médicos, no por conveniencia o para cumplir con el programa que uno quiera.

El bebé le dirá cuándo está listo para nacer. Hasta llegar a ese punto, he aquí 40 razones para llegar a 40 semanas completas de embarazo:

Un final feliz y sano
1. Termine bien al empezar bien: asistir a todas sus consultas prenatales ayudará a asegurar un parto saludable
2. Disfrute la jornada: pronto conocerá a su bebé
3. Deje que la naturaleza se encargue del asunto: hay menos complicaciones y riesgos para usted y para su bebé cuando el parto es natural
4. Recuperése más rápido de un parto natural que de una cesárea, la cual es una cirugía mayor en el área abdominal que causa más dolor y requiere una estadía más larga en el hospital y una recuperación más larga
5. Cultive su cerebro: a 35 semanas de embarazo el cerebro de su bebé sólo tiene dos tercios del tamaño que tendrá a 40 semanas
6. Ajuste su termostato: los bebés que nacen a término regulan mejor su temperatura
7. Aumente el amamantamiento: los bebés nacidos a término maman y tragan de manera más efectiva que los bebés que nacen antes
8. Disfrute de las patadas y las maromas: maravíllese con el milagro de la vida que lleva dentro
9. Aproveche la excusa conveniente: que tendrá para explicar cada cambio de ánimo o antojo absurdo
10. Nítrase: tener una dieta saludable y dar pecho al bebé le ayudarán a bajar el peso que ganó durante el embarazo
11. Deje que otros carguen con los comestibles y los paquetes durante un rato más
12. Disfrute su tiempo de pareja antes de volverse un trío . . . ¡o un cuarteto o quinteto!
13. Lúzcase con su panza: mientras más grande sea, mejores son las probabilidades de obtener un asiento de primera fila en prácticamente cualquier lugar

Mitígue sus riesgos

14. Coma de manera sana pero consiéntase sin pena cuando tenga antojos
15. Déle más tiempo de desarrollo al bebé, ya que quizá no sepa exactamente cuándo quedó embarazada
16. Deje que el bebé escoja su cumpleaños: sí nace después de las 37 semanas no hay razón por la que debe detener el parto espontáneo
17. Evite la inducción —la cual puede conducir a una cesárea— al esperar hasta que el parto empiece por sí solo
18. Reduzca el riesgo de que su bebé sufra de ictericia, tenga un nivel bajo de glucosa o desarrolle una infección al esperar hasta que esté listo para nacer
19. Desarrolle los músculos de su bebé: si llega a término, estos serán fuertes, firmes y estarán listos para ayudarle a flexionar y a alimentarse
20. Maximice el poder de sus pulmones: los bebés que nacen 2 semanas o más antes de término pueden tener dos veces la cantidad de complicaciones con la respiración
21. No les haga caso a los que dicen que la inducción de parto resulta más conveniente. No hay nada de conveniencia en tener un trabajo de parto más largo e incrementar el riesgo de tener una cesárea
22. Si le piden acelerar el nacimiento del bebé, señale que a menudo las inducciones hacen que el trabajo de parto sea más doloroso y que puede conducir a una cesárea
23. Deje que otros hagan el trabajo pesado . . . y los quehaceres caseros adicionales
24. Dese un lujo y obtenga una pedicura. . . o bien pídale a una amiga que se lo haga, especialmente si no puede ver ni tocarse sus pies
25. Disfrute el hecho de que en este momento usted es la madre perfecta: sus hábitos sanos durante el embarazo están haciendo que el bebé crezca de la mejor manera posible
26. Termine bien: más tiempo en el vientre de mamá significa menos tiempo en el hospital

Disfrute la época

27. ¡Relájese! Es mucho más fácil cuidar a los bebés cuando aún están en el vientre
28. Póngase ropa cómoda y elástica sin ninguna pena
29. Posponga durante un rato más los cambios de pañal que, en promedio, tendrá que hacerle a su bebé.
30. Sale sin tener que abrochar, desabrochar y volver a abrochar el bebé en su asiento de auto o coche cuando está haciendo mandados
31. Ande con sus bolsos más chic: especialmente los que son demasiado chicos para guardar pañales y toallitas de limpieza
32. Disfrute ser mamá: ahora mismo sabe exactamente donde está su bebé y lo que está haciendo
33. Duerna cuando pueda: la cantidad de sueño que está obteniendo ahora será mucho mejor comparado con lo que obtendrá después de que nazca el bebé
34. El masaje aún es imprescindible: pídale a su pareja que le dé uno
35. Disfrute salir en pareja sin tener que pagar a una niñera
36. Consiéntase al ir de compras sin la responsabilidad adicional de ir con un bebé
37. Redecore su casa usando el tema que usó para el cuarto del bebé
38. Lea con comodidad: su panza creciente sirve para apoyar libros y los pone justo a la mejor altura para leerlos
39. Haga que la experiencia del parto sea la mejor posible: no se apure
40. Anote su propia razón saludable: si da por resultado que su bebé reciba las 40 semanas completas de embarazo, merece estar en esta lista

Las enfermeras de AWHONN se recuerdan que no debes apresurar a tu bebé! www.GoTheFull40.com