



# Recognizing Implicit Bias: The New Trajectory in Maternal Health



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Dr. J. is a doctoral-educated Midwife with 18 years experience, who practices in full-service municipal midwifery practice, and has attended more than 800 births. She is a staunch women's advocate.

She is a:

- Speaker
- Author
- Course Creator
- BirthWork Career Strategist



# **My Journey**

# Objectives

1. The participants will be able to identify what bias is
2. Participants will be able to identify how bias impacts connection with clients.





# BIAS





**TYPES OF  
IMPLICIT BIAS**

Confirmation  
Bias

Affinity  
Bias

Perception  
Bias

Attribution  
Bias

Name  
Bias

Conformity  
Bias

Cognitive  
Bias

# Perception Bias

# Conformity Bias

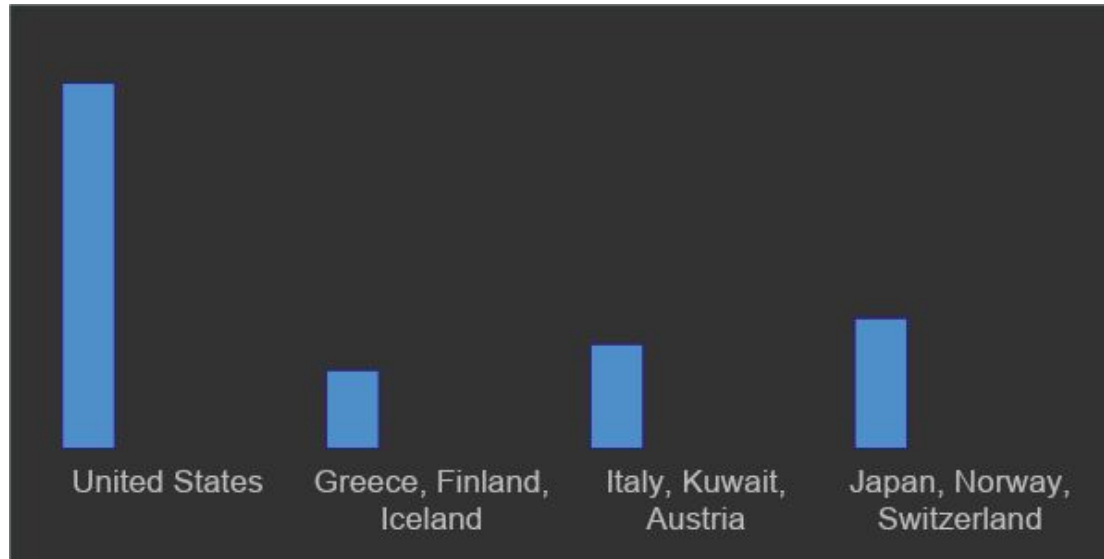
- We agree to be accepted
- We are being led instead of leading
- This type is known as “groupthink”

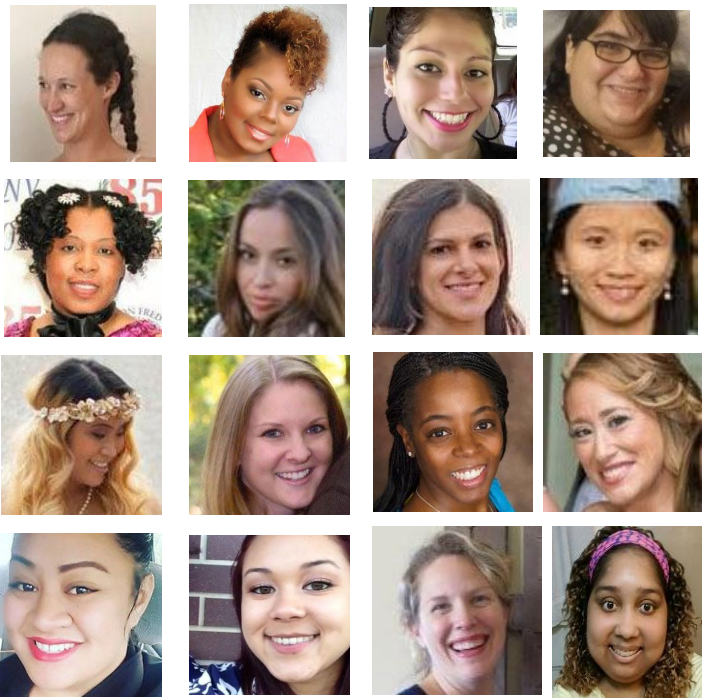


# *Maternal Outcomes*

## *Maternal Mortality & Maternal Morbidity*

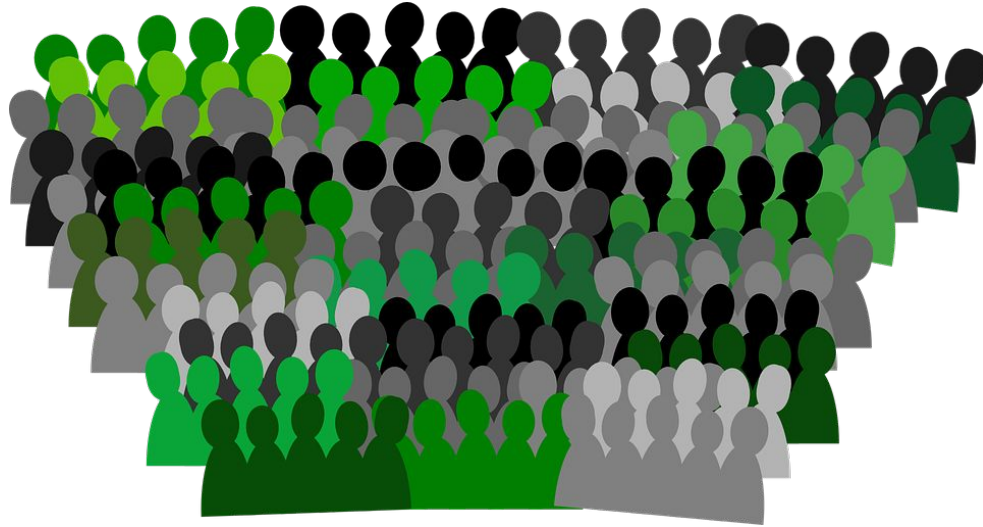
# World Health Organization Maternal Mortality Rates





- In 2019, according to the CDC, 754. women died in the U.S.
- The Facts: In 2019 the rate of maternal mortality was at 17.2 according to the CDC and at 20.1 according to the National Vital Statistics System.
- Black Women die at a rate of 3-4 times that of white women at the rate of 42.4/100,000 in 2019.
- 60% of maternal deaths are preventable

# Which group below exhibits implicit bias?



The correct answer is: **All of them**, every single one of us has implicit bias, it's unconscious and goes unrecognized.



**Hmmm**



***What is your story?***



# Leap into Action

**L:** Learn to recognize bias

**E:** Expect to find bias when you look inside, we are all bias

**A:** Accept that there are ways to overcome bias individually

**P:** Practice and Prioritize the individual strategies

# Four strategies to begin to look inward and self-assess

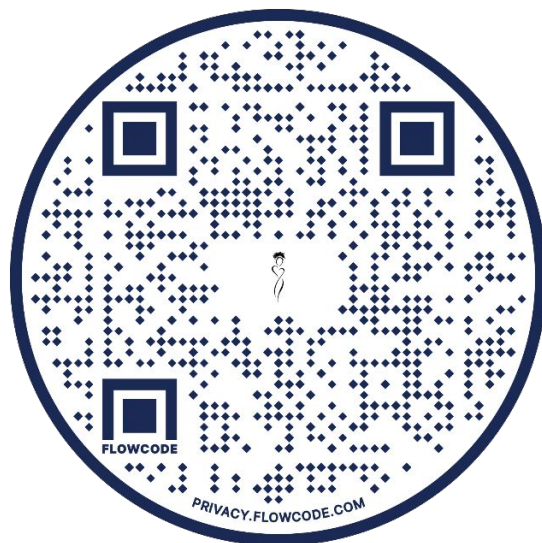
1. Pause as soon as you realize you that a negative thought is formulating
2. Self-reflect
3. Breathe
4. Recalculate and change the trajectory of that thought



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# 5 Ways to Improve Maternal Healthcare Delivery

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[www.TransitionsWomensHealth.net/Infographic](http://www.TransitionsWomensHealth.net/Infographic)

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*"Food for thought in a world full of options"*

**Dr. J**



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