



She Births®

She Births® Workplace Program

Empowering Parents - Supporting Excellent Workplaces



*“Family begins with better pregnancies and better birth experiences.
Valuing women and their partners fosters a new workplace
culture that is world class.”*

Robert E. Moritz, Global Chairman, PWC

What our Families say...

"She Births® was the best thing we did during our pregnancy. It prepared us for a great birth and the transition into parenthood.

Having knowledge and support from She Births® and the mothers group made parental leave so much more enjoyable. We have been able to continue focusing on our careers primarily because our transition was so smooth."

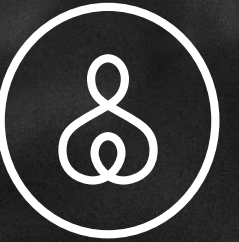




Australian Workplaces Today

The Australian Human Resources Institute (AHRI) has estimated the cost of staff turnover to Australian businesses to be at \$20 billion nationally.

- More than 350,000 babies are born each year
- The average age of women having their first baby is 31
- By 2025, millennials will make up 75% of the Australian workforce
- 80% of babies last year were born to millennial parents
- Around one-in-five pregnant employees experience discrimination in their workplace; of these women, 91% believe it is because of their pregnancy
- Up to 80% of pregnant employees will consequently experience mental health problems, with 57% of women leaving the workforce after giving birth because of this discrimination



“Birth shocks a lot of fathers ...”

Dr Rakime Elmir,
Western Sydney University

Dr Elmir has found that birth changes men. Those who are unprepared for birth can display symptoms of PTSD, including aggression, hypervigilance and detachment.





Why an Employer-Sponsored Birth Education Program?

Benefits for your Workplace

- ✓ Attracts talent
- ✓ Increases employee engagement
- ✓ Reduces costs associated with replacing lost talent and know-how by increased retention
- ✓ Increases presenteeism
- ✓ Complements existing employee benefits e.g. wellness and mindfulness programs
- ✓ Supports an inclusive culture for all working parents enhances an organisation's reputation and industry leadership "employer of choice"

Benefits for your Employees

- ✓ Increases engagement
- ✓ Increases advocacy
- ✓ Supports staff returning to work
- ✓ Reduce anxiety and develops resilience
- ✓ Helps maintain career momentum
- ✓ Fosters a leadership pipeline
- ✓ Builds an engaged parent community
- ✓ Provides practical support, resources and tools



The Benefits of She Births® Childbirth & Parenting Education

She Births® is the only scientifically verified childbirth and parenting program in the world, that strongly supports improvement in birth outcomes for both mother and baby and reduce medical intervention. The She Births® approach is based on three pillars: Knowledge, Inner Strength and Outer Support and combines evidence-based and holistic methods for a better and safer birth experience.



EXPERIENCE LESS PAIN: She Births® mums experience a 65% reduction in epidural because our natural pain relief and partner support methods are so effective



TRANSFORM FEAR: Equipped with our comprehensive toolkit of knowledge and skills, parents feel confident about the birth of their baby and early parenthood



A SAFER BIRTH FOR MOTHER & BABY: She Births® is the only course proven to reduce medical interventions; mums are 44% less likely to need a caesarean and babies are 53% less likely to require resuscitation



How Better Births Create Better Workplaces

98%

say our program allowed them to create a beautiful birth, no matter what unfolded

95%

say She Births® allowed them to connect more deeply with each other

95%

say that they could communicate more effectively with their caregiver and engage in decision making

97%

of mums say that prenatal yoga was critical to helping them prepare for birth

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- ✓ A better birth experience means a quicker physical and mental post-birth recovery
 - ✓ Positive perception of an employer increases when employees feel supported during pregnancy and parenthood
 - ✓ Education lowers anxiety during the pregnancy and creates a positive yet realistic expectation of birth



We prepare couples for every birth scenario, enabling them to create a beautiful experience, no matter what unfolds.

She Births® offers a new approach to pregnancy and parenting that allows families and workplaces to embrace change and foster a better work-life relationship, support staff retention, inclusion and value-based cultures.

She Births® Research



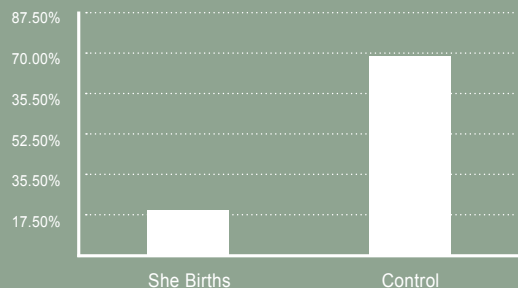
The She Births® program is recognised in both the public and private hospital sectors.

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

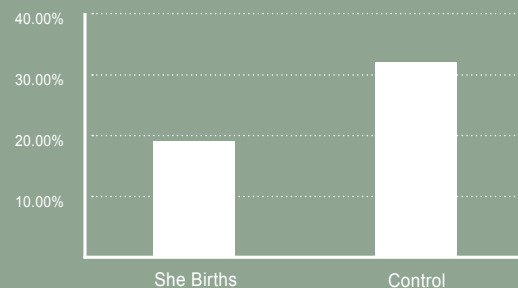
- 65% reduction in epidural
- 44% reduction in caesarean sections
- 50% reduction in medical augmentation
- 53% reduction in resuscitation of babies
- 12% reduction in perineal trauma
- Shorter second stage by 32 minutes

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.

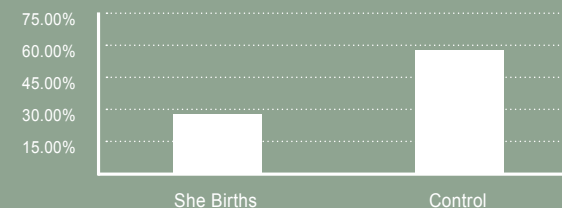
Epidural Analgesia



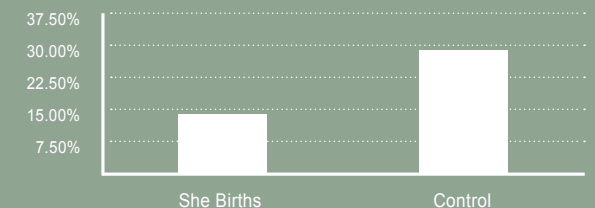
Caesarean



Augmentaion



Resuscitation (Suction +/- O2)





About the She Births® Team

The Birthing Institute employs highly trained She Births® Educators across Australia and has a core team working consistently in operations, technology and customer service. Our advisors work with us at both a medical and corporate level.

Management Team

Nadine Richardson - CEO
Donné Restom - Operations Manager
Grace Kiernan - Marketing Manager
Paul Gleave - IT Manager

Health Advisors

Prof Andrew Bisits - Obstetrics
Prof Sally Tracy - Midwifery
Dr Silas Taylor - Education

Corporate Advisors

Heidi Aldred
Jo Taylor
Aaron & Kaitlin Tait



About the Founder

Nadine Richardson is a renowned expert in childbirth and pregnancy. She has been a birth educator, doula and prenatal yoga teacher for over 20 years.

She Births® is her own holistic and evidence based course for pregnant couples that was developed within her local community of Bondi Beach, Sydney 10 years ago. After many years of attending births, influenced by her medically trained family she became inspired to develop a more comprehensive and professional preparation for birth that made a real difference.

Nadine is a health education innovator, a social impact entrepreneur and an expert facilitator. She has personally taught over 5000 people the She Births® program and supports many more through her public speaking engagements. Utilising numerous media platforms, conferences and our own She Births® Show Podcast, Nadine is dedicated to helping parents on their journey toward better births, evolved parenting and overall wellbeing.

The team she has brought together at The Birthing Institute have a passion for the advancement of society through disruptive enterprise. We don't mind if it's complex, as long as there's a vision for doing something to improve health and help humanity.

Our Social Impact

Nadine's vision is to make She Births® accessible to every woman on the planet. The knowledge and tools for better birth experiences are needed not only in the modern world but also in developing countries, where c-section rates have risen to between 70-90% in some capital cities.

We are proud to support TotoHealth through our one-for-one campaign via their revolutionary tech platform across Kenya and Tanzania.

Advancements in technology and collaborations with Indigenous communities and specialists in Australia, India and Africa are next on the list for change. Resources for hospitals, providers and families are being created, with book titles and a TV series currently in development.



Media Profile



Daily Mail



THE
HUFFINGTON
POST

The Daily Telegraph

The Sydney Morning Herald

The Canberra Times

Let's Create Positive Birth
Experiences Together



Find us at shebirths.com #shebirths @shebirths