



ARIZONA PERINATAL TRUST

November 4, 2025

Dear Colleagues,

The Arizona Perinatal Trust (APT) would like to share exciting information about the Crucial Voices of Arizona project, which seeks to promote respectful maternity care across Arizona by amplifying the CDC's "Hear Her" campaign. In 2024-2025, The CDC Foundation awarded the Arizona Perinatal Trust (APT) to support this important work. We conducted multiple focus groups of women, and their support people shared their experiences during prenatal, birth, and postpartum care. Community groups included American Indian and Alaska Natives, Afghan, Latina, Black, lower socioeconomic and LGBTQIA+ participants. Specific themes emerged following qualitative data collection and analysis. All community groups expressed a keen desire to feel respected. Other predominant themes include:

- 1) Not feeling listened to
- 2) Wanting more information about problems to watch out for
- 3) Feeling disrespected, a lack of compassionate care, or feeling rushed
- 4) Not being able to ask questions and communication gaps
- 5) Having access challenges like difficulty reaching their provider
- 6) Needing explanations beyond a handout
- 7) Needing someone they can trust

We also held focus groups for OB providers to explore their experiences and challenges in providing obstetrical care. For this group, themes included provider shortages in rural communities, lack of time to spend with patients, poor continuity of care, financial pressure, need for self-care, and a desire to recapture the joy of medicine.

In response, the APT launched the CDC-F funded Crucial Voices of Arizona campaign with targeted social media messaging and resources directed to women and their support people, healthcare providers, other professionals, and organizations. Videos feature focus group participants sharing their experiences in their own words. Messaging urges women to speak up when something does not feel right or need information (Do you feel heard?), advocating as a support person, and expanding knowledge about maternal warning signs. As a call to action, we request providers, healthcare professionals and organizations utilize this information and reflect upon their current state to identify gaps in the maternity care experience. We hope these findings, videos, and resources inspire provider groups, institutions, payors, and community partners to explore ways to work together creatively to promote respectful maternity care across all institutions providing care for women during pregnancy and the year following birth. Listen to their stories and download resources at <https://azperinatal.org/doyoufeelheard/>.

Respectfully,

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