



November 19, 2013

Dear hospital leader:

As you may know, women in the United States have a greater risk of dying from pregnancy-related complications than women in 45 other countries. The leading cause of these deaths is hemorrhage (bleeding to death), and it is estimated that half of these deaths are preventable. Like you, we at the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) find these deaths extremely troubling. For this reason, AWHONN has begun the Postpartum Hemorrhage (PHH) Project, with the goal of reducing preventable obstetric hemorrhage-related deaths or near-deaths in the District of Columbia, Georgia, and New Jersey.

AWHONN has organized a group of physician and nurse experts who will work with hospitals to achieve this goal by accomplishing the following for each hospital participating in the project:

- Improve nurses', doctors', and other healthcare providers' abilities to identify women at greatest risk for obstetric hemorrhage
- Improve healthcare providers' abilities to recognize early signs of excessive bleeding
- Increase readiness of clinical teams to respond successfully to obstetric hemorrhage
- Track how healthcare providers respond to obstetric hemorrhage

While there is no fee to participate in the project, we will require staff time to plan and conduct meetings, train on new processes, collect data, and disseminate findings. You can find more information about the project at <http://www.pphproject.org>.

With this letter, we are encouraging your hospital's participation in the PPH Project. We realize that you have many competing hospital priorities, but we believe that this project is of great importance to improving the health of women and newborns at your hospital.

Warm regards,

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