

Pilot Program for the Promotion of Normal Childbirth in the North, Northeast and Midwest of Brazil

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Abstract : The Well Born (Nascer Bem - in Portuguese) Program was created in the Hapvida health network with the aim of improving access to safe and quality prenatal care for users. In addition to offering a line of prenatal care, the inclusion of obstetric nursing and the decentralization of childbirth, bring security that professionals did not indicate the route of delivery for professional convenience. The introduction of the nursing consultation came to reinforce the care to our users, strengthening their bond and reception. In 2021, the program maintained an average of 40% of normal births in the north, northeast and central-west regions of Brazil, an average above that observed in the rest of the country's private health systems, around 20%. In addition, the neonatal hospitalization rate of this population remained around 5.1%, a figure below the national average. With these data, the "Nascer Bem" program is affirmed as a safe and effective strategy for the promotion of safe normal birth.

Keywords : quality, safe, prenatal, obstetric nursing

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