

MothersBabies

www.mothersbabies.org

Empowering Mothers-to-be Campaign

EXCLUSIVE

MothersBabies is seeking support for its 'Empowering Mothers-to-be Campaign' to progress its mission to empower mothers-to-be with evidence-based science to transform their health pre-pregnancy, during pregnancy and at birth so that their health, and the health of their babies, is optimised for life. In so doing, the campaign will significantly contribute to disease prevention and in turn reduce the burden on our community and healthcare system.

Emerging science about the microbiome - or gut health, is showing that the microbiome and its interaction with both our DNA and our environment, plays a crucial role in the creation of health or disease in humans. The links and significance in pre-pregnancy and pregnancy are becoming increasingly apparent.

As maternal demographics shift towards older maternal age and greater pre-pregnancy weight, an association with higher incidence of pre-pregnancy chronic health conditions such as diabetes hypertension, preeclampsia and pre-term birth is rising



(AIHW, 2017; AIHW, 2016; Duley, 2009; Guariguata, 2014). This in turn leads to an increased incidence of poor mother and baby outcomes. The incidence of chronic health conditions and diseases such as allergies, eczema, asthma, autism, obesity and diabetes are on the rise in babies and children. During the last decade, the human microbiome has established itself as a key contributor to human health, particularly in the Developmental Origins of Health and Disease (DOHaD) ^[1].

The WHO has recently released its 'Top 10 Threats to Public Health' – which includes non-communicable disease, fragile and vulnerable groups such as maternal and child health, and poor primary health care – in

their list ^[2]. Furthermore, they recommended that integration and strengthening of 'current guidance for preconception and antenatal care' will enable communities to reduce non-communicable disease and childhood obesity ^{[2] [3]}.

The preconception period has now been recognised as an under-appreciated time 'in the life-cycle with far-reaching consequences across the life course,' in the medical journal *The Lancet* ^[4]. It noted that our preconception health is a critical indicator of pregnancy outcomes, with the consequences of one's preconception health impacting on many future generations ^[5], the vital role that evidence-based health and lifestyle advice, care and education has to play in preventative medicine is very apparent.

Kathy Lette, MothersBabies Patron



National Treasure, best-selling author, screenwriter, journalist and funny woman Kathy Lette is the Patron of MothersBabies. Kathy is passionate about women's health. Fresh from a sell out run of her solo show, *Girls' Night Out*, at the Edinburgh and Adelaide Fringe Festivals, Kathy is currently touring it around Australia. She'll be back in late April to launch her 14th novel, called 'HRT - Husband Replacement Therapy'.

MothersBabies is currently engaged in two major initiatives:

1. Conducting the Empowering Mothers-to-be Campaign
2. Raising funds for the MothersBabies Study – this study will examine the link between the state of the microbiome that a baby acquires from its mother and the potential for diseases to arise.

A background document that outlines the key milestones of the Empowering Mothers-to-be Campaign; ‘The MothersBabies Empowering Mothers-to-be Campaign’, is available on request.

It is well-established that healthy parents make healthy babies, and we now know that development of a person’s microbiome begins well before birth and has the ability to exert effects on the next generation [6-8]. In order to minimise - and ultimately halt - disease progression and create healthier outcomes for future generations, the opportunity exists for creating greater awareness to help mothers-to-be and families to start focusing on health and lifestyle –

before they think about having children.

The goal is a communication and awareness program that focusses on creating and distributing evidence-based content, primarily through social media and media partners, but also through specifically-targeted PR and live events hosted and heavily subsidised by major corporate partners e.g. MinterEllison, Google and Goldman Sachs. The outcome will be increased engagement and awareness of the importance of optimising the microbiome and immunity pre-pregnancy, and will assist with fundraising for the MothersBabies Study.

By creating and offering something of real value to the community, we believe that we will be rewarded by ongoing financial and in-kind support for the Empowering Mothers-to-be Campaign and the MothersBabies Study from the general public, media partners, corporates, trusts and foundations, and government.

References:

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MothersBabies

BUILDING BETTER BABIES ONE BELLY AT A TIME

MothersBabies is a registered charity. The aim of the MothersBabies is to optimise the future health of humanity by empowering mothers-to-be to transform their health pre-pregnancy, during pregnancy and at birth, so that their health and the health of their babies is optimised for life.

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