



**“SWA” Choithram’s Natural Birthing Centre
Inaugurated on 16th September 2016**

“Giving the power of birthing back to the woman and the midwife”

WHAT DOES SWA OFFER A WOMAN:

At Choithram’s “SWA” the woman is given the right to choose her birthing process through safe, sensitive & skilled care. The team believes in woman’s strength and capability to birth her baby without unnecessary intervention

AIM.....

Our goal will be to provide professional, individualized care to meet the needs of women and their families through in a ‘home like’ environment, emphasizing upon minimal medical intervention.

Midwifery Model of Care

- Our birth Centre is staffed with experienced team of midwives.
- Midwives support the women throughout their pregnancy and birth.
- They are vigilant enough to recognize if further medical support is needed.

To provide individualized care to meet the needs of women in a ‘home like’ environment, emphasizing upon minimal medication and medical Intervention

Our natural child birthing and guidance centre will provide complete information to guide women through their options to achieve the birth they want. We include information on the benefits of natural birth, tips to address the many hurdles’ women birthing in India face (fear, lifestyle, family issues, lack of choices, over-medicalised care, lack of support, physical or emotional issues, and previous traumatic experiences). There will be added information on hormones, comfort measures, Indian birth culture, and massage, squatting for birth, yoga, hydrotherapy, meditation, use of other alternate therapies such as acupressure, music and naturopathy.

The birthing woman needs and deserves to be cared for, but in essence only she has the power to birth her baby. Women have the right to be treated with dignity, make choices and have a safe and supported birth. No matter where or how a woman births, or if medical help is required, the care she receives should remain woman-centred and respectful. With regards to childbirth there are gains in the availability of emergency care but the traditions around women's fertility and childbearing power are being highly threatened by the trend to give birth in a hospital setting.

We offer Range of Therapies that will ease out from discomfort during first stage (SWA Bundle)

1. Meditation & Breathing exercises
2. Hydrotherapy
3. Use of birthing ball
4. Selected Acupressure
5. Abdominal effleurage/ Back Massage
6. Specific Yoga Asanas
7. Keeping the woman hydrated enough by giving her fluids and light food
8. Garbh sanskar music
9. Encourage Walking
10. STS & initiation of breast feeding





Initiated MCH Clinics

Why there is need to prepare mothers for normal physiological birth?

To make them strong, empowered, stress free, fearless and recognize their body's strength and understand the birthing process

1. Department of Health counseling & MCH clinic at Choithram Annapurna, Indore.

The services at the Clinic commenced from 8th April, 2012.

PHILOSOPHY

“We believe that women have the right to make choice to have a spontaneous, safe and supported birth.”



With the successful outcome from our Maternal & Child Health Counseling Centre at Choithram Clinic, Annapurna, we started one more similar Centre, which was named as Healthy Mother Healthy Baby Cell at CH&RC on 24th Jan 2015.

2. Healthy Mother & Healthy Baby Cell at Choithram Hospital & Research Centre Indore

The services at the Clinic commenced from 24 January, 2015.

Our Goal is to return back births to “Natural Birthing” by empowering women and families through pre-conception care, pregnancy education classes, parenting sessions, and midwifery support through complete prenatal program.

What we do at HMMBC:

- Advise & demonstrate ways to keep her healthy
- Letting her enjoy each phase of her journey towards motherhood
- Preparing her for birth through active counseling, the required skills and techniques i.e. knowing & trusting her own body, *Garbh sanskar*, *Meditation*, *Relaxation*, *Yoga*, *Music*, *diet* etc. which is needed to ensure a comfortable, safe birth experience and smooth recovery, without any hassle.

