

Integrate “One Small Thing” Into Postpartum Visits Today

A 1-2 MINUTE INTERVENTION TO STRENGTHEN SUPPORT AND IMPROVE FOLLOW-UP

The “One Small Thing” campaign, developed by the California Surgeon General under Strong Start & Beyond, provides ready-to-use tools to help patients build postpartum support through simple, practical actions. Incorporate this campaign into routine visits to strengthen support after delivery and improve follow-up care.



When to use

- Third trimester prenatal visits.
- Discharge planning.
- Postpartum follow-up visits.



Why it matters

The postpartum period carries significant risk:

- 60%+ of maternal deaths occur after discharge.
- 40%+ of new mothers report isolation.

Impact on care

- Missed or delayed follow-up.
- Unidentified physical or behavioral health needs.

Provider value

- Improves engagement in follow-up care.
- Helps surface unmet needs earlier.
- Supports care coordination.



What to do (1-2 minutes during a visit)

1. Introduce the concept

- Explain that small acts of help support recovery after childbirth.
- Offer 1-2 examples (meal, childcare, check-in).

2. Identify support

- Ask: “Who can help you after delivery?”
- Help the patient identify one person and one specific action.

(continued)



3. Share tools

- **Provide or direct to:**
 - **Flyer** (English or Spanish)
 - » <https://bit.ly/One-Small-Thing-Flyer-English>



- » <https://bit.ly/One-Small-Thing-Flyer-Spanish>



- **Coupon book** (English or Spanish)
 - » <https://bit.ly/Coupons-English>



- » <https://bit.ly/Coupons-Spanish>



4. Reinforce at follow-up

- Ask if support was received.
- Identify gaps and connect to services, if needed.



Watch for risk signals

Limited or no identified support may indicate increased risk. Consider additional follow-up or referrals for:

- Behavioral health.
- Social services or Community Supports.
- Care management.



Tips for effective use

- Keep it brief – integrate into routine care.
- Be specific – one clear example is most effective.
- Do not assume support is available.
- Treat lack of support as a meaningful care signal.
- Document the identified support person and action in the care plan to reinforce continuity.



Access resource

- Get California Surgeon General campaign materials at **OneSmallThingCA.org**.