



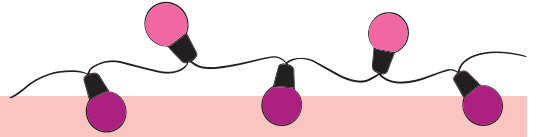
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Why do births always decrease around

The holidays?

BABIES CAN'T READ CALENDARS

3 Points to Consider



THE DATA IS CONSISTENT YEAR TO YEAR

In the United States there is a HUGE decrease in births on (and around)...

1

- Christmas
- New Years
- Independence Day (4th of July)
- Easter (changes yearly - first Sunday after the full moon in April)
- Thanksgiving (changes yearly - last Thursday in November)
- Memorial Day (changes yearly - last Monday in May)

And it's not just the United States.



IT'S NOT A COINCIDENCE - IT'S ABOUT CONVENIENCE

And not YOUR convenience. The convenience of providers.

2

No one wants to work on holidays, and hospital birth providers have a way to make sure (for the most part) that they don't have to. Inductions & c-sections are rarely scheduled on holidays, but they ARE frequently scheduled in the days leading up to, or just after, a holiday (see chart below).



ALWAYS QUESTION INDUCTIONS & PLANNED C-SECTIONS

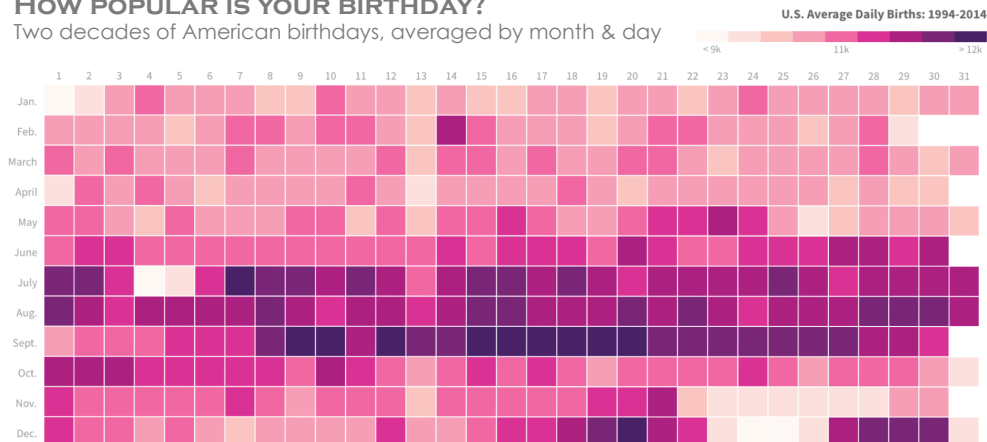
If you ARE due around the holidays, and your provider suggests an induction or c-section, it's a good idea to question why (remember that you always have the right to decline). If there is not a legitimate medical reason, they may be more concerned about being home in time for Christmas dinner than about your well being.

3



HOW POPULAR IS YOUR BIRTHDAY?

Two decades of American birthdays, averaged by month & day



Notes: The conception date, purely for illustration, is 266 days prior to birth. It represents a hypothetical "moment of conception" based on the normal gestation period for humans, 280 days, minus the average time for ovulation, 2 weeks.
Data: U.S. National Center for Health Statistics (1994-2003); U.S. Social Security Administration (2004-2014) - via FiveThirtyEight
Credit: Matt Stiles/The Daily Viz at <http://thedailyviz.com/2016/09/17/how-common-is-your-birthday-dailyviz/>