

WRISK values

1. Take a woman-centred perspective on risk communication in pregnancy; elevating seldom-heard voices and encompassing women's experiences regardless of pregnancy outcome.
2. Recognise and value the public health approaches to improving health outcomes as well as the challenges of public health risk messaging for pregnancy
3. Recognise the cultural context in which women are often held maximally responsible for the health of their pregnancy and children.
4. Recognise and value women's autonomy and capacity to contextualise public health messages.
5. Recognise that any each woman's pregnancy/ies will involve multiple experiences of risk.
6. Deliver the project on time and within budget.

