

## “The CAPPA Difference”

- The CAPPA Approach
  - Using evidence-based information in practice
  - Embracing positive mental attitudes
  - Approaching all situations with a loving, non-judgmental mindset
  - Building bridges amongst support and healthcare professionals
- It's truly a sisterhood!
- Customer service is second to none. You will receive an answer in a timely manner.
- CAPPA offers more certifications than any other organization, all under one affordable membership rate. CAPPA strives to offer current, relevant educational opportunities to our members.
- CAPPA is the only childbirth organization to offer a FREE annual conference to our members. Combining exceptional educational opportunities with networking, friendship, and fun.
- CAPPA is the largest certifying childbirth education organization in the world.
- CAPPA International branches are designed and directed by leaders living in those countries.
- The CAPPA International branches modify their certifying programs to be culturally relevant.
- The CAPPA Approach supports the needs of both perinatal professionals and families.
- CAPPA offers unsurpassed opportunities for networking and utilizes the most current technologies.
- The CAPPA office is run by our founder/CEO and carefully chosen office administrators who are also members and perinatal professionals, not a hired management company.
- CAPPA has the largest social networking presence of any organization of its kind.
- CAPPA offers an interactive networking site, iCAPPA, the CAPPA APP, and SMS service to all of our members.
- CAPPA members are the most important thing to CAPPA. We value you!!