

# Advancing Health in U.S. Communities:



## Breaking Up with the 'Cookie Cutter' Approach to Preconception Messages

**AMCHP Conference 2017 | March 6<sup>th</sup>, 2:30PM**

TAG US: #ShowYourLoveToday



***PCHHC Vision: All women and men of reproductive age will achieve optimal health and wellness, fostering a healthy life course for them and any children they may have.***

# Our roots. . .

- CDC Select Panel on Preconception Health (2006)
  - Goal 1. Improve the knowledge and attitudes and behaviors of men and women related to preconception health.
  - Recommendations 1 & 2. Individual Responsibility & Consumer Awareness.
  - Consumer Work Group (one of five)



# Show Your Love – Phase 1

- PCCHC and the Centers for Disease Control and Prevention (CDC) with support from Research Triangle Institute conducted formative research and convened thought leaders from across the country to develop the first campaign.
- Launched in February 2013 with a formal partner-based strategy, research-backed resources and campaign products as well an evaluation - [cdc.gov/preconception/showyourlove](http://cdc.gov/preconception/showyourlove). Campaign materials carry the valuable CDC logo and brand.
- Focus: Planners & Non-planners







Show Your Love: Self  
Fill out the information below to personalize and send this eCard.



**Preconception Care and Health Care**

Preconception Home • Show Your Love Campaign Materials • Get Involved

**Videos, PSAs, and Podcasts**

Facebook Twitter Plus

Language: English

**Educational Videos**

We have developed videos in English and Spanish that reach several different audiences.

**Me? Have a baby?**  
Thinking about having a baby? This video helps highlight the importance of a woman's health before getting pregnant—the key is setting goals, making a plan, and most importantly, taking care of yourself during preconception.  
View this video for women/ couples who want to become pregnant:  
[English](#)  
[Spanish](#)

**Me? Have another baby?**  
If you've already started your family, this is a wonderful time to take care of yourself—and plan for the future. You already have goals and dreams for your child and family but now is a good time to take care of your own health as well.  
View this video for women who already have a family:  
[English](#)  
[Spanish](#)

Victoria DK&S E. Boudreau

**Show your love.**

You're ready to get pregnant. It's time to nurture and love yourself by planning and preparing your body for pregnancy. Take these steps to improve your preconception health.

**What is preconception health?**

- Preconception health refers to a woman's health during the years she can have a baby.
- A woman's health before she gets pregnant can affect the health of her baby.

**What can you do?**

- Choose behaviors like eating a healthy diet, being physically active and taking folic acid every day.
- Stop drinking alcohol, smoking, and using street drugs.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions and medicines with pregnancy in mind.
- Make sure your vaccinations are up-to-date.
- Get mentally healthy.
- Get regular checkups at least once a year.

For more information on how to improve your health now, talk with your doctor and visit [www.cdc.gov/showyourlove](http://www.cdc.gov/showyourlove).

**Your Baby Will Thank You For It!**

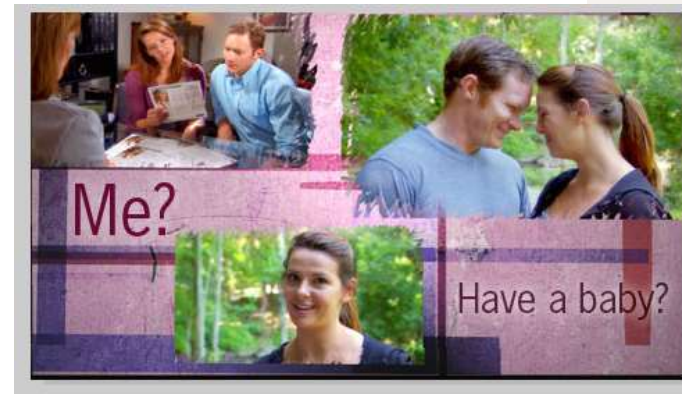
Show Your Love Preconception Health

Centers for Disease Control and Prevention  
National Center on Birth Defects and Developmental Disabilities

1-800-CDC-INFO

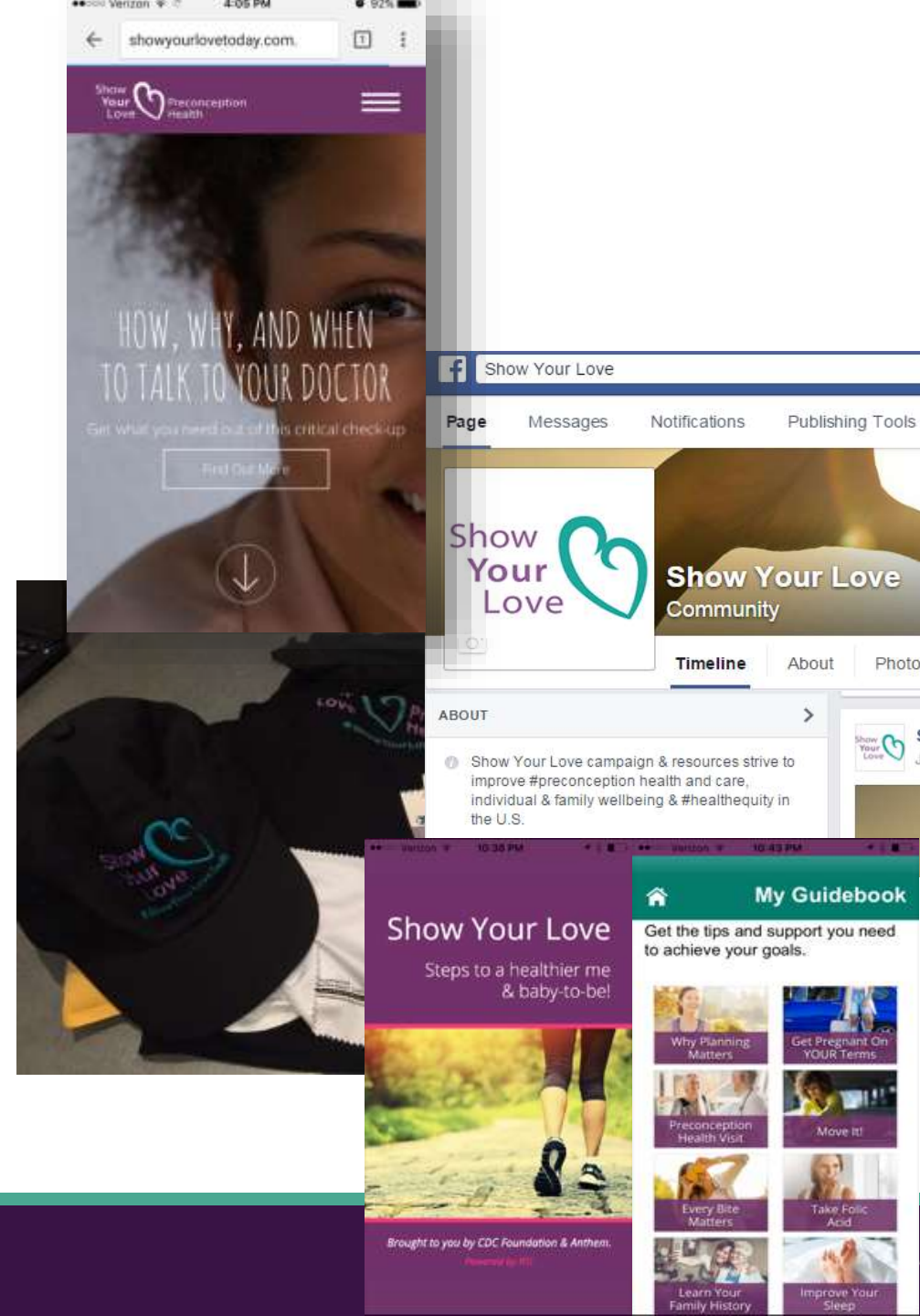
# What we accomplished

- Efforts laid the groundwork for the development of a consumer-focused preconception health brand and national social marketing campaign.
- Contributed to increased understanding of the barriers faced by women of color and other special populations who are at high risk for adverse pregnancy outcomes and other special populations.



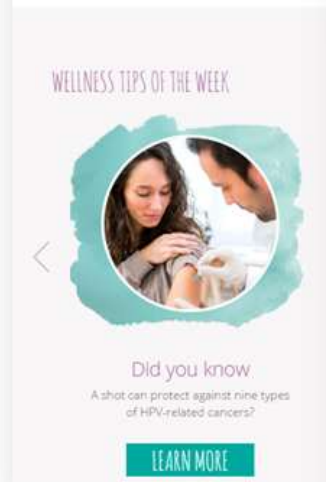
# Show Your Love Phase 2

- Funded by the WK Kellogg Foundation 5/15-2/16 - Allowed PCHHC to hire our first communications director
- Resources to support small media buys, new website and campaign basics as well as mini-grants
- Hope was to change behavior (of course) AND to generate energy and action and PRESENCE to attract additional funding





# ShowYourLoveToday.com





# #ShowYourLoveToday on Social



[Twitter.com/SYL\\_Today](https://twitter.com/SYL_Today)



[Facebook.com/ShowYourLoveToday](https://Facebook.com/ShowYourLoveToday)



@ShowYourLoveToday

# #PCHChat Tweet Chat

**His & Hers Reproductive Health Chat**  
#PCHChat

June 16 @ 1PM ET

 Preconception Health+Health Care Initiative  
A National Public-Private Partnership

 The National Campaign to Prevent Teen and Unplanned Pregnancy

 march of dimes  
A FIGHTING CHANCE FOR EVERY BABY™

 Healthy Teen Network

 USC University of Southern California

 Jay Cardiello

 DR. PARI

## TWEETREACH SNAPSHOT FOR

#PCHchat

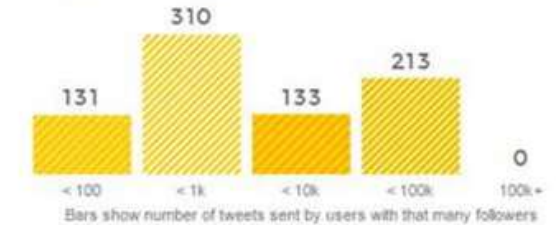
### ESTIMATED REACH

323,825

ACCOUNTS REACHED

### EXPOSURE

4,804,200 IMPRESSIONS

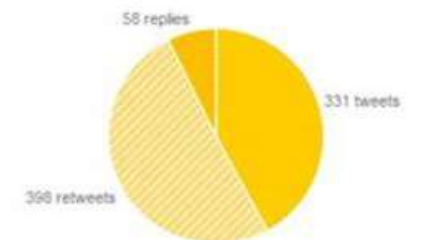


### ACTIVITY

787  
TWEETS

104  
CONTRIBUTORS

8  
DAYS



### TOP CONTRIBUTORS

1M @nacersano

### MOST RETWEETED TWEETS

17 March of Dimes @modhealthtalk

# PCHHC National Newsletter

- Featuring top news, resources, tools, campaigns in preconception.
- To subscribe, send an email to [pchhcnews@gmail.com](mailto:pchhcnews@gmail.com) with Subscribe as the subject line - or text PCHHC to 22828.
- Submit updates, articles, content, suggestions to [Suzanne@med.unc.edu](mailto:Suzanne@med.unc.edu)





# PCHHC in the News

Check out our “PCHHC in the News” section on Before and Beyond





# Show Your Love Ambassadors

Diverse group of **young adults ages 18-30** who model and promote healthy behaviors and life choices online and in their communities.

More: [www.showyourlovetoday.com/joinus](http://www.showyourlovetoday.com/joinus)









# Show Your Love App

- RTI / CDC Foundation / Anthem Health Developed a Preconception Health App for “Planners”



# PCHHC Catalyzing Change Meeting





# Real Talk...

How have we not cracked the code and authentically - while being scientific and accurate - been able to raise awareness that **what you do *before* you're pregnant matters?**

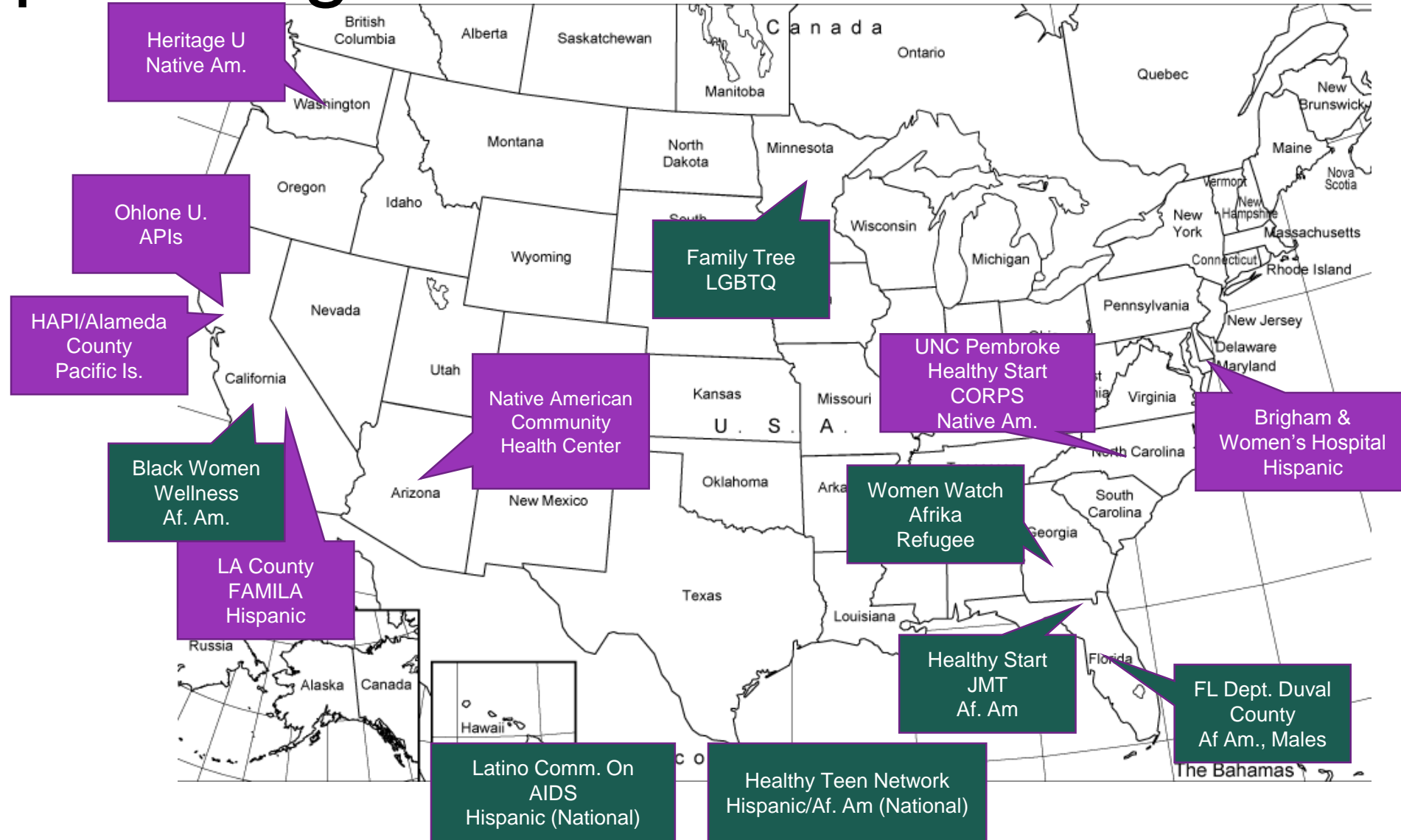
# Show Your Love Diversification Grants

*WK Kellogg funded 14 organizations nation-wide to expand and diversify our messaging and materials*

# Speak the language; look the part



# Spreading love across the nation







Brigham & Women's Hospital  
 Target: Latinas ages 14-45 and their senior support systems ages 45+; Boston



Latino Commission on AIDS  
 Target: Latina women/cisgender, English and Spanish speaking, ages 18-29; U.S. and territories



LA County Dept. of Public Health  
 Target: Hispanic men and women ages 18-29 in/around Los Angeles (FAMILIA text campaign)



Healthy Teen Network  
 Target: Black and Latina teenage girls; National Membership Organization; Baltimore, MD (CRUSH APP)



Black Women Wellness  
 Target: Black young women ages 18-29; Los Angeles, CA

*A World of Cultures  
 United in Learning*



Ohlone Community College District  
 Target: Asian Pacific Islander and Latina female students at Ohlone Community College; CA



Health Advancement for Pacific Islanders (HAPI)  
 Target: Pacific Islander men and women ages 18-29; Alameda County, CA



FL Dept of Health-Duval County  
 Target: Males ages 19-29, significant others of "planning/non-planning" women, Fathers; Northeast FL



Women Watch Afrika

Target: Refugees from African countries; Georgia



Ttaw'axt / Heritage University / Zero to Three

Target: Young women and children enrolled tribal members of Yakama Nation & other families in Yakima Valley; Washington State (Ttaw'axt, indigenous Native American community)



Native American Community Health Center

Target: American Indian women and men ages 18-44; Maricopa County and surrounding areas



UNC Pembroke & Healthy Start CORPS

Target: Native American and Hispanic women ages 18-29; Robeson County, UNC Pembroke and Community College



Healthy Start Coalition of Jefferson, Madison, Taylor Counties

Target: Young Black women and partners, low-income; Rural North Florida



Family Tree Clinic

Target: LGBTQ patients; Twin Cities, MN

# Grantees in their Communities

- Tailored / tested SYL core goals, messages, and materials to:
  - Build engagement and disseminate preconception health information to their target audience.
  - Encourage more interpersonal and community support programs to get involved in the Campaign.
- Made or deepened connections with the community they serve.
- Elicited involvement from the focus population to gauge the relevance and influence of messaging and facilitate the production and evaluation of relevant photos.

# The Word **“PRECONCEPTION”**



# Tailoring the *Diversified* Messages



Before, Between  
& Beyond Pregnancy





**CDC** Centers for Disease Control and Prevention  
CDC 2017. Saving Lives. Protecting People.™

SEARCH

**Preconception Care and Health Care**

**Preconception Care:**

- Overview
- Planning for Pregnancy
- Women
- Men
- Reproductive Life Plan
- Health Professionals
- Resource Center
- Articles and Documents
- Show Your Love Campaign Materials
- Get Involved
- Partners Spotlight

**Partners: Get Involved with Show Your Love**

Buttons, posters, videos, and other resources are now available to help you promote preconception health to women in your community. Please visit our webpage often, as we continue to update and add new resources.

**Resources to Get Involved:**

- Buttons
- Checklist
- Photo Resources
- Sample Posters
- E-Cardset
- Infographic
- Video, PDFs, and Printables
- Image Library

**Get Email Updates**

To receive email updates about this page, enter your email address.

**Show Your Love Preconception Health**

**Show Your LOVE! Steps to a Healthier me!**

Life offers many opportunities. Take time to think about your goals for school, for your job or career and for your health. Your physical and mental health are important in helping you achieve the goals you set for yourself. This is a tool to help you set your goals and make a plan.

Start by choosing your goals for this year. It is easiest to focus on 2 - 3 goals. Then, see the checklist below to set your plan into motion.

Write your goals or to-dos:

- 1.
- 2.
- 3.

**Checklist to set my goals:**

- 1. **10. Will not use street drugs or take other people's prescription medicines.**  
Taking drugs not prescribed for me is not good for me. I want to be healthy!  
☐ Make an appointment with my doctor to talk about help for this.  
☐ Find a support person or group for additional help.
- 11. **Reduce my alcohol intake.**  
☐ Reduce my drinking to less than 7 drinks a week and never more than 7 on any one occasion.  
☐ Stop drinking immediately if I feel any physical symptoms, including dizziness, nausea, or vomiting.  
☐ Make an appointment with my doctor to talk about help for this.  
☐ Stop drinking immediately if I feel any physical symptoms, including dizziness, nausea, or vomiting.  
☐ Find a support person or group for additional help.
- 12. **Stop tobacco use.**  
Tobacco can be harmful, physical, or sexual. For one person to be tobacco-free, I have myself and my child or children enough to take steps to quit with tobacco. If I should happen to be or my family.  
☐ Talk with my doctor.  
☐ Talk with a counselor.  
☐ Make a plan.  
Call the National Tobacco Helpline at 1-800-785-5287 or 1-800-785-5287.
- 13. **Maintain my health conditions, such as diabetes, hypertension, or asthma.**  
☐ Learn more about my health conditions.  
☐ Talk with my doctor about a plan to manage my health conditions and my medicines.  
☐ Find a support person or group to help me with the plan.
- 14. **Learn about my family's health history.**  
Learning about health problems in my family helps me and my doctor and me determine what problems to look for and how to prevent or deal with them.
- 15. **Ask my parents, grandparents, teachers, friends, mentors, and coaches about my health problems in the family.**  
☐ Keep a record of my findings.  
☐ Update yearly.
- 16. **Get regular checkups. See my doctor for regular appointments and if I have questions.**  
☐ My doctors' names and phone numbers are:  
☐ My next appointments are:  
☐ My next appointments are:

**Remember to ask my doctor:**

Taking time to look at your life goals and getting as healthy as you can be will allow you to take full advantage of the opportunities that lie ahead. Talk with your parents and your doctor about how to best put this plan into action. Remember that life happens, and plans can change, but just like it is a plan so that you can look at it regularly and update it—and live it with you to your next appointment with your doctor. And, if you decide you want to have a baby sometime in the near future, be sure to share your information with your family before you get pregnant. To be ready to stop your plan, please, don't make any more changes. Share and keep in the social support person in the world—YOU!

**Show Your Love Preconception Health**

**Centers for Disease Control and Prevention**  
Division of Reproductive and Developmental Sciences

**Show Your Love**  
Steps to a healthier me & baby-to-be!

**Brought to you by CDC Foundation & Anthem.**  
Powered by YOU.

**Preconception Health**



GET LOCAL: steer to local resources,  
organizations, people







**FREE text messages to help improve your health!**



#### Adobe Reader

Note: PDF documents on this site were created using Adobe Acrobat 5.0 or later. If you are using an earlier version of Adobe Acrobat Reader (4.x or less), document functionality may be reduced. [Please Click Here](#)

#### Contact Information

Los Angeles County  
Department of Public  
Health  
Maternal, Child, and  
Adolescent Health  
Programs  
600 S. Commonwealth  
Ave., 8th Floor  
Los Angeles, CA 90005  
Tel: (213) 639-6416  
FAX: (213) 639-1034

[FAMILIA@ph.lacounty.gov](mailto:FAMILIA@ph.lacounty.gov)

[Privacy Policy](#)  
[Terms of Use](#)

## Welcome to FAMILIA!

**To join, text LAFAMILIA to 55000**

The FAMILIA text messaging program focuses on family planning, active living, maintaining a healthy weight, improving nutrition, reducing stress, and addressing abuse. Each message links here to the FAMILIA website, which has more information, apps, blogs, and videos related to that topic. You'll receive three healthy living texts each week for three months. You can choose to receive messages in English or Spanish.

By taking charge of your health, you are taking charge of your future.



## FAMILIA Topics:



### Contraception Options

#### Active Living

[Tips for an Active Life](#)

[Stretching and Soreness](#)

#### Maintain a Healthy Weight

[What is a Healthy Weight and](#)

[Why Should You Achieve It?](#)

[Healthy Ways to Lose Weight](#)

[Achieve a Healthy Weight by](#)

[Managing Stress and Sleeping](#)  
[More](#)

#### Improve Nutrition

[Recommendations for Eating](#)  
[Healthy](#)

[Healthy Eating Out](#)

[Healthy Beverages](#)

#### Less Stress

[What is Stress?](#)

[What is Depression?](#)

[What is Anxiety?](#)

#### Address Abuse

[Healthy Relationships](#)

[Abusive Relationships](#)

Questions? Contact us:

[FAMILIA@ph.lacounty.gov](mailto:FAMILIA@ph.lacounty.gov)

(213) 639-6416

Show  
Your Love  Preconception  
Love Health



Hone the Message. Keep it Simple.  
Prioritize the Call to Action.



How will you #ShowYourLoveToday?







# Don't Translate, Transcreate.



Show Love to Yourself and Your Children by practicing Good Nutrition!  
Eat Fruits and Vegetables instead of Junk Food!

Onyesha upendo kwako na kwa watoto wako kwa kukula vyakula bora! Kula matunda na mboga badala ya viakula bila afya bora.

إظهار الحب لنفسك وأطفالك من خلال ممارسة التغذية الجيدة!  
أكل الفواكه والخضروات بدلا من الوجبات السريعة!

Uzihar alhubb linsik wa arfalik min khilal mumarasat alitaghdiat aljayida! akl alfawakih walikhodarat badalaan min alhayjat alshar'at!

Feel Sick? Not Well?  
Show Love to Yourself by going to a clinic!

Ukihisi maumivu, jipe upendo kwa kutembelea kliniki!

أشعر بالمرض؟ ليس جيدا؟  
إظهار الحب لنفسك بالذهاب إلى عيادة!

ash'ur bialmar'd? lays jida? uzihar alhubb linsik bialdhdhabab' i'laa eiada!

Show Your Love  
Preconception Health



Show Your Love  
Preconception Health



## Eat Healthy Food



Health Care Initiative  
Partnership



It is important to eat a lot of fruits and vegetables, at least five times a day

When fresh fruits and vegetables are not available, choose frozen or canned fruits and vegetables



Drink plenty of water everyday

Eating healthy food means eating a variety of food every day, including whole grains, fruits and vegetables, milk and other dairy products, and meat, seafood, or beans



Limit the amount of fast food and processed food that you eat because these foods are very high in fat and salt



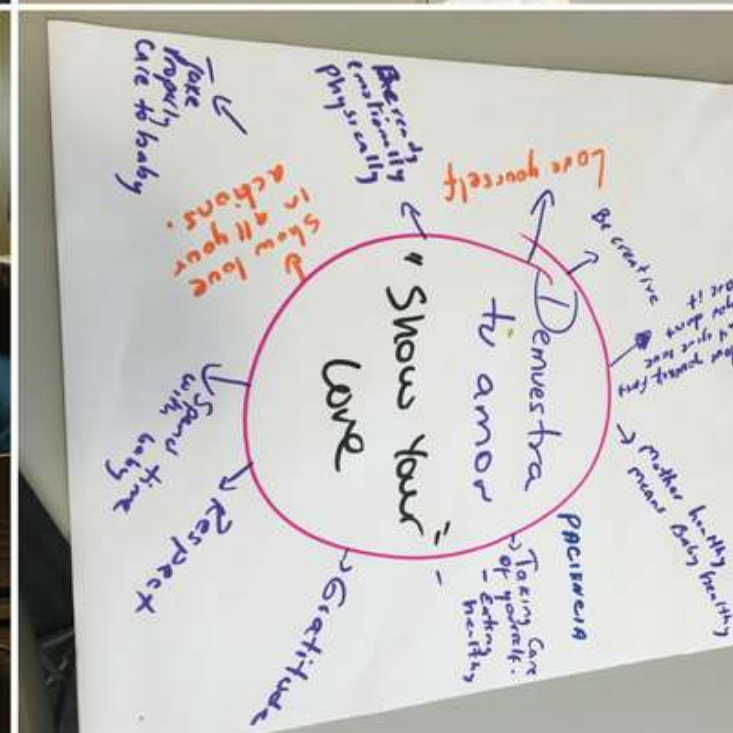
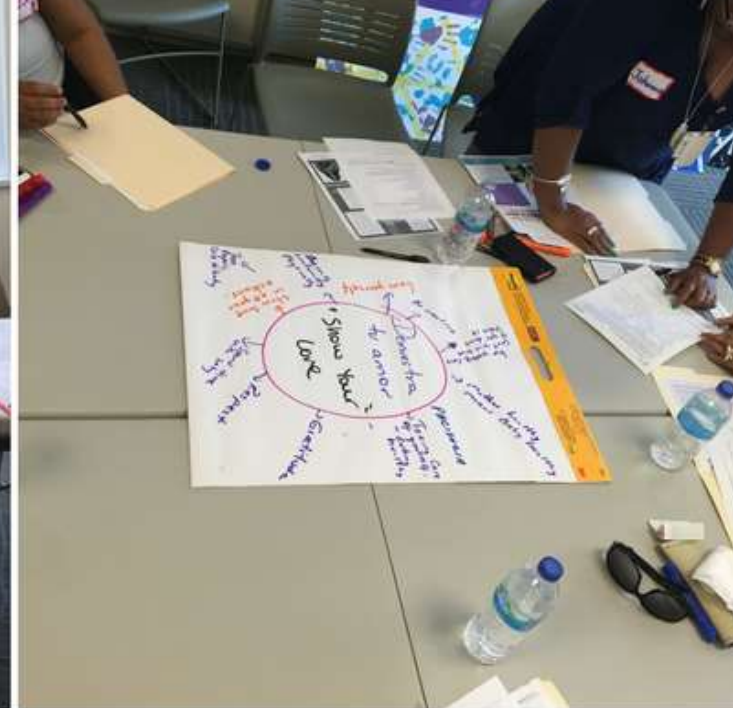
Children need the same healthy food as adults but in portions appropriate for their age

Limit the amount of high fat foods, such as chips, cakes, cookies, and fried foods, that your children eat.

Show Your Love  
Preconception Health













# Health, Financial, Education Literacy



**Show Your LOVE!**  **Steps to a Healthier me!**




Life offers many opportunities. Take time to think about your goals for school, for your job or career and for your health. Your physical and mental health are important in helping you achieve the goals you set for yourself. This is a tool to help you set your goals and make a plan.


Start by choosing your goals for this year. It is easier to focus on 2 – 3 goals. Then use the checklist below to set your plan into motion.

Date plan made or revised: \_\_\_\_\_

**My top 3 goals for this year are**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

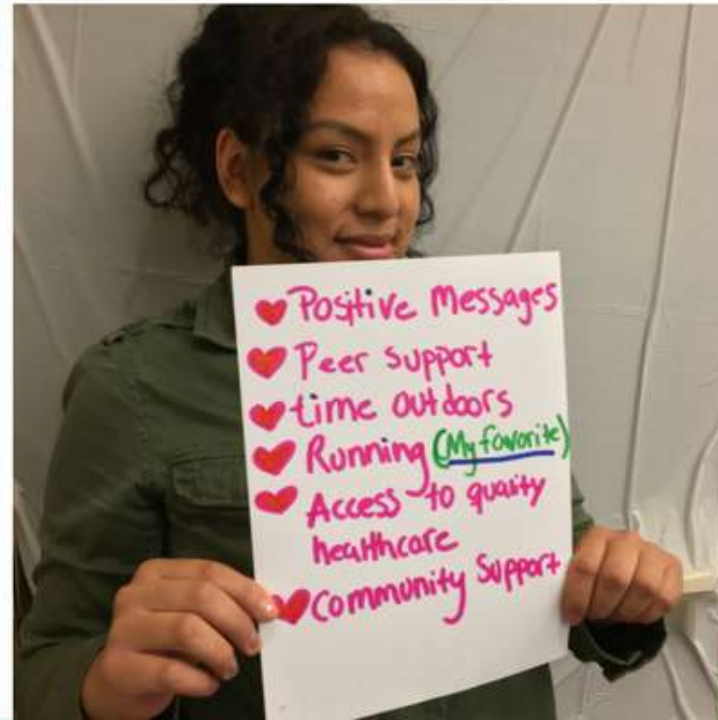
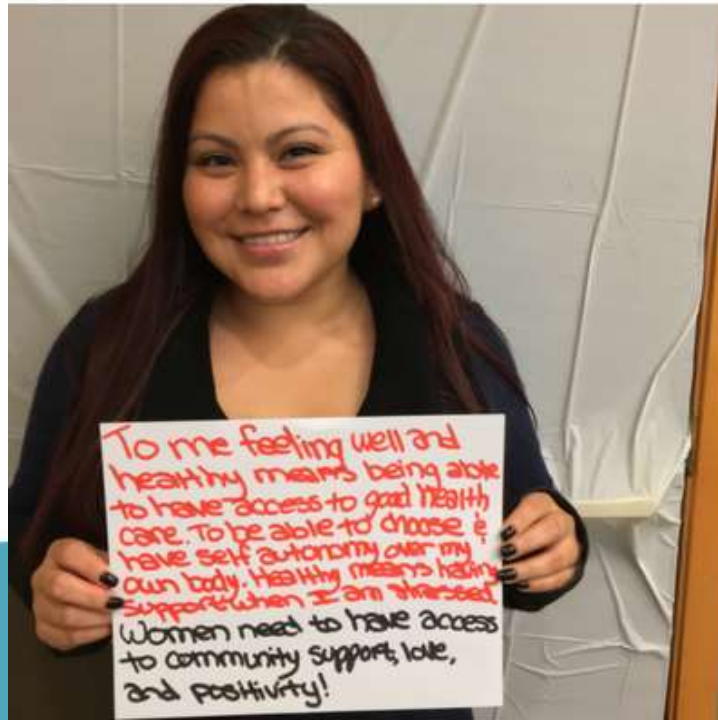
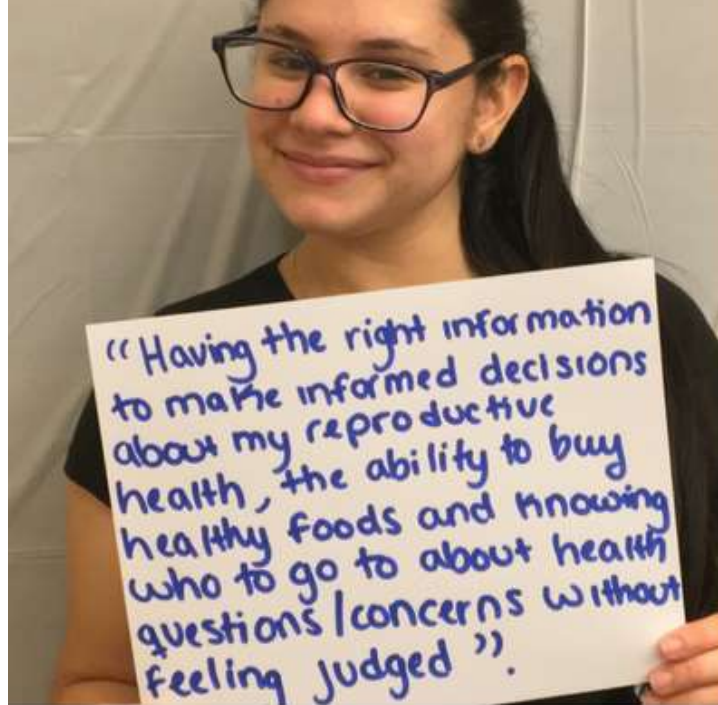
 Centers for Disease Control and Prevention  
National Center for Birth Defects and Developmental Disabilities

 Show Your LOVE! Preconception Health

Taking feedback from the workshops and follow up survey, the Coalition provided recommended edits to the Show Your Love “Steps to a Healthier Me” resource and messages.

# The Missing Group: Ambivalent





# Men Show Love Too!



[https://www.youtube.com/watch?v=AHosVQDNTic&feature=youtu.be&utm\\_source=PCHH  
C+Summer+Newsletter+-  
+July+2016&utm\\_campaign=PCHHC+JULY&utm\\_medium=archive](https://www.youtube.com/watch?v=AHosVQDNTic&feature=youtu.be&utm_source=PCHH+C+Summer+Newsletter+-+July+2016&utm_campaign=PCHHC+JULY&utm_medium=archive)



**Black Women For Wellness is committed to the health and well-being of Black women and girls through health education, empowerment and advocacy.**



Uterus≠Woman. Consider Self-Identity.



# Show Your Love

Show Your Love  Preconception Health

You're ready to get pregnant. It's time to nurture and love yourself by planning and preparing your body for pregnancy. Take these steps to improve your preconception health.

## What is preconception health?

- Preconception health is simply your health before you get pregnant.
- How healthy you are before getting pregnant can affect the health of your baby.

## What can you do?

- Eating a healthy diet, being physically active and taking folic acid every day is awesome!
- Reevaluate your habits around drinking alcohol, smoking, and drugs. Considering stopping if you're planning on getting pregnant.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your health care provider about how to best manage your medical conditions and any medicines you're taking.

For more information visit  
[www.cdc.gov/showyourlove](http://www.cdc.gov/showyourlove).

FamilyTreeClinic.org




ALY 14126826



# Learn from History; Include Elders



Show  
Your  
Love



Preconception  
Health

How will you #ShowYourLoveToday?







# Linking Self Care with Preconception Care



How will you #ShowYourLoveToday?







# BLACK WOMEN FOR WELLNESS SHOW YOUR LOVE PROJECT





# Inadvertent Guilt Factor



# Faith-Based Communities



# I KNOW MY RIGHTS!



I HAVE A RIGHT TO..... **Pray!**  
Participate in my Community! Reproductive Health!

▶ 🔊 1:15 / 2:23





**Show Love to Yourself and Your Children by practicing Good Nutrition!  
Eat Fruits and Vegetables instead of Junk Food!**

Kuonyesha Upendo kwa Yourself na Watoto Wako na kufanya mazoezi Lishe nzuri  
Kula Matunda na mboga badala ya Junk Food

من أجل ممارسة التغذية الجيدة. أكل الفواكه والخضروات بدلا من الوجبات السريعة  
'iizhar alhubb l nafsak w 'atfalak miin khilal mumarasat althaghazat  
'aki alfawakih walkhadarawat badalaan miin alwajabat alsariya



**Engaging in Cultural activities and participating in community events is how we  
Show Love to Ourselves and our Community**

Kushiriki katika shughuli za kitamaduni na kushiriki katika matukio ya jamii ni jinsi sisi  
Onyesha Upendo kwa Ourselves na Jumuiya zetu

شاركة في الفعاليات المجتمعية هو كيف يمكننا ان اظهـار الحب ل أنفسنا و مجتمعاتنا  
alainkhirat fi al'anshitat alththaqafiat walmusharakat fi alfaealiat almujt  
yumkinuna 'ann 'iizhar alhubb l 'anfusina w jamaeetuna

Show Your Love  Preconception Health



 Preconception Health+Health Care Initiative  
A National Public-Private Partnership

Show Your Love  Preconception Health



 Preconception Health+Health Care Initiative  
A National Public-Private Partnership

Show Your Love  Preconception Health








# Preconception Resources

- [www.ShowYourLoveToday.com](http://www.ShowYourLoveToday.com)
- Show Your Love App
- Show Your Love on Twitter, Facebook, LinkedIn, Instagram
- Preconception health tips texting campaign: Text LAFAMILIA to 55000
- *Check out the “Knowledge” section of our website for partner and local resources*

# Before and Beyond

## Resource & toolkit for health professionals


BEFORE, BETWEEN & BEYOND PREGNANCY ABOUT RESOURCES EDUCATIONAL MODULES PROGRAMS CONTACT




The Preconception Resource Guide for Clinicians supports quality care for Every Woman, Every Time. [Read More.](#)

Preconception Health+Health Care Initiative  
A National Public Health Partnership


Before, Between & Beyond is a preconception resource and training for professionals created by the National Preconception Health & Health Care Initiative. [Click to learn more.](#)




Our News




Industry Latest




Preconception Wellness Measures



Show Your Love for Consumers



Clinical Preconception Care Toolkit



Join Us

# SYL Brand Ambassadors

Help us recruit:

- Diverse group of **young adults ages 18-30** who will help model and promote healthy behaviors and life choices online and in their communities.
- Ambassadors will receive SYL products, share their health journey on their social channels, and be prominently featured on the Show Your Love and partner sites. Very little time commitment.
- To nominate someone, email Suzanne Woodward ([SuzanneW@med.unc.edu](mailto:SuzanneW@med.unc.edu)). More: [www.showyourlovetoday.com/joinus](http://www.showyourlovetoday.com/joinus)





# Stay Connected!

How will YOU #ShowYourLoveToday?

@SYL\_Today & Facebook.com/ShowYourLoveToday

[SuzanneW@med.unc.edu](mailto:SuzanneW@med.unc.edu)



Preconception  
Health+Health Care Initiative

A National Public-Private Partnership



#ShowYourLoveToday