

# Show Your Love: Consumer Messaging & Engagement



First national consumer preconception health campaign & resource

Share with us: **#ShowYourLoveToday**



- Breaking barriers: Reaching and engaging with communities
- Providing instant, accurate information to impact daily behaviors, choices and health
- Sharing work/news, making connections, establishing authority/trust
- Real-time, two-way conversations and learning

“

Social media and digital technology  
**has the power to level the playing field,  
to eliminate health disparities,**

If we utilize it's power in the right way  
to reach the right people at the right time

”



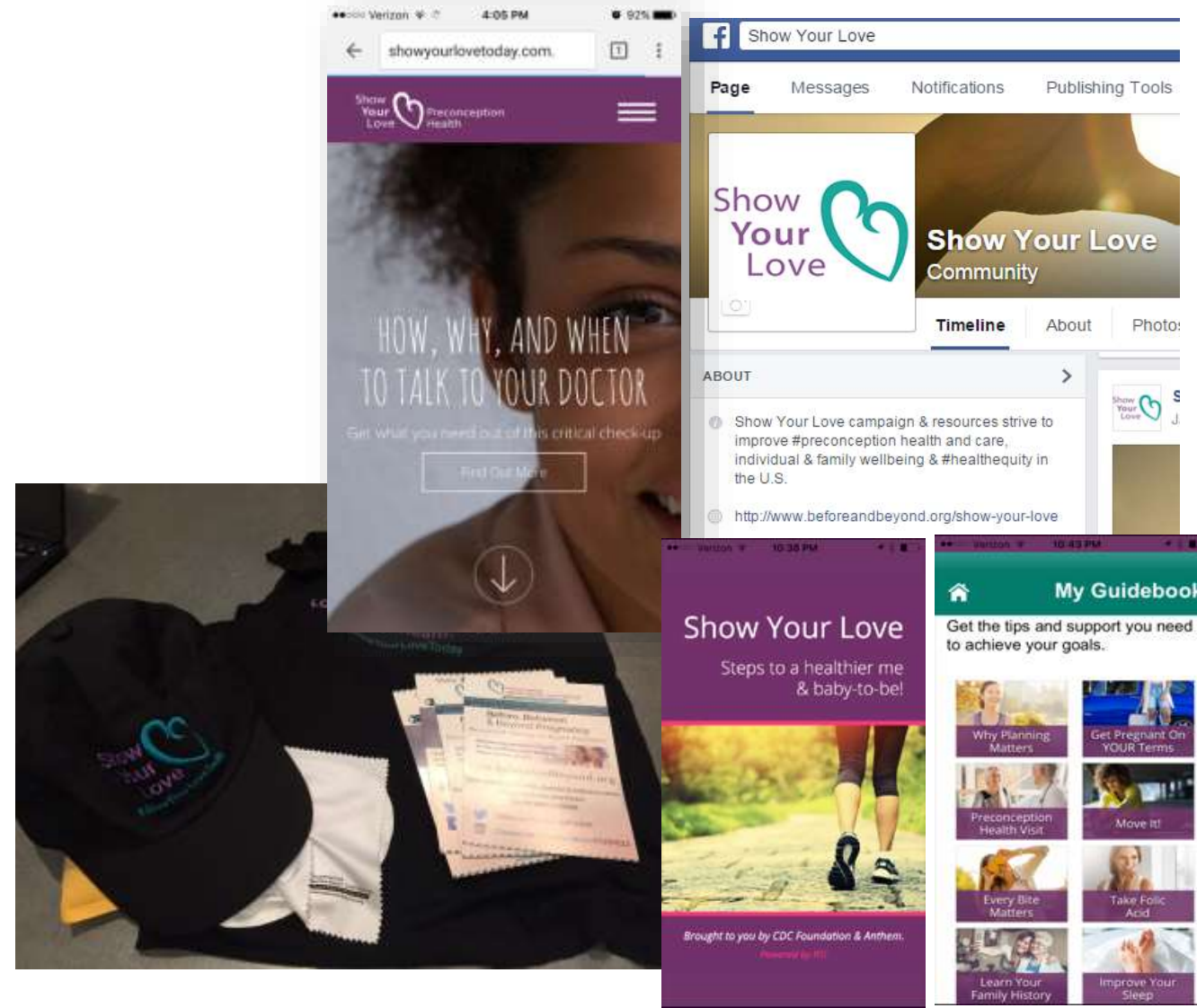
# Show Your Love – Phase I

- *Focus: Planners & Non-planners*
- Four Core Constructs:
  1. Women are nurturing, juggling many things and caring for others
  2. Women need to love themselves by taking care of their health
  3. Good health can help a woman achieve her goals and dreams
  4. Women can show love to their future baby by loving themselves now



## Phase II:

- ShowYourLoveToday.com
- #ShowYourLoveToday
- Expanding partners
- Influencer/Ambassador network
- Diversifying messaging/materials
- Grantee meeting
- Mobile app launch
- Conference features





“As seen in...”

Check out our “Press” section on *Before and Beyond*

Who from your team  
could speak on  
behalf of PCHHC



REFINERY29



Boston

West Palm Beach

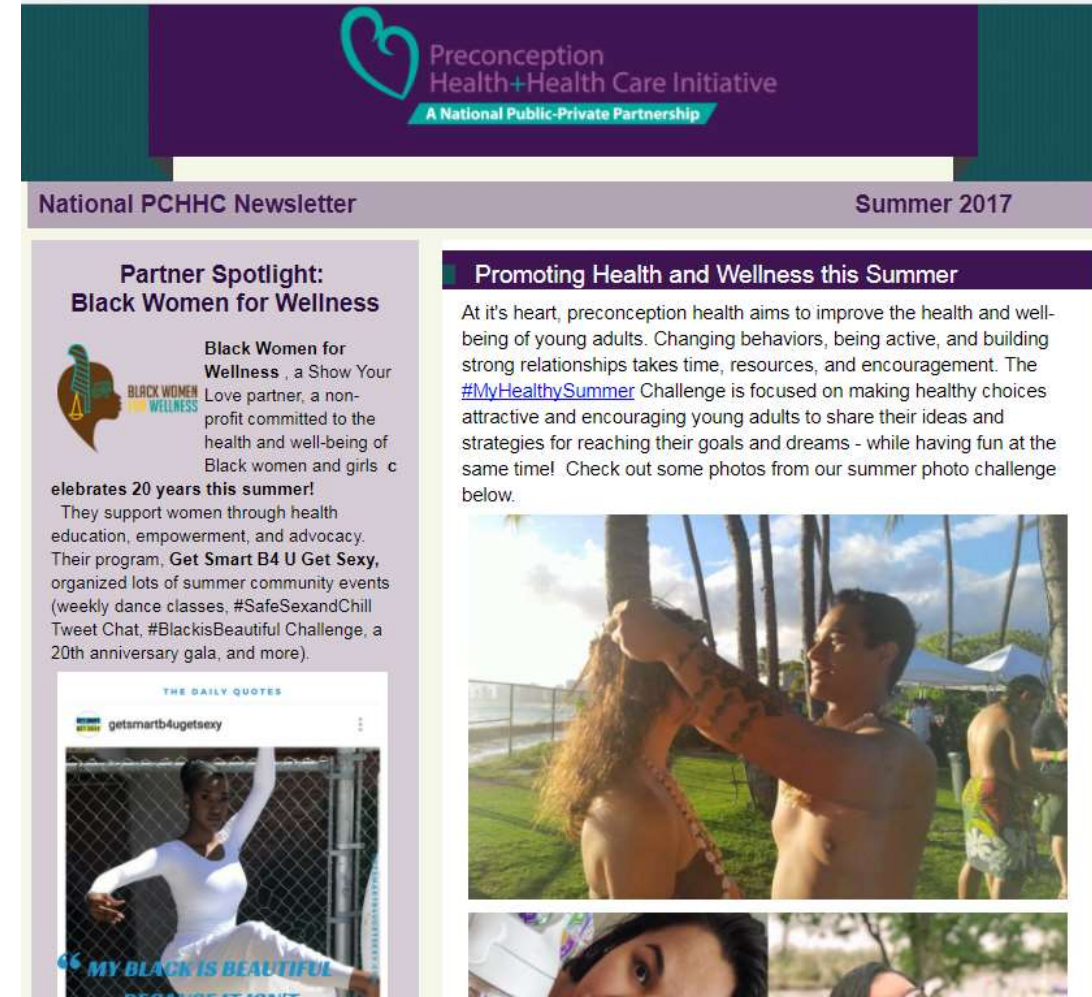


DAILY WORTH



# PCHHC National Newsletter

- NOW: subscribe by sending an email to [pchhcnews@gmail.com](mailto:pchhcnews@gmail.com) with **Subscribe** as the subject line - or text PCHHC to 22828.
- Goal: feature each state – fun facts, updates, resources
- Submit CoIN updates, articles, content, suggestions to [Suzannew@med.unc.edu](mailto:Suzannew@med.unc.edu)
- ***Forward to your clinic partners!***





# Show Your Love App

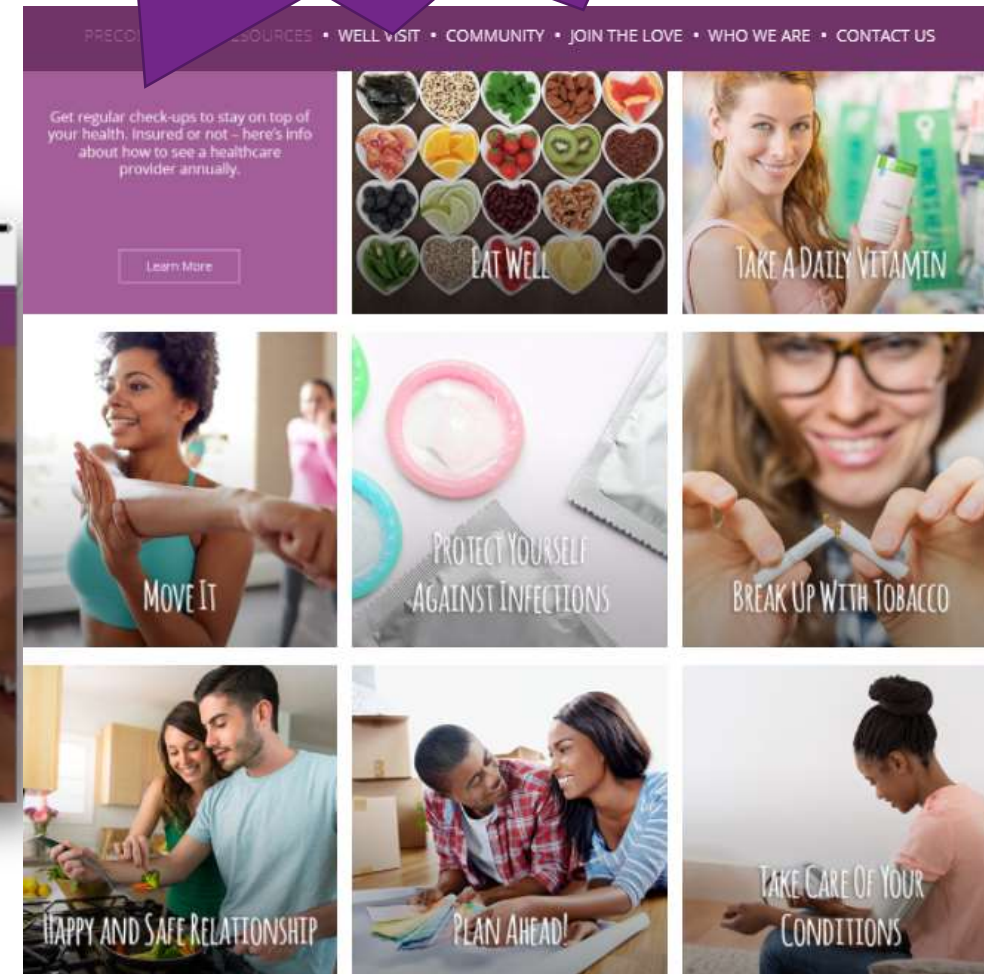
- RTI / CDC Foundation / Anthem Health Developed a Preconception Health App for “Planners”





# ShowYourLoveToday.com

What materials, resources  
could we link to from  
YOUR state/clinic?



# #ShowYourLoveToday on Social



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



@ShowYourLoveToday

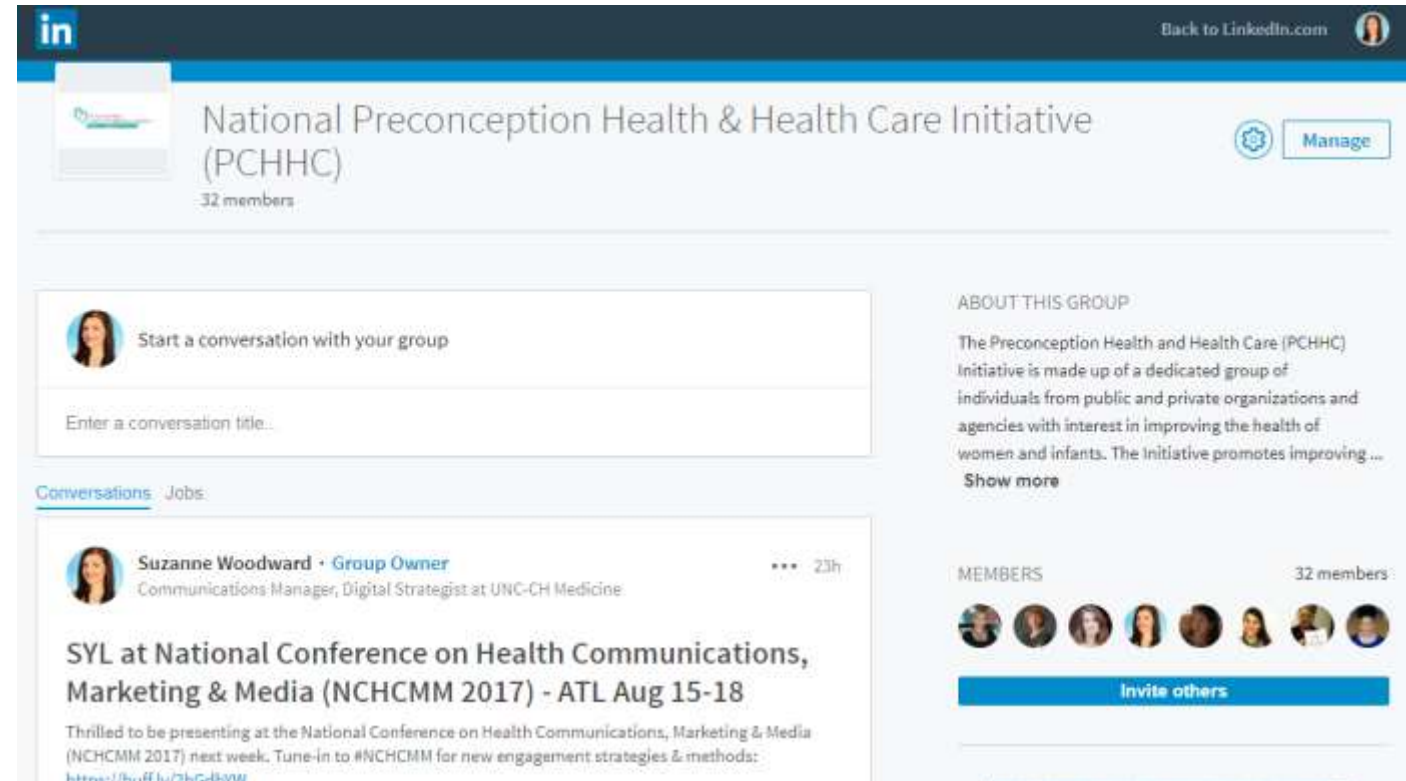


[Facebook.com/ShowYourLoveToday](https://Facebook.com/ShowYourLoveToday)





# PCHHC Twitter & LinkedIn



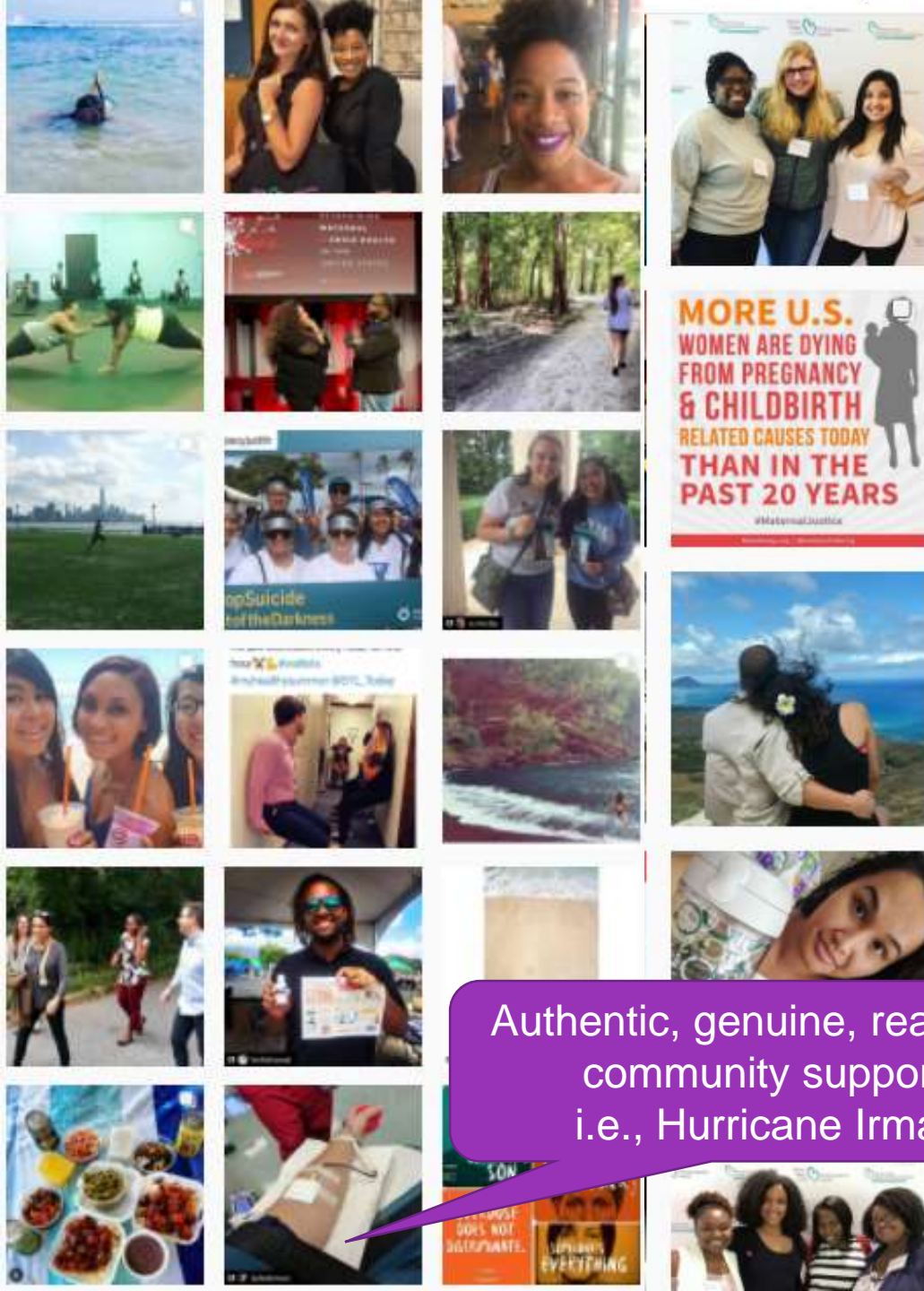
# Show Your Love Community Ambassadors

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

25+ Community  
Ambassadors from 10+  
States speaking 5+  
languages







Authentic, genuine, real-time  
community support  
i.e., Hurricane Irma.



Thunder Thursday at WCMS = 1  
minute exercises every hour, on the  
hour 🏋️💪 #wallsits  
#myhealthysummer @SYL\_Today



WCMS @mywcms · Sep 7  
Thinking about conceiving? Don't neglect #preconceptionhealth ❤️ What  
good for you now is good for mommy and baby later 🤰👶 @SYL\_Today







Who from your community should be connect with to elevate their messages?





# Tweet Chats & Takeovers

**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

Healthy Teen Network

JC Jay Cardiello

DI

Join us this National Women's Health Week

**#MCHChat**  
spectrum of young women's health

May 16, 2017 / 12-1pm ET  
on Twitter at: **#MCHChat**

the line-up: **march of dimes**  
A FIGHTING CHANCE FOR EVERY BABY™

every woman southeast

YOUNG FAMILIES CONNECT

you quit two quit

Join us

4th Trimester Project

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

**#PreemieChat**  
kicking off World Prematurity Day 2017

November 16 / 12-1pm ET  
on Twitter at: **#PreemieChat**

Join March of Dimes, PCHHC, Black Women's Health Imperative & partners to raise awareness about the 15 million babies born prematurely each year worldwide.

the line-up: **march of dimes**  
@MODHealthTalk / @Nacersano

**BLACK WOMEN'S HEALTH IMPERATIVE**  
@blkwomenshealth

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

UNC Center for Maternal & Infant Health  
@UNCCMIH

4th Trimester Project  
@4thTriProject

Young Families Connect  
June 21

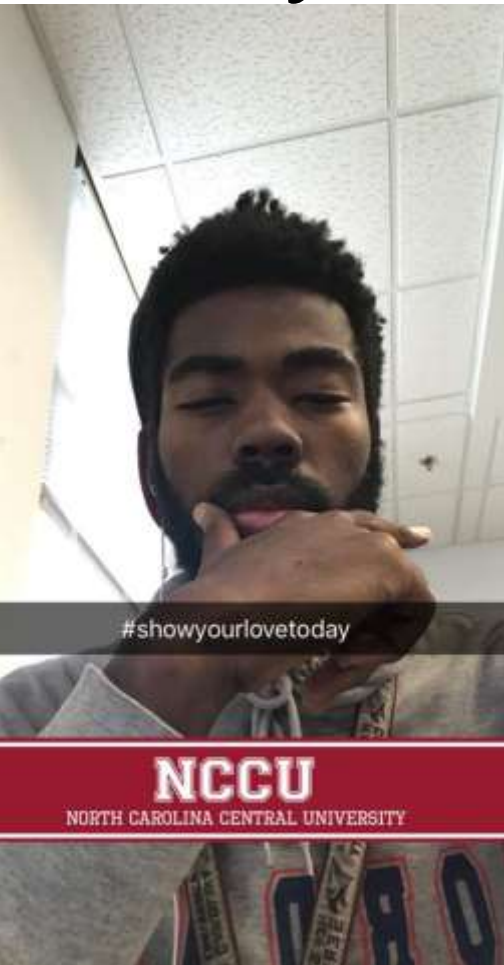
CONNECT. ENGAGE. SHARE. Show Your Love + Young Families Connect Live Mashup, 6/22 @ 2p EST. Young Families Connect - Bladen County Young Families Connect of Robeson County Young Families Connect of Wayne County Preconception Peer Educators SFVC YFC UNCP North Carolina WIC NC EFNEP - Expanded Food and Nutrition Education Program March of Dimes Conference March of Dimes Education BC DC Ideas

Reached 90  
MILLION people  
at launch

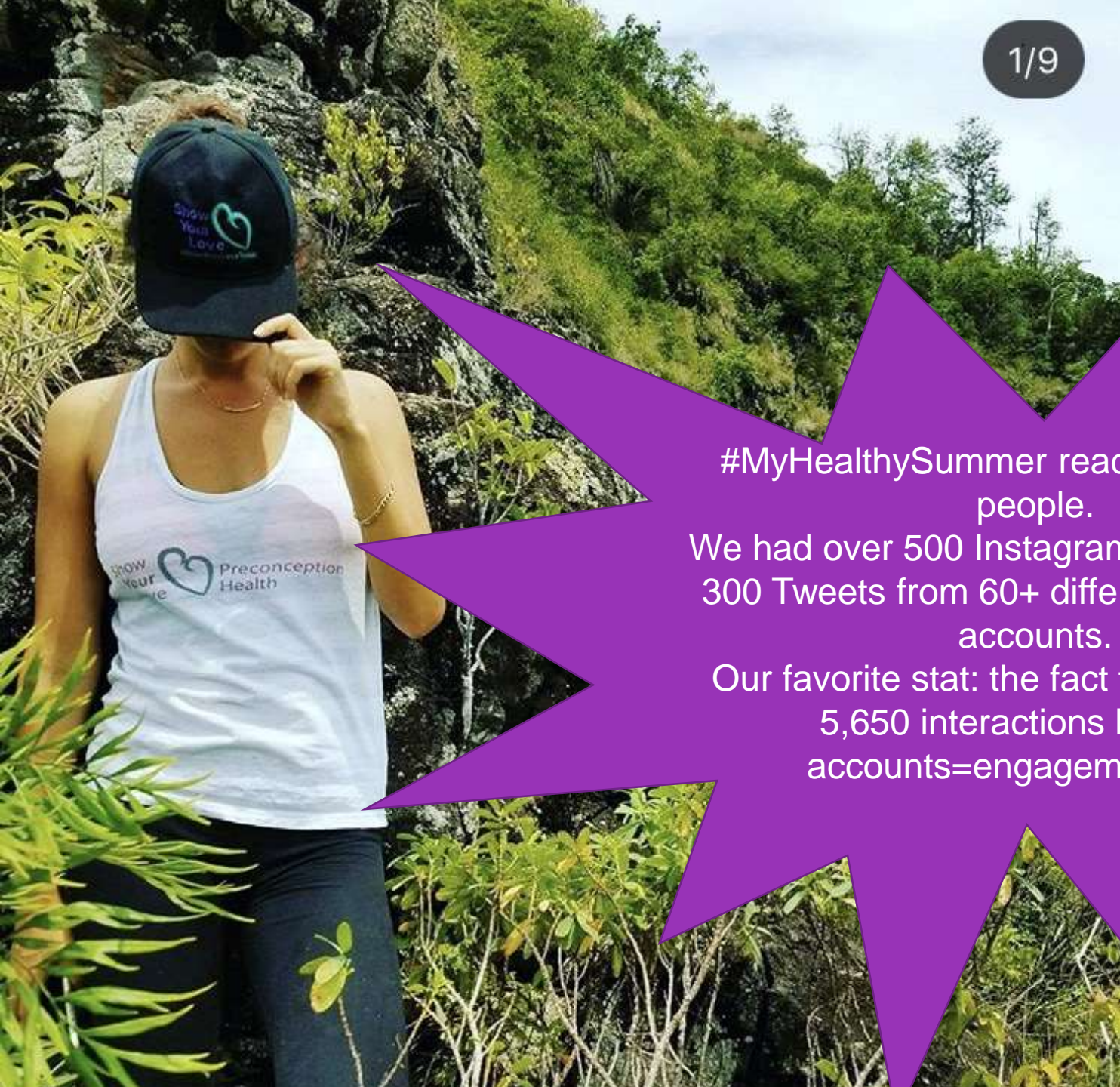
**FACEBOOK LIVE.**  
**6/22 @ 2pm ET.**



# #MyHealthySummer & Gratitude Campaigns





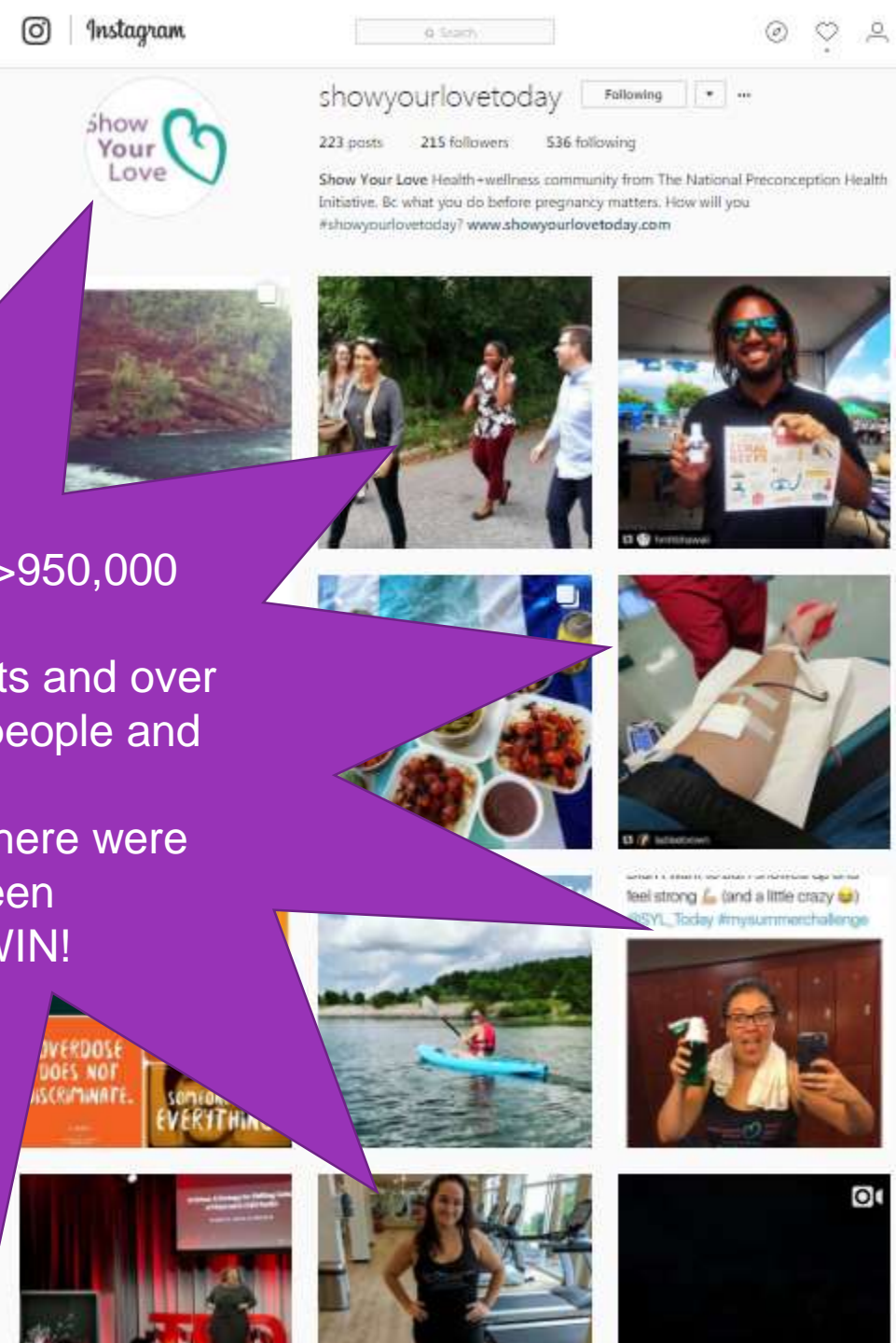


1/9

#MyHealthySummer reached >950,000 people.

We had over 500 Instagram posts and over 300 Tweets from 60+ different people and accounts.

Our favorite stat: the fact that there were 5,650 interactions between accounts=engagement WIN!







A World of Cultures  
United in Learning



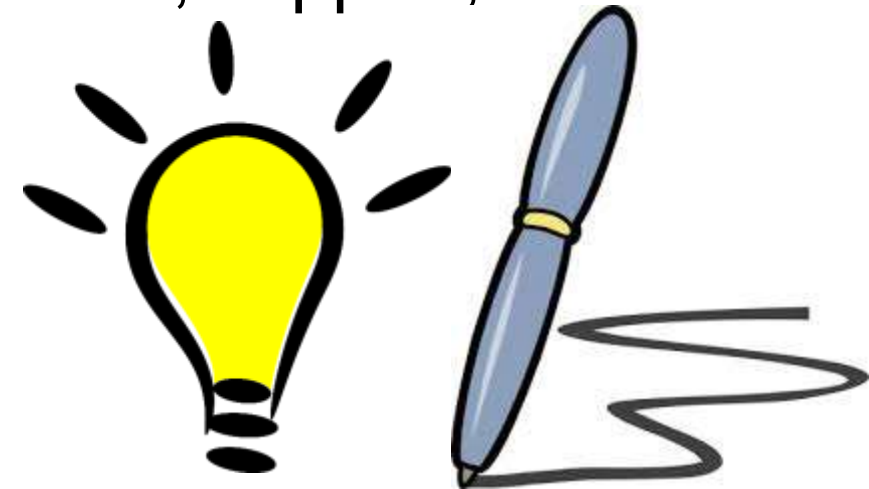


# Investing in YOUR community!



# Communications Support

- All levels of support ARE available, but I need to understand your organizations existing communications structure in your state/team/organization
- Early 2018 state/organization specific webinar to brainstorm and detail communications strategy, goals/tactics, support, etc.





# Content Brainstorm

- Milestones in year one? Content could include:
  - Introducing and featuring your people! CoIN teams/partners,
  - local/community activity,
  - clinic/tool feature,
  - participation in an interesting article/research,
  - community influencer to share story

# Co-Promotion Potential

- Newsletter: features, blurbs – old or new content and resources!
- Social media: graphics, photos, posts; private LinkedIn update; partner for a topic-specific Tweet chat/Live
- Informative flyer (digital/print), coloring page or webinar
- Editorial content: Website blog, press release announcement, media pitches
- Community partnerships: investing in community organizations to magnify and diversify work
- Metrics/Analysis: Great for reporting & reviewing reach



# Press Kits

National PCHHC Newsletter

Fall 2017

## Partner Spotlight: Latino Commission on AIDS



Latino Commission on AIDS (The Commission), a nonprofit organization, spearheads health advocacy for Latinos by promoting HIV education, developing model prevention programs for high-risk communities, and building capacity in community-based organizations. The Commission proudly serves Latinx LGBTQ communities and all those impacted by HIV and Hepatitis throughout the United States, the US Virgin Islands, and Puerto Rico, and is committed to creating and promoting safe spaces for all. The Commission is the founder of the **Hispanic Health Network**, dedicated to the eradication of health disparities and the promotion of health equity for our communities. The Commission celebrated **National Latinx AIDS Awareness Day 2017 (NLAAD)** in communities across the US. This year's theme, **"Be a Super Hero and Defeat HIV"** highlights the many things we can all do to bring an end to the epidemic. See photos and stay updated on their work: <https://www.latinoaids.org/>.

## Show Your Love Ambassador Spotlight: Mary Hill



Mary Hill is working on her MPH degree at the University of South Florida, College of Public Health. "Having good health is vital in all aspects of life and being healthy does not only mean not having disease. When I think about my health, I try to explore preventive actions that



## University of North Carolina at Chapel Hill receives funding to reduce infant mortality improve birth outcomes by advancing women's health and wellness nationally

New funding will support preconception health pilot programs focused on preventative well visit

**Pleased to announce:** Today, the **Center for Maternal and Infant Health at the University of North Carolina at Chapel Hill** (UNC CMHI) received new funding to reduce infant and improve birth outcomes by advancing the status of women's preconception (health and wellness prior to pregnancy), particularly for low-income women of color in some of the country's most underserved communities. [READ ON.](#)



CLICK to [RETWEET](#) on Twitter.



CLICK to [SHARE](#) on Facebook.



CLICK to [REPOST](#) on LinkedIn.



## UNC receives \$1.49MM funding to advance young women's health and wellness nationally



## UNC receives funding to advance preconception care across the US

We've been awarded one of four HRSA grant Infant Mortality CoIN cooperative agreements to advance women's health and wellness through pilot projects in California, Delaware, Oklahoma and North Carolina.

Steps to a healthier me  
& baby-to-be!



Preconception News



Preconception Wellness Measures



**Delaware Thrives** shared UNC Center for Maternal and Infant Health's post.

October 27 · 🌐



**UNC Center for Maternal and Infant Health**

Published by Suzy Kaye [?] · October 26 · 🌐

👍 Like Page

Proud to announce we've been awarded \$1.49MM by HRSA MCHB to lead a new Preconception Health CoIN team with four U.S. statewide partners on a mission to reduce infant mortality, improve birth outcomes, and advance preconception health care across the US. Details: <http://bit.ly/PCCoINN>

## wellness nationally

*New funding will support preconception  
health pilot programs focused on the  
preventative well-woman visit*

This award, which totals nearly \$1.49 million in aggregate over three years, will directly support statewide preconception work with California, Delaware, North Carolina, and

news release to customize  
social media posts and  
graphics  
newsletter/blog content  
local media pitches (or  
approval for Suzanne to send)  
key messages



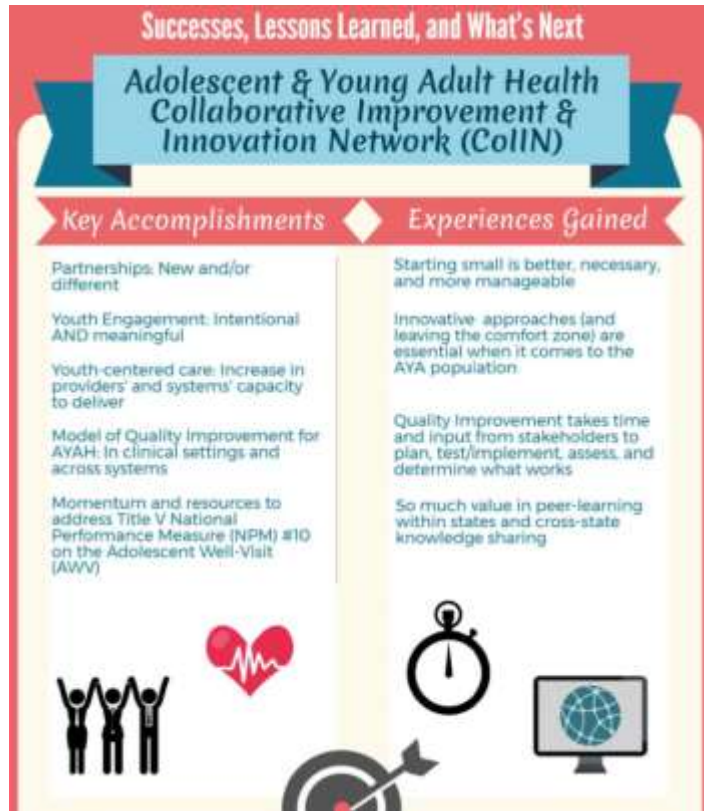
Preconception  
Health+Health Care Initiative  
A National Public-Private Partnership

Show  
Your  
Love



Preconception  
Health

# Showcasing Community Change Agents

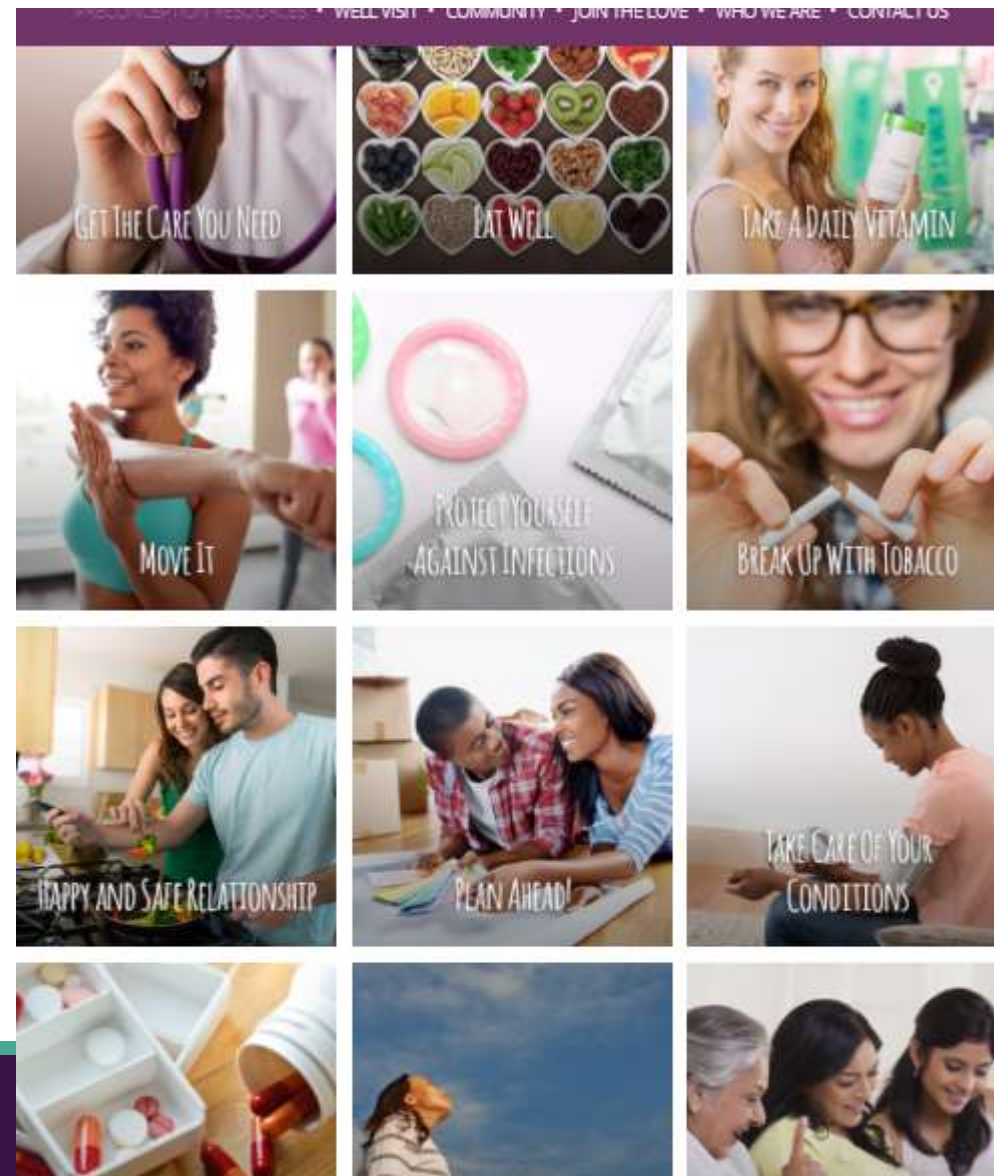


- Virtual focus groups and polls/surveys
- Reporting metrics or sharing key learning and challenges
- Showcase community faces and voices
- React to state and local news
- Elevate work or activities being done within your organization and/or existing tools/resources available
- Make national connections: Get involved with Show Your Love and other partner campaigns



# Consumer Preconception Resources

- [www.ShowYourLoveToday.com](http://www.ShowYourLoveToday.com)
- Check out the “Knowledge” section of our website for partner and local resources
- Show Your Love App (*CRUSH* and *Pulse* coming soon!)
- #ShowYourLoveToday on Twitter, Facebook, Instagram
- Mobile preconception health tips: Text LAFAMILIA to 55000







Access checklists in English and Spanish for planners and non planners at ShowYourLove – the website or via the CDC. More lists on [beforeandbeyond.org](http://beforeandbeyond.org)

Everywomansoutheast.org  
& EWSE Monthly Newsletter



Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Control

Show Your Love Preconception Health

every woman southeast

If you receive our newsletter by forward and want your own copy, click the join our mailing list icon!



November 2017

## The Unbearable Lightness of Aging



Growing old: The unbearable lightness of ageing | Jane Caro | TEDxSouthBank

Aging is a gift, according to Jane Caro – author, novelist, lecturer, mentor, social commentator, columnist, workshop facilitator, speaker, broadcaster and award winning advertising writer. In this funny, insightful and at times challenging **TEDx talk** she encourages all women to embrace aging.

## Fertility Tips for Women over 35



## The Later Reproductive Years



They say that age is nothing but a number, when it comes to having a baby past the age of 35, (unfortunately) it's one that we need to pay more attention to. This month we highlight the "later" reproductive years, what to expect, and how to ensure your health for, what many argue, is the most fulfilling time of your life.

### Pregnancy after Age 35

If you're older than age 35 and hoping to get pregnant, you're in good company. Many women are delaying pregnancy well into their 30s and beyond. While the increased career, relationship and economic stability creates a strong platform from which to build a family in the mid to late 30s, the reality is that the biological clock is not in synchronicity with that reproductive timeline. It's important to understand the risks.

**It might take longer to get pregnant.** Women are born with a limited number of eggs; as they reach their mid- to late 30s, eggs decrease in both quantity and quality.



# #ShowYourLoveToday on Social



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



@ShowYourLoveToday



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



# Stay Connected!

How will YOU #ShowYourLoveToday?

Connect on LinkedIn | Email: [SuzanneW@med.unc.edu](mailto:SuzanneW@med.unc.edu) | Follow @SuzyKaye



Preconception  
Health+Health Care Initiative

A National Public-Private Partnership



#ShowYourLoveToday



# About This Project

*This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UF3MC31239-Providing Support For The Collaborative Improvement and Innovation Network (CoIIN) To Reduce Infant Mortality. The grant amount totals \$1,494,993. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.*