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
PCHHC National Newsletter

• NOW: subscribe by sending an email to pchhcnews@gmail.com with Subscribe as the subject line - or text PCHHC to 22828.

• Goal: feature each state – fun facts, updates, resources

• Submit CoILIN updates, articles, content, suggestions to 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

Facebook.com/ShowYourLoveToday

Twitter.com/SYL_Today

@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.
Who from your community should be connect with to elevate their messages?
Tweet Chats & Takeovers

His & Hers Reproductive Health Chat

June 16 @ 1PM ET

#PCHChat

Preconception Health Care Initiative

May 16, 2017 / 12-1pm ET

on Twitter at: #MCHChat

#PreemieChat

kicking off World Prematurity Day 2017

November 16 / 12-1pm ET

on Twitter at: #PreemieChat

Preconception Health Care Initiative

Reached 90 MILLION people at launch
#MyHealthySummer & Gratitude Campaigns
#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!
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! CoIIN 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

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

Show Your LOVE!
Steps to a Healthier me!

The Unbearable Lightness of Aging

Growing old: The unbearable lightness of aging | 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

Facebook.com/ShowYourLoveToday

Twitter.com/SYL_Today

@ShowYourLoveToday
Stay Connected!

How will YOU #ShowYourLoveToday?

Connect on LinkedIn | Email: SuzanneW@med.unc.edu | Follow @SuzyKaye
About This Project

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