



Hear Her: A National Communication Campaign Focused on Maternal Morbidity and Mortality

- GOAL:** Raise awareness of potentially life-threatening warning signs during and after pregnancy and encourage the people supporting pregnant and postpartum women to really listen when they express concerns.
- OBJECTIVES:**
- Increase awareness of serious pregnancy-related complications and their warning signs
 - Empower women to speak up if they have any health concerns
 - Encourage women's support systems to engage in important conversations with her
 - Provide tools for patients and providers to better engage in life-saving conversations
- TARGET AUDIENCE:**
- Primary:** Pregnant women, women who have been pregnant within the last year (postpartum women), and their support network (including partners, family, and friends)
- Secondary:** Healthcare providers that interact with pregnant or postpartum women
- BACKGROUND:** About 700 women die each year from complications related to pregnancy in the United States. Two thirds of these deaths are preventable. Severe pregnancy-related complications have been steadily increasing in recent years and affect more than 50,000 women in the United States each year.
- American Indian/Alaska Native and Black women are two to three times more likely to die of pregnancy-related causes than white women.

**MEDIA
STRATEGY:**

National paid media campaign with highly targeted approach to reach target audiences, including digital media and social media advertisements.

HOW TO HELP:

- Connect through social media
 - Like the Hear Her Facebook page
 - Share posts from
 - @CDC_DRH
 - @CDCgov
 - CDC Facebook
 - CDC Instagram
 - @CDCChronic
- Post your own messages using our social media kit
- Connect us with people who want to share their story
- Share campaign materials with interested partners
- Provide relevant content or links to your resources
- Post a campaign visual with weblink on your website
- Send an announcement to your internal listservs
- Provide campaign information in newsletters to external stakeholders
- Include campaign messaging or slides in organization meetings
- Provide a recap of support and metrics where possible

Materials available in English and Spanish at www.cdc.gov/HearHer.

CONTACT US at HearHer@cdc.gov

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