

***EVERY WOMAN  
EVERY HOSPITAL  
EVERY TIME***



**N.J. MATERNAL HEALTH AWARENESS DAY | JAN. 23, 2021 | #123forMOMS**

# New Jersey Maternal Health Awareness Day Publicity Kit

*Resources for Celebrating and Promoting  
Maternal Health Awareness at Your Organization  
and in Your Community*

## A Critical Need

In 2017, the New Jersey legislature signed a joint resolution proclaiming **Jan. 23** (1-23) of each year “Maternal Health Awareness Day.” It is believed to be the first state in the nation to make such a significant statement about the importance of maternal health and recognizing the need to address maternal health and mortality issues at local, state, and national levels. The proclamation was a result of efforts by The Tara Hansen Foundation, Rutgers Robert Wood Johnson Medical School, Rutgers New Jersey Medical School, the New Jersey Section of the American Congress of Obstetricians and Gynecologists, the New Jersey Obstetrical and Gynecological Society, the Association of Women’s Health Obstetric and Neonatal Nurses, the New Jersey Affiliate of the American College of Nurse Midwives and legislative sponsor, State Sen. Joseph F. Vitale.

These organizations have developed this publicity kit, offering to help you celebrate Maternal Health Awareness Day at your hospital, health care facility, professional organization or within your community setting, in whatever way is most beneficial. The goal is to support moms and families and empower women’s voices throughout the birth process, to help keep as many families intact as possible.

The downloadable kit includes:

- PowerPoint presentation\*
- Fliers\*
- Poster\*
- Trifold brochure\*
- T-shirt design\*
- Sample social media posts
- Facebook frame for profile pictures and camera effects
- Sample Instagram images

*\*These items include space that can be customized to your organization.*

# Print Materials

## Poster

Highlighting the components of the *Stop! Look! and Listen!* campaign, the 2'x3' poster includes space for a logo or other organizational information.



## Fliers

Geared toward women and their families, these consumer-friendly, 8.5"x11" fliers explain the basics of the *Stop! Look! and Listen!* initiative and allow you to include a logo or other mention of your organization's support of the campaign. The kit includes nine different versions of the flier—choose one, or use them all!

**#123forMOMS**



## Brochure

This standard-sized trifold brochure is designed to provide information to women and their significant others about the *Stop! Look! and Listen!* initiative. It can be personalized on the rear panel with the logo and contact information of your organization.





## PowerPoint Slides

Looking to spread the word about Maternal Health Awareness Day or why maternal health is such an important issue in the United States? This PowerPoint template will make it simple! The slideshow features information about the how the event came to be, stats about maternal health and mortality, and what's being done throughout the state to address the issue.

It also features blank slides that you can adapt to incorporate information about what your organization is doing and/or next steps you plan to take.

The presentation is available in Standard and Widescreen formats.



N.J. Maternal Health Awareness Day -- #123forMOMS

### Improving Maternal Health and Safety

*A Focused Campaign to Increase Awareness and Improve Outcomes*

SPEAKER NAME  
SPEAKER ORGANIZATION

Date of Presentation

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## Customizable T-shirts

One-color, double-sided T-shirt designs are available to provide to your preferred T-shirt and/or custom publishing vendor. They can be modified to incorporate your organization's logo, whether on front or back side. Samples are shown below.

### Generic One-Color Design



### Customized -- front side



# T-shirts

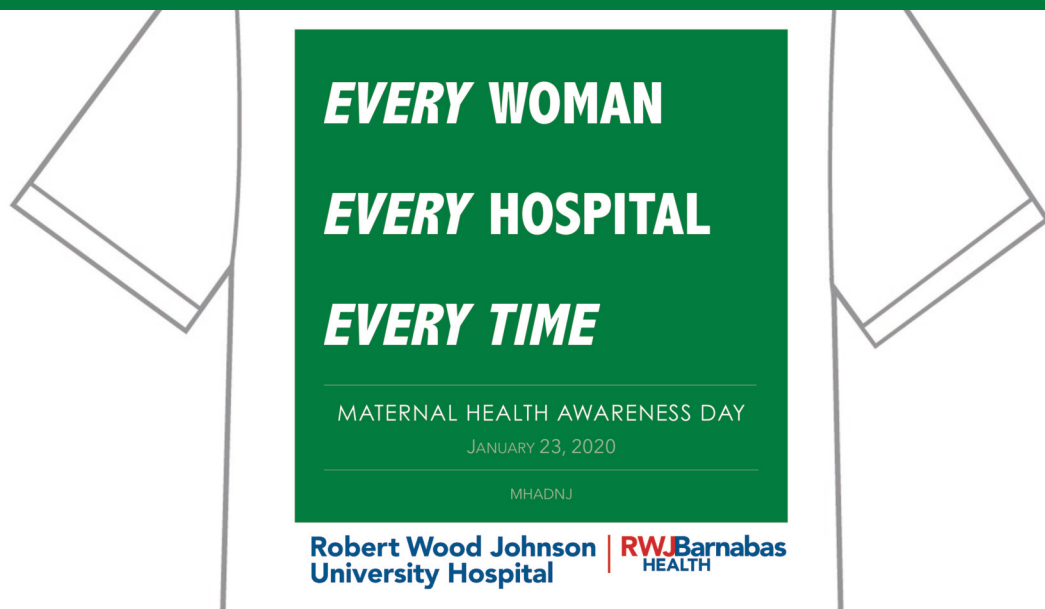
## Front Side Customization -- EXAMPLE



## Customized -- rear side



## Rear Side Customization -- SAMPLE





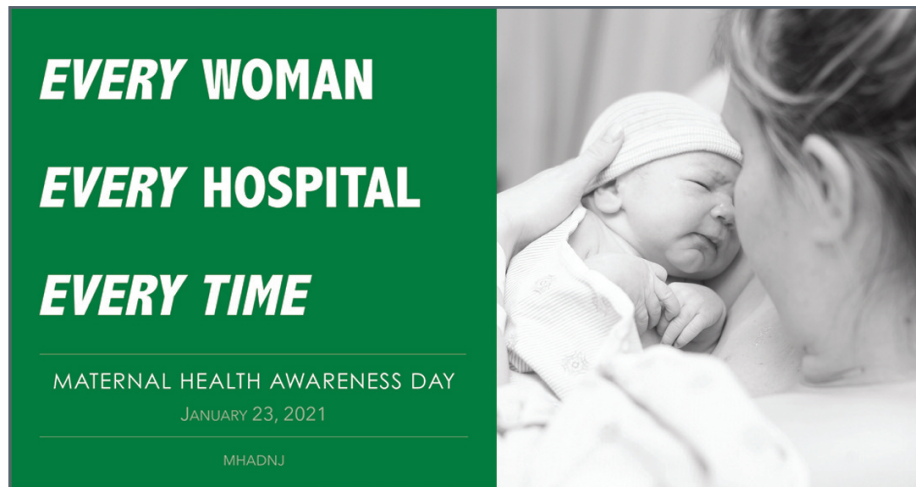
## Instagram posts

Sample posts have been developed and sized especially for use in Instagram's square and landscape sizes, which can also be shared via Facebook.

### Square



## Instagram Post -- Landscape



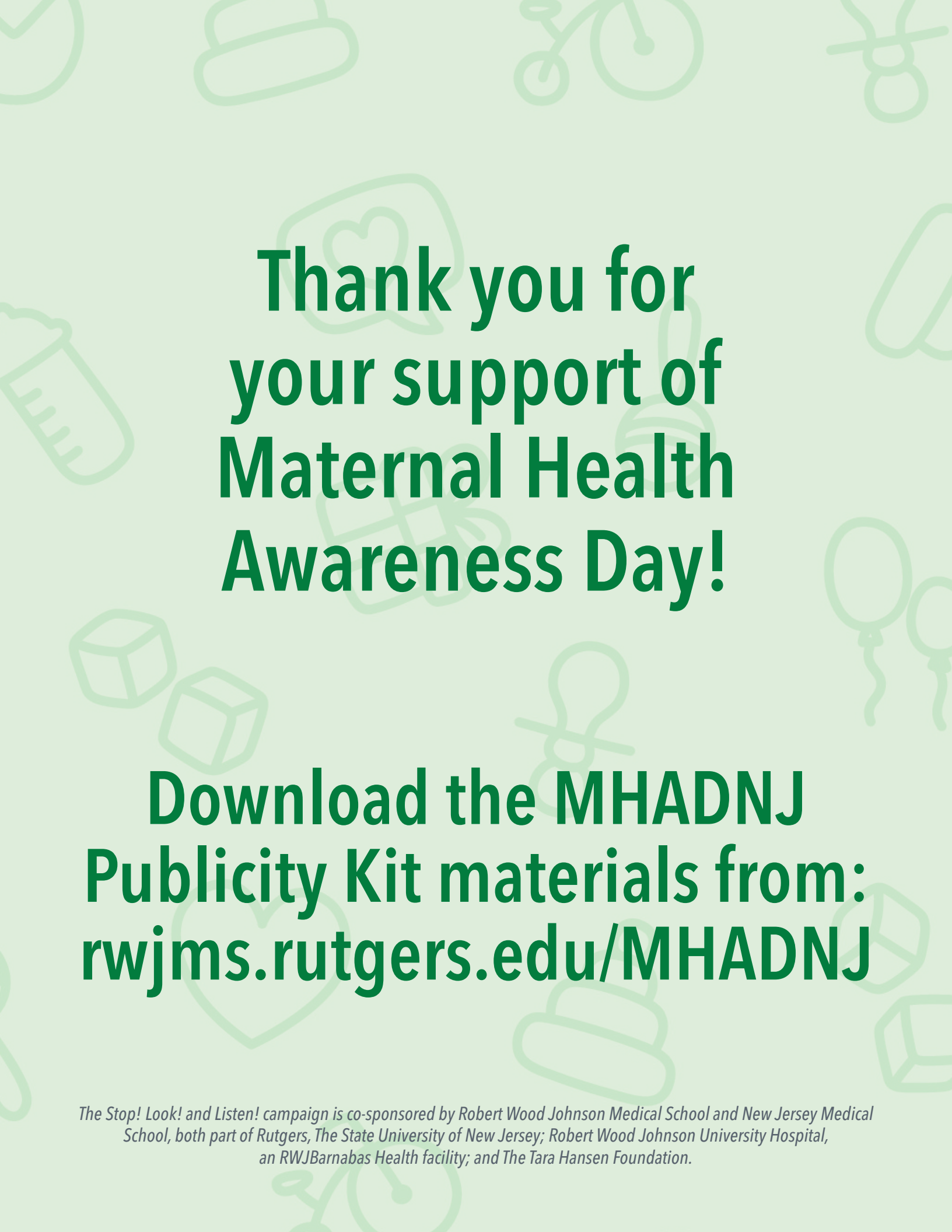
## Social Media Posts -- text

Plan out a series of posts from your social media accounts for the week leading up to Maternal Health Awareness Day with the “Social Media Plan for 123forMOMS” resource. Encourage your followers to use the hashtag #123forMOMS to help spread the word. Posts contain links to valuable articles, maternal health statistics, videos, and more.

Download the Word file of sample media posts in the publicity kit to select, or adapt the suggestions to fit your own audience and needs. A few sample posts are highlighted below.

- Maternal Health Awareness Day #NewJersey is in one week! First state dedicated to raising awareness of maternal health, safety and mortality issues. Learn more #123forMOMS (*Link to Rutgers Today article.*)
- Every day, two women on average die in the #UnitedStates following childbirth, and an additional 1,000 women are affected every week by severe complications during delivery. Severe maternal morbidity affects about 52,000 women each year.  
#123forMOMS
- #123forMOMS created in memory of Tara Hansen and all other women who die from causes related to childbirth. Learn Tara’s story and the steps her family has taken to reduce maternal deaths.  
*Link to YouTube, or upload directly*  
<https://drive.google.com/file/d/0B9Y7xYovctYGTWRiNIZyVVd2VDQ/view?usp=sharing>
- STOP! LOOK! LISTEN! Safety Campaign in #NewJersey helps pregnant moms and their loved ones in addressing maternal health and safety. Encourages women and families to speak up if they feel something is wrong – and providers, to take heed of those concerns.





**Thank you for  
your support of  
Maternal Health  
Awareness Day!**

**Download the MHADNJ  
Publicity Kit materials from:  
[rwjms.rutgers.edu/MHADNJ](http://rwjms.rutgers.edu/MHADNJ)**

*The Stop! Look! and Listen! campaign is co-sponsored by Robert Wood Johnson Medical School and New Jersey Medical School, both part of Rutgers, The State University of New Jersey; Robert Wood Johnson University Hospital, an RWJBarnabas Health facility; and The Tara Hansen Foundation.*