



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 CDC 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

This project is supported through a partnership with the CDC Foundation and funding from Merck through its Merck for Mothers Program.

