



2024

SOCIAL MEDIA TOOLKIT

BLACK BIRTHING INITIATIVE NEEDS ASSESSMENT SURVEY

CHC: CREATING
HEALTHIER COMMUNITIES



A CRISIS IN OUR COMMUNITIES

The maternal mortality ratio in the United States is more than double that of most high-income countries. Among these deaths, a staggering 4 in 5 are preventable. This crisis is present among Black women who are 3 times as likely to die from pregnancy-related causes and about 50% more likely to deliver a premature baby than White women. A baby born before 37 weeks is a baby born too soon – often leading to higher rates of death and disability that can affect a family for a lifetime.

Through funding from Elevance Health Foundation (formerly Anthem Foundation), CHC launched the Black Birthing Initiative in January 2022 to address the maternal health crisis and reduce preterm births.



LISTENING AND LIFTING VOICES

CHC hopes to assess social determinants of health, racism, and stress among 4800 Black pregnant and postpartum women and birthing people. The insights gleaned from this survey will serve as a guiding light for future continued advancement of the BBI, development of community level interventions and improving the standard of care, tailored to directly address the pressing needs identified within the Black community.

The survey will be conducted through December 31, 2024, with results to be shared openly with BBI partners, community-based organizations, and other stakeholders in Black maternal health.

SHARE THE SURVEY

COMMUNITY-BASED ORGANIZATIONS, CHAMPIONS, AND CENTERS SERVING BLACK FAMILIES CAN SUPPORT THIS EFFORT BY SHARING THE NEEDS ASSESSMENT SURVEY.

GEOGRAPHIC ELIGIBILITY

The Black Birthing Initiative needs assessment survey is expanding beyond the original markets (California, Georgia, Indiana, Michigan, and Ohio) to include Colorado, Connecticut, Kentucky, Maine, Missouri, Nevada, New Hampshire, New York, Virginia, Wisconsin and the District of Columbia.



SAMPLE TWITTER POSTS

Example 1:

Black women are three times more likely to die from pregnancy related causes than white women. Share your experience and help @CHCimpact create programs to address the #Blackmaternalhealth crisis. Learn more: <https://bit.ly/BBINA> #CHCBBI #healthequity

Example 2:

@CHCimpact has launched their Black Birthing Initiative needs assessment survey to learn more about the impact of stress, racism & unmet social determinants of health needs on Black pregnancies. Learn more: <https://bit.ly/BBINA> #CHCBBI #healthequity #BlackMaternalHealth

Example 3:

The Black Birthing Initiative needs assessment survey is LIVE! Help @CHCimpact understand the #maternalhealth crisis facing Black communities across the country by sharing your experience. Learn more: <https://bit.ly/BBINA> #CHCBBI #healthequity #BlackMaternalHealth



SAMPLE FACEBOOK POSTS

Example 1:

Dismantling maternal health disparities starts with understanding the needs of Black women and birthing people. Participate in the maternal health assessment and help us and [@CHC: Creating Healthier Communities](#) in paving the way to equitable care. Learn more: <https://bit.ly/BBINA> #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice

Example 2:

Are you a Black mom-to-be? We want to hear from you! [@CHC: Creating Healthier Communities'](#) Black Birthing Initiative needs assessment survey is NOW LIVE! As proud partners of the Black Birthing Initiative, [\[NAME OF YOUR ORG\]](#) encourages you to join us on our journey to improve maternal health programs for Black women and birthing people by completing the survey & sharing your story. Participants will be entered in a drawing to win a gift card. Together, we can make a difference! Find the survey & eligibility criteria here: <https://bit.ly/BBINA> #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice

Example 3:

Black women are 3 times as likely to die from pregnancy related causes as white women in the U.S. At [\[NAME OF YOUR ORG\]](#), we believe Black women and birthing people deserve to have happy, healthy pregnancies and births. Social determinants of health like racism and stress lead to higher rates of preterm births in Black communities.

Want to help? Join us and [@CHC: Creating Healthier Communities](#) in our journey to improve the experience of pregnancy for Black communities by completing our needs assessment survey. Share your experience to impact the future of maternal health programs! Discover eligibility criteria and complete the survey here: <https://bit.ly/BBINA> #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice

Example 4:

Did you know that Black women are 50% more likely to deliver a premature baby than their white counterparts? Something must change! [\[NAME OF YOUR ORG\]](#) is proud to support [@CHC: Creating Healthier Communities](#) as they gather information to improve maternal health programs and standards of care for Black women and birthing people through their needs assessment survey.

By sharing your experience, you'll help CHC understand the impact of racism and stress on pregnant and postpartum Black women and birthing people. Complete the survey here: <https://bit.ly/BBINA> #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice



SAMPLE INSTAGRAM POSTS

Example 1:

[NAME OF YOUR ORG] is teaming up with @CHCimpact to share the Black Birthing Initiative needs assessment survey! CHC: Creating Healthier Communities aims to reduce preterm births in Black communities across the country by understanding the social determinants of health needs of Black women and birthing people along their #pregnancyjourney, and to create #maternalhealth programs that improve the standard of maternal healthcare that Black women and birthing people experience.

Support the #CHCBBI by taking the survey and sharing your story. Join us at the #linkinbio! #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice

Example 2:

Hey there Black mama-to-be, [NAME OF YOUR ORG] is teaming up with @CHCimpact to learn about how your pregnancy and/or postpartum journey has been! Share your experience to be entered in a drawing to win a gift card, and to help create programs for other mamas like you! Join us at the #linkinbio! #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice

Example 3:

Dismantling maternal health disparities starts with understanding the needs of Black women and birthing people. Participate in the maternal health assessment and help us and @CHCimpact in paving the way to equitable care - learn more at the #linkinbio. #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice

Example 4:

At [NAME OF YOUR ORG], we believe that pregnant Black women and birthing people deserve to have a happy, healthy #pregnancyjourney. In the U.S., Black women are 3 times as likely to die from pregnancy related causes as white women. Join us in addressing the #maternalhealth crisis by completing @CHCimpact's Black Birthing Initiative needs assessment survey. Your answers will help inform future programs to improve the pregnancy experience of Black women and birthing people across the country. Find the survey & eligibility criteria at the #linkinbio. #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice

Example 5:

Calling all Black women and birthing individuals: Your experiences matter. [NAME OF YOUR ORG] encourages you to join us on our journey to improve maternal health programs. Participate in @CHCimpact's maternal health survey: we want to hear from you! Join us at the #linkinbio. #CHCBBI #Blackmaternalhealth #healthequity #BirthJustice



SAMPLE LINKEDIN POSTS

Example 1:

Across the country, Black women and birthing people are facing a #maternalhealth crisis. In the U.S., Black women are 3 times as likely to die from pregnancy related causes as white women. To address the crisis, @CHC: Creating Healthier Communities is asking Black moms or moms-to-be to complete their Black Birthing Initiative needs assessment survey.

Survey responses will assist CHC in understanding the social determinants of health needs of Black women as they develop programs to address the crisis. Learn more about eligibility criteria and find the survey here: <https://bit.ly/BBINA> #CHCBBI #BlackMaternalHealth #healthequity #birthjustice

Example 2:

[NAME OF ORG] is proud to support @CHC: Creating Healthier Communities as they disseminate the Black Birthing Initiative needs assessment survey. The Black Birthing Initiative aims to reduce preterm births in Black communities across the country: Black women are 50% more likely to deliver a premature baby than white women in the United States.

Results from the survey will help inform programs to address the #maternalhealth crisis facing Black communities. Share your experience, and share the survey! Visit the link to learn more about eligibility criteria: <https://bit.ly/BBINA> #CHCBBI #BlackMaternalHealth #healthequity #birthjustice

Example 3:

Black women are 50% more likely to deliver a premature baby than white women in the United States and are three times as likely to die from pregnancy related causes. To address the crisis, @CHC: Creating Healthier Communities has launched their Black Birthing Initiative needs assessment survey! By participating, you'll help CHC understand the impact of racism and stress on pregnant and postpartum Black women and birthing people.

Learn more about the survey and eligibility criteria: <https://bit.ly/BBINA> #CHCBBI #BlackMaternalHealth #healthequity #birthjustice



NEWSLETTER AND BLOG POST

Exciting News: The Black Birthing Initiative Needs Assessment is Live!

[NAME OF ORG] is thrilled to announce CHC: Creating Healthier Communities Black Birthing Initiative needs assessment focusing on social determinants of health needs, racism, and stress among Black pregnant and postpartum women and birthing people.

Black birthing peoples' voices matter, and [NAME OF ORG] and CHC are committed to amplifying 4,800 of them. By participating in the survey, you add your voice to vital research shaping future programs, services, and informed non-clinical standards of care.

Here's how you can get involved:

1. Complete the Survey: Please share your experience and be entered in a drawing to win a gift card. Your experiences are crucial in identifying gaps and advocating for change in future programs and care services. You can access the survey here: <https://bit.ly/BBINA>
2. Spread the Word: Help us reach Black pregnant and postpartum women and birthing people by sharing this announcement with your network.

Join us in this important initiative - together, we can make a difference!



SOCIAL MEDIA GRAPHICS

You can find social media graphics [here](#). We encourage you to use these graphics as you share the survey! Please note, these are download-only files.