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  
    o @CDC_DRH  
    o @CDCgov  
    o CDC Facebook  
    o CDC Instagram  
    o @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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