

PREGNANCY AND BEYOND: A SOCIAL MEDIA TOOLKIT

AUTHORED BY: CONSORTIUM FOR A HEALTHIER MIAMI-DADE'S

HEALTHY BABY TASKFORCE

ACKNOWLEDGEMENTS

The Healthy Baby Taskforce is a sub-committee of the Children Issues/Oral Health Committee within the Consortium for a Healthier Miami-Dade and is honored to share the Pregnancy and Beyond: A Social Media Toolkit with the Miami-Dade community. We encourage you to share and use this toolkit to bring awareness and educate yourself and others on Maternal Child Health and the many social determinants of health that influence birth outcomes.

We recognize that it takes a community approach to fulfill our mission to be a major catalyst for healthy living while also generating sustainable policy, environmental, and system changes throughout Miami-Dade County.

The Healthy Baby Taskforce would like to acknowledge the contributions of the Florida Department of Health in Miami-Dade County Programs for their support with this social media toolkit including the Office of Community Health and Planning, DOH Miami-Dade HIV Perinatal Program, and the DOH Miami Dade Women, Infants and Children (WIC) Program. A special thanks is also extended to the Health Council of South Florida, Healthy Start Coalition of Miami-Dade, Florida International University, ICU Baby, Jessie Trice Community Health Systems, Kreative Koncepts, March of Dimes, Metro Mommy Agency, Miami-Dade Family Learning Partnership, Inc., Sunshine Health, and University of Miami for their continued efforts in the field of Maternal Child Health to decrease infant and maternal mortality and for the contributions to the Pregnancy and Beyond: A Social Media Toolkit.

ABOUT US

In March 2016, the Florida Department of Health launched the Florida Healthy Babies initiative, a statewide collaborative to positively influence social determinants of health and reduce racial disparities in infant mortality. This project has a focus on using a social determinants of health approach to identify and close the gap among Non-Hispanic Black and Non-Hispanic White infants. A countywide data analysis was conducted and the findings indicated from the Miami-Dade County Infant Mortality Analysis was used to inform the community about existing disparities and aid in development of intervention strategies at the local level to address health disparities and inequalities. The Healthy Baby Taskforce engages numerous partners to address the complex health inequities present in our community. The taskforce also works to positively influence social determinants of health with evidence-based interventions.



MISSION

To positively influence social determinants of health with evidence-based interventions to achieve better birth outcomes.



"Healthy Moms, Healthy Babies, Healthy Communities"

GOALS



Decrease Maternal Mortality



Decrease Infant Mortality



Increase Health Education



Reduce STD infection rate among women of childbearing age



Increase Percentage of Women
Who Breastfeed > 6 Months



Decrease the Number of New HIV Infections in Miami-Dade

OBJECTIVES

- 1. Foster a community where birthing persons (which includes but is not limited to *trans women* and those who are *gender non-conforming*) regardless of race and socio-economic status to have positive health and birth outcomes.
- 2. Support communities so that Black, Indigenous, People of Color (BIPOC) birthing parents and their babies and families receive the highest attainable standard of health that is free from social and racial inequality as set by the World Health Organization (WHO).
- 3. Promote supportive environments where BIPOC birthing parents and their babies have the same access to care and opportunities to experience total health wellness.
- 4. Increase access to equitable health services to improve mother and baby health outcomes.
- 5. Encourage equitable quality care and preventative services within the realm of women's health.

PURPOSE

Compared to the previous framework, Healthy People 2030 has an increased and heightened focus on the social determinants of health [SDOH] — which are the "conditions of where people are born, live, learn, work, play, worship, and age" (HealthyPeople 2030, n.d). The framework operates on the belief that all Americans deserve an equal opportunity to make choices that lead to a healthier lifestyle in all areas of their lives. Addressing the social determinants of health and the conditions they highlight, is reflected in the work of both national and international organizations, including the World Health Organization (WHO).

Social Determinants of Health also play a vital role in maternal, infant, and child health outcomes. While rates, such as maternal and infant mortality have been decreasing, we find significant disparities among communities of color. As a result, numerous initiatives within the U.S have been implemented to promote health equity and access to care for all. These interventions, have and continue to reduce maternal and child health disparities within our communities.

In support of these initiatives, the Healthy Baby Taskforce came together to create the *Pregnancy and Beyond: A Social Media Toolkit*. The purpose of the Healthy Baby Taskforce *Social Media Toolkit* is to bring awareness and educate on the importance of maternal, infant, and child health to achieve better birth outcomes. The overall goal we want to achieve is to not only reduce the infant and maternal morbidity and mortality rates in Miami-Dade County but also across the state of Florida and the United States.

HOW TO USE THIS TOOLKIT

In this toolkit you will find an array of social media posts and newsletter articles by theme. These topics include HIV/STDs, breastfeeding, tobacco cessation, health education, and Maternal Child Health in Miami-Dade County. In this toolkit you will also find local, state, and national resources that share helpful information to link pregnant and expectant families to services and care.

Social Media Posts & Articles: For proper use, please use the social media post and/or article with their respective assigned image and hashtag.

Images: For proper use, please use the image's assigned post and hashtag.

Image Gallery Link: https://www.healthymiamidade.org/healthy-baby-taskforce-toolkit-images/

In the image gallery (LINK), you will click on the image that you are interested in, right click, and then select Save Picture.

FAST FACTS: United States



since the early 1990s" (CDC. 2020).



Despite current recommended STD screening during pregnancy, some women may not have their infections treated during pregnancy because of a lack of or limited prenatal care (CDC, 2019).







One in every five babies born to mothers who smoke during pregnancy has low birth weight (CDC, 2020). 1/14

Women who gave birth in the United States in 2016 (7.2%) reported smoking during pregnancy (CDC, 2018).



1 in 5 babies in *high-income countries are not breastfed













Almost all babies in *middle- and lowincome countries are breastfed

37.



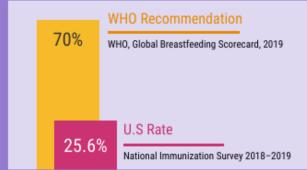




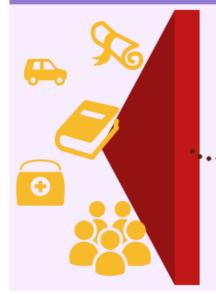


UNICEF, 2018

Babies under 6 months who are exclusively breastfed:

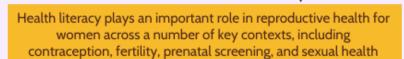


*According to The World Bank (n.d) economies are defined by GNI per capita: High Income economies > \$12,536 GNI Per Capita; Middle & Low income economies <12, 535 GNI Per Capita



There are many barriers to breastfeeding that disproportionately affect Black mothers. These include education level, lack of social and health care support, employment concerns, and even general knowledge about breastfeeding itself.

(CDC, 2019)



(Kilfoyle, Vitko, O'Connor, & Bailey, 2016).







FAST FACTS: Miami-Dade



It is important to monitor newly reported congenital syphilis cases to focus preventive efforts and educational programs to affected populations.



In 2019 there were

23 cases

of congenital syphilis cases.

(FIHealthCharts, 2020)



In 2018 and 2019 in there were

0 cases

of perinatal HIV. (Miami-Dade County Epidemiology)



146 mothers

smoked during their pregnancy in 2019.

Smoking during pregnancy is associated with increased risk of low birth weight and Sudden Infant Death Syndrome (SIDS).



5.3% of births with known prenatal care status in 2019 were to mothers with late or no prenatal care. (FIHealthCharts, 2020)

Nearly 10% of births in 2019 were to uninsured women.

Over 40% of births in 2019 were covered by Medicaid. (FLHealthCharts, 2020)



of White mothers

Initiated breastfeeding in 2019.

86.3 %

of Black mothers

Initiated breastfeeding in 2019.





#HealthyBabyTaskforce

KEY TERMS

- **BIPOC**: A widely used term that stands for Black, Indigenous, People of Color (BIPOC)¹.
- Electronic cigarettes: A device that produces an aerosol that usually contains nicotine. Electronic cigarettes have many names such as "e-cigs", "vapes", "vape pens", and "electronic nicotine delivery systems (ENDS)"².
- **Exclusive breastfeeding**: The process for only feeding your baby breast milk, except for medications, vitamins or mineral supplements.
- Health equity: The case in which "everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care" (Robert Wood Johnson Foundation (RWJF).
- Human Immunodeficiency Virus (HIV): A virus that attacks the body's immune system and if left untreated, can lead to AIDS (acquired immunodeficiency syndrome)³.
- **Peer counselor:** A peer counselor is a support person who provides basic breastfeeding information and support to other mothers. This support is provided to pregnant women and those who are currently breastfeeding⁴.
- Perinatal transmission: The process for which an HIV positive pregnant parent passes HIV to their baby either during pregnancy, childbirth, or breastfeeding⁵.
- **Pre-exposure prophylaxis (PrEP)**: A medication regimen used to prevent new HIV infections among HIV-negative individuals who are considered high-risk⁶.
- **Secondhand smoke**: Smoke that has been exhaled, or breathed out, by the person smoking. This is also smoke that comes from burning tobacco products such as cigarettes or cigars ⁷.
- Sexually Transmitted Diseases (STDs): Infections passed from one person to another through sexual contact⁸.
- Skin-to-skin care: The practice of placing the infant directly on the mother or other caregiver to
 maximize surface-to-surface contact...This practice is encouraged immediately after delivery for
 medically stable mothers and newborns" Centers for Disease Control and Prevention (2020)⁹.
- **SIDS:** Sudden Infant Death Syndrome (SIDS) is a type of SUIDS. It is the sudden death of an infant younger than 1 year of age that cannot be explained even after a full investigation¹⁰.
- SUIDS: Sudden unexpected infant death syndrome (SUIDS) is a term used to describe the sudden
 and unexpected death of a baby less than 1 year old in which the cause was not obvious before
 investigation¹¹.

- **Syphilis**: A sexually transmitted infection that is divided into stages (primary, secondary, latent, and tertiary) and if left untreated, can cause serious health problems¹².
- Thirdhand Smoke: Nicotine and chemical residue that remains on surfaces like walls, clothes, and furniture. This pollutant also can be inhaled when it is re-emitted through dust in the air. It can also react with substances in the environment to create other secondary pollutants on surfaces

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THEME: HIV & STDs

Hashtags to consider:

#HealthyBabyTaskForce #FindPrEP #HIV #PrEP #GetTested #KnowYourStatus

#Getting2Zero #TalkTestTreat

SOCIAL MEDIA MESSAGES

- Untreated syphilis in women results in infant death in approximately 40% of births. Know your zip code? Click the link to learn more about free or low-cost testing near you. https://gettested.cdc.gov/
- STDs are different for women. Click this infographic to learn why. https://bit.ly/3hrGNod
- Did you know? HIV can be passed from mother-to-child anytime during pregnancy, childbirth, and breastfeeding. This is known as perinatal transmission. To learn more, please visit the CDC here.
- Did you know? There are vaccinations for STDs like Human Papilloma Virus and Hepatitis B. These
 vaccines can prevent illness associated with these diseases. For more information about pregnancy
 and vaccinations visit https://www.cdc.gov/vaccines/pregnancy/index.html

CLICK HERE FOR GRAPHICS

NEWSLETTER ARTICLES

WHAT TO KNOW ABOUT STDS BEFORE, DURING, AND AFTER PREGNANCY

Sexually transmitted diseases (STDs), also known as sexually transmitted infections (STIs) are an infection transmitted through sexual contact caused by a bacterium, virus, or even a parasite. A critical component of appropriate prenatal care is ensuring that pregnant patients are tested early for STDs as they can complicate a pregnancy and result in serious future consequences. These consequences can be for the mother and/or the baby.

It is important that healthcare providers and pregnant patients are having open and honest conversations about symptoms they have experienced or are currently experiencing and any high-risk sexual behaviors in which they engage to ensure proper testing. Pregnant patients should also be tested close to delivery or as needed throughout care. Routine and follow up screenings for STDs should also occur after pregnancy to ensure proper health care.

Check out the CDC to learn more about STD screening recommendations for pregnant women here.

Source: https://www.cdc.gov/std/pregnancy/default.htm

MOMS-TO-BE AND HIV

Developments in Human Immunodeficiency Virus [HIV] research, prevention, and treatment have made it possible for many birthing persons with HIV to give birth to HIV-negative babies. Therefore, it is important that those who are pregnant or plan to become pregnant know that it is possible to receive high quality care and positive birth outcomes.

Recently, the Centers for Disease Control and Prevention [CDC] and its partners created a new framework¹⁴ that focuses on eliminating mother-to-child transmission of HIV in the U.S. This transmission, also called perinatal transmission, can occur anytime during pregnancy, childbirth, and breastfeeding. This framework is especially important because it highlights key approaches that multidisciplinary teams should take—such as early identification of HIV and ensuring comprehensive reproduction, preconception, and family planning services. These approaches can result in an environment that is supportive and welcomes positive birth outcomes for all.



Hashtags to consider:

#HealthyBabyTaskForce #ItsOnlyNatural #ChestFeeding #HealthyBaby #Dads4Breastfeeding #Breastfeeding #EatLocal
#HappyFeeding
#BlackMomsDoBreastf
eed

SOCIAL MEDIA MESSAGES

- Have questions about breastfeeding and/or breast pumps? You can receive support by calling the WIC Helpline at 786-336-1336. http://miamidade.floridahealth.gov/programs-and-services/wic/breastfeeding.html
- Breastfeeding can help lower a mother's risk of high blood pressure, type 2 diabetes, ovarian cancer, and breast cancer. https://bit.ly/2ju5Mde
- Did you know? Breastfeeding helps form a special bond with your baby. To learn more tips for breastfeeding parents, check out and click the link https://wicworks.fns.usda.gov/wicworks//Topics/BreastfeedingFactSheet.pdf
- It is recommended that infants be exclusively breastfed for 6 months with continued breastfeeding along with appropriate complementary foods up to 2 years of age or older. Speak to your provider today about feeding schedules and more! #Breastfeeding #HealthyBaby
- The skin-to-skin care practice has many benefits for both caregiver and baby such as initiating
 breastfeeding and keeping the baby warm. To learn more about the benefits of this practice, please
 visit the CDC's webpage here: https://bit.ly/34VQ2bf
- Check out this important video on breastfeeding from Office on Women's Health (OWH). #JTCHS #WeKnow #ItsOnlyNatural https://youtu.be/ge-2Cn-LRAE
- How can dads be involved in the breastfeeding experience with mom and baby? Find out from them here. https://bit.ly/2WUkT3C.
- Breastfeeding success begins at birth. Baby-Friendly hospitals are recognized for their parent/baby care
 practices related to infant feeding. To find a Baby-Friendly Hospital near you visit:
 https://www.babyfriendlyusa.org/for-parents/find-a-baby-friendly-facility/

PUMPING AT WORK

- Employers that meet the requirements should provide employees a private space to pump that is separate from the bathroom. To learn how you can support/create pumping-friendly work environments use this toolkit: https://www.healthymiamidade.org/wp-content/uploads/2021/02/Worksite-Wellness-Toolkit-7.27.2020 rev.pdf
- Ever wonder what your breastfeeding rights are at work? Learn about the law and your rights by visiting https://www.womenshealth.gov/supporting-nursing-moms-work/what-law-says-about-breastfeeding-and-work
- How often should I pump while at work? When you are away from your baby, it is important to try to pump at the same times or as often as your baby is breastfeeding. Visit the CDC to learn more here.
- It is important to create a supportive environment for mothers who continue to breastfeed after returning to work. A great opportunity to create this atmosphere is by supporting a workplace support program or policy. To learn more, check out the Consortium's Worksite Wellness Toolkit here.

CLICK HERE FOR GRAPHICS

BREASTFEEDING TO INVEST IN YOUR HEALTH

It is a shared belief among professionals and providers that breastfeeding can be beneficial for the baby. Breastmilk carries a variety of nutrients and disease-fighting cells that help baby be healthy immediately after birth and even beyond — reducing their risk of asthma, obesity, and other chronic conditions. However, one thing that is not regularly discussed is breastfeeding and its impact on the parent's health. In some individuals, breastfeeding can lower their risk of breast and ovarian cancer, as well as high blood pressure which can have lasting and positive cardiovascular effects¹⁵. For pregnant persons diagnosed with gestational diabetes, breastfeeding was found to lower their risk of developing type 2 diabetes¹⁶. The benefits of breastfeeding also extend beyond medical diagnoses, as it is related with health cost savings on both an individual and national level¹⁷.

In the end, breastfeeding can be one of many ways you can invest in your health. For information on breastfeeding recommendations visit

https://www.cdc.gov/nutrition/infantandtoddlernutrition/breastfeeding/recommendations-benefits.html

FED IS BEST FOR YOUR INFANT

Dr. Ruth Petersen, director of CDC's Division of Nutrition, Physical Activity, and Obesity shares that breastfeeding is "...the clinical gold standard for infant feeding and nutrition. Breast milk meets the health needs of a growing baby." It also benefits a mother's health too. While it is a gold standard, it is important to remember that breastfeeding one's baby isn't attainable for all (whether it be due to social or medical issues) and that proper support for all birthing parents can make a difference in a baby's nutrition.

The national survey, Maternity Practices in Infant Nutrition and Care, is used to improve hospital initiatives related to breastfeeding/nutrition support. This includes related policies, nurse training, and highlighting hospital practices¹⁹. The results of this survey encourage hospitals nationwide to improve their discharge and follow-up support of mothers. Discharge support, which can create additional linkages to resources and care, is important as it helps all new birthing parents including those who may be unable to breastfeed. To learn more, please visit the CDC's Breastfeeding Report Card https://www.cdc.gov/breastfeeding/data/reportcard.htm.



Hashtags to consider:

#ChildSafety #Healthybaby #DriveSafe #FLSafeBaby #SafeSleep
#Vaccinate

SOCIAL MEDIA MESSAGES

VACCINES AND YOUR BABY

*For information related to COVID-19, please visit page 27

- Receiving some vaccines while pregnant can protect both the birthing parent and the baby from developing serious diseases. For information vaccines for parents-to-be, visit https://www.cdc.gov/vaccines/pregnancy/vacc-during-after.html
- If you or a loved one have questions about vaccine safety while pregnant, talk to your health care provider today. You can also click the link for general information: https://www.cdc.gov/vaccines/pregnancy/vacc-safety.html
- Are you familiar with your baby's immunization schedule? Click here for more information <u>https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html</u>
 for DOH-Miami-Dade immunization clinic information, visit: https://bit.ly/2ZQUy89

CAR SEAT SAFETY

- Car crashes are the leading cause of death for infants. Protect your little one today with a car seat that is appropriate for their age, size, and weight. For help finding the right car seat, visit https://www.nhtsa.gov/equipment/car-seats-and-booster-seats#find-compare-seats
- Did you know that there is a right way and a wrong way to install your car seat? Car seats may
 be tricky to install. If you or someone you know needs help with installation, reach out to your
 local hospital or fire station for car seat inspection stations.
 https://www.nhtsa.gov/equipment/car-seats-and-booster-seats#installation-help-inspection
- Wondering if you have the right fit when it comes to car seats? Use the following guide for help! https://www.safekids.org/ultimate-car-seat-guide/basic-tips/right-fit/

SAFE SLEEP

- To promote safe sleep, remember the back sleep position is recommended for all babies. It
 carries the lowest risk of SIDS, including preterm babies, until they are 1 year's old. #SafeSleep
 #SafeSleepSnap #HealthyBaby
- Making sure your baby's crib is free of soft bedding like bumper pads and pillows not only
 ensures that they are sleeping comfortably but lowers their chance of SIDS. Use this tool to learn
 how to create a safe sleep environment for your little one:
 https://safetosleep.nichd.nih.gov/resources/caregivers/environment/room

CLICK HERE FOR GRAPHICS

SAFE SLEEP IS ESSENTIAL FOR BABIES

Putting baby on "back to sleep" for the first year is the No. 1 rule for Safe Sleep. It's a simple thing that makes a big difference. Most parents have heard this rule, but they need to know why it's so important and to share it with every single person who helps with baby.

There are 3,500 sleep-related deaths of babies each year in the U.S. and some 22% of mothers report not placing baby on his or her back, according to the CDC. Older generations didn't always put babies to sleep on backs – so whether it's grandparents, a neighbor, or childcare, make sure they know to always put baby to sleep on his or her back until he or she is 1 year old. Some babies fuss on their backs, but quickly adapt. Talk to your pediatrician if fussing continues. At about 3 to 6 months, babies will be able to roll off their backs but may not be able to roll back over. You will need to gently help them back over. Never swaddle or use items to restrict movement at this stage. They need their arms and legs free to roll back over.

While "Back to Sleep" is the No. 1 Rule of Safe Sleep, there are others – including crib tips, clothing guidelines and more. Here are some sources:

- Laying Your Baby Down to Sleep, from the Sunshine Health Krames Online Library
- Ways to Reduce Sleep-Related Deaths, from the National Institutes of Health
- How to Keep Baby Safe When Sleeping, from the CDC

Go to SunshineHealth.com to learn more.

WHAT YOU NEED TO KNOW ABOUT CHILD CAR SEAT SAFETY

Whether your trip is down the street or across the county, you want to make sure your children are properly buckled up in a car seat, booster seat, or seat belt that is appropriate for their weight, height, and age. In the United States, motor vehicle injuries are a leading cause of death among children and many of these injuries can be prevented. According to the Centers for Disease Control and Prevention (CDC), in 2017, restraint use saved the lives of 325 children aged 4 years and younger. Furthermore, car seats booster seats, and seat belts reduces serious and fatal injuries by up to 80%.

The best possible car safety option for infants and toddlers is the rear-facing car seat in the back seat of the car. Safe Kids Worldwide has shared five basic tips to ensure proper car seat fitting. These tips include:

- 1. Ensure harness safety by making sure clips are in the right location.
- 2. Use the correct harness slots for your car seat and its position.
- 3. Use the correct harness and seat belt placement for the car seat, booster seat, and the seat belt alone.
- 4. Complete the Pinch Test on the harness: if you can gather fabric, the harness is not snug enough.
- 5. During the winter season, you want to ensure your child has snug fit It is important to adjust the harness while your child's bulky coat is off. For more information, please visit Safe Kids Worldwide here: https://www.safekids.org/ultimate-car-seat-guide/.



Hashtags to consider:

#HealthyBabyTaskForce #ToolsToQuit #MomsQuitTobacco #QuitSmoking #CessationResources #TobaccoFreeForBaby

#TeamUpToQuit
#CleanAir
#TobaccoFreeFamily

SOCIAL MEDIA MESSAGES

- If you are pregnant, quitting all forms of tobacco products including e-cigarettes is best for you and your baby. For tips and advice on how to quit tobacco products, visit here https://bit.ly/2Jrh0zW
- One of the biggest misconceptions about e-cigarettes is that they are safe to use during pregnancy.
 From nicotine to other potentially harmful ingredients, they are not healthy for you and your baby.
 https://bit.ly/3rFrow8
- Did you know? You can reduce your baby's risk of SIDS by not smoking during pregnancy and by limiting your newborn's exposure to cigarette smoke. For help quitting, see How to Quit Smoking. Link: https://bit.ly/34QIQOG
- Secondhand and thirdhand smoke can harm both mother and child. Mothers who are exposed to smoke while pregnant are more likely to have lower birth weight babies. Even if you don't smoke, you can help a friend or family member quit today. Visit www.tobaccofreeflorida.com for more information.
- Quitting smoking for baby's health is not just for those who are pregnant, but their partners as well.
 Family members who smoke around a pregnant person can put their baby at risk for complications before and after birth. Learn more here: https://bit.ly/3hSWjK9

TOBACCO MYTHS AND YOUR PREGNANCY

According to the National Cancer Institute²⁰ There are many misconceptions surrounding pregnancy and smoking. For instance, some birthing parents believe that switching to e-cigarettes is better for them and their baby's health. However, e-cigarettes— while different from regular cigarettes— still pose a threat to one's health. Another common myth among smoking parents is that since their previous pregnancies resulted in healthy babies, they do not need to quit for their current one. Unfortunately, a history of healthy babies while smoking does not mean the next baby will be healthy as well. Quitting smoking decreases the risk of complications significantly and is recommended for all pregnant persons. The last myth is that there aren't many resources for pregnant women. Fortunately, there are! From meeting with Certified Tobacco Treatment Specialists, to <u>quitting apps</u>, to even telephone quit lines, there is a resource out there for you. Don't let myths get between you and your health.

SMOKING AND ITS EFFECTS ON PREGNANCY AND BABIES

Smoking is the largest preventable cause of death and disease in the world. Many know that smoking causes many major health problems and even some cancers. Smoking while pregnant can also cause serious problems too. Some of these serious problems include your baby being born too early, having a birth defect, or even dying from sudden infant death syndrome (SIDS)²¹. However, it is important to note that exposure to secondhand smoke can also cause health problems for you and your baby.

Whether you are planning to get pregnant or are already expecting, it is never too late to quit smoking. For instance, quitting smoking while pregnant has shown to have better outcomes than never quitting²².

You should talk with your doctor about the best ways to quit while you're pregnant or trying to get pregnant. The proper support can help a pregnant parent get through the unique challenges of quitting during this phase of life. To learn more ways to quit, please visit here: https://women.smokefree.gov/your-relationships/ask-for-help



Hashtags to consider:

#HealthyBabyTaskForce #FamilySupport #GenerationalSupport #InfantLossAwareness

#MentalHealthMatters #BreastfeedingFriendly

SOCIAL MEDIA MESSAGES

GENERATIONAL PARENTING

- Did you know? Both grandparents and children can spread whooping cough or the flu to your little one. It's important that they all are up to date on their vaccines to reduce your baby's risk of exposure. For more information visit https://www.cdc.gov/vaccines/pregnancy/family-caregivers.html
- There are several ways that grandparents can support a breastfeeding parent, including providing
 encouragement and defending the parent's choice to breastfeed. For more ways to support visit
 https://wicbreastfeeding.fns.usda.gov/8-ways-grandparents-can-support-breastfeeding
- Childrearing practices tend to change by generation, including those related to safe sleep.
 Grandparents can watch this video on how to put their grandchildren to sleep in a safe environment: https://youtu.be/vAvwjTsnAyM

MENTAL HEALTH

- Postpartum depression [PPD] is different from the baby blues in that it can last over 2 weeks and can happen at anytime. Talk to your doctor if you think you have PPD. For information and resources visit https://www.womenshealth.gov/mental-health/mental-health-conditions/postpartum-depression
- Did you know? Paternal Postpartum Depression affects 1 in 10 fathers. It is important that partners seek immediate care and treatment if they suspect they have PPD.
 https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6659987/ or visit https://www.samhsa.gov/find-help/national-helpline
- If you or someone you know suspect they may have postpartum depression please visit https://www.postpartum.net/. If an emergency or crisis please call local emergency number or visit https://www.samhsa.gov/find-help/national-helpline

INFANT LOSS

- The Children's Bereavement Center offers FREE virtual Perinatal Loss Peer Grief Support Groups for mothers, fathers and their spouses or significant others. For support, please call 888-988-5438 or email intake@childbereavement.org. To learn more, please visit
 https://childbereavement.org/support-groups/new-perinatal-loss-groups.html
- Have you heard about the Star Legacy Foundation? This group works to increase awareness, support
 research, and encourages advocacy and family support regarding stillbirth, pregnancy loss, and
 neonatal death. To learn more on how to get involved, please visit here.

CLICK HERE FOR GRAPHICS

NATIONAL TEEN PREGNANCY PREVENTION AWARENESS MONTH

In 2018, a total of 179,871 babies were born to women aged 15-19 years old which translates to a birth rate of 17.4 per 1,000 women in this age group²³. This is a record low for U.S. teens. Some evidence may suggest these declines are due to more teens abstaining from sexual activity and those are sexually active are using birth control methods more than seen in previous years. While these rates should be highlighted, not only is the U.S. teen pregnancy rate substantially higher compared to other industrialized nations, but we also find that racial/ethnic and geographic disparities in teen birth rates continue to exist. To learn more about the different disparities and the importance of prevention, please visit the Centers for Disease Control and Prevention here at https://www.cdc.gov/teenpregnancy/about/index.htm.

COUNTING YOUR BABY'S KICKS

Feeling your baby move for the first time is very exciting! Pregnant women typically start feeling baby's movements between 15-25 weeks. Paying attention to your baby's kicks is important because a change in your baby's movement in the third trimester is often the earliest sign of trouble. When you know what is normal for the baby, you can be more alert to potential red flags.

Begin counting between 26-28 weeks gestation by following these steps:

- Count your baby's movements at about the same time every day. Pick a time when your baby is most active.
- Begin in a comfortable position, sitting with your feet up, or lying on your side. This is a great time to bond with your baby. You can also include your partner and older siblings.
- Count each of the baby's movements (these may feel like pokes, jabs, rolls, or kicks).
- See how long it takes your baby to reach 10 movements. This usually happens within 30 minutes to two hours.
- If you notice a change in how your baby is moving, call your healthcare provider right away.

It is important to count your baby's kicks every day, to learn what is normal movement for your baby. Using the *Count the Kicks* app helps you keep track of what is normal for your baby, and how long it takes to get to 10 movements. Learn more and download the FREE app at www.countthekicks.org. To see the video, click here.

Hashtags to consider:

#HealthyBabyTaskForce #TAPprogram #HealthyEnvironment #HealthEquity #EquitableLens #PublicHealth

SOCIAL MEDIA MESSAGES

EDUCATION TEEN PREGNANCY PROGRAMS

Do you know about the Teenage Parent (TAP) Program? This is a dropout prevention program
designed to provide educational services to pregnant and parenting students enrolled in any
Miami-Dade County Public Schools (M-DCPS). To learn more, visit here.

HEALTH CARE

- Pregnant persons in Florida can qualify for Medicaid! Health insurance coverage is extremely
 important and can make a difference in health care and birth outcomes. For more information
 visit: https://www.myflfamilies.com/service-programs/access/medicaid.shtml
- Meeting with a doctor or mental health provider via telehealth has shown to be just as effective
 as in person visits. Many telehealth services are covered by insurance and are offered by many
 providers! Don't hesitate to seek care, call your provider today to see if this is an option.

FOOD SECURITY

 Do you provide health care services for pregnant and post-partum women? If so, are you asking about food insecurity? For information about food insecurity and how to have the talk with your patients visit https://bit.ly/3ptl80H

FAMILY PLANNING

• Did you know? DOH-Miami-Dade Family Planning Clinics provide information on baby spacing, abstinence, avoiding sexually transmitted diseases or infections (STDs or STIs) and birth control methods. Please call (305) 575-3800 to schedule your appointment today.

EARLY PRENATAL CARE

 Did you know? Early prenatal care can help health care providers detect and address any potential health issues for the pregnant parent and baby. Early visits can improve some birth outcomes. For Miami-Dade prenatal services visit: https://bit.ly/38luaBp

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INFANT AND MATERNAL MORTALITY AWARENESS

Maternal Mortality and Infant Mortality are hot topics in the field of public health as they continue to rise despite recent advances in the Maternal Child Health sectors. While 60% of Maternal deaths are preventable²⁴ and rates of infant and maternal mortality have been decreasing overall, Black populations continue to face significantly higher rates of mortality ^{25,26}. As a result, public health professionals, researchers, and medical providers have been working hard to identify and address factors associated with these disparities. Over time, researchers found that organizations/providers can help improve these rates by doing the following:

- Provide culturally sensitive and appropriate care before, during, and after pregnancy.
- Increase access to quality and affordable prenatal and infant care.
- Provide appropriate care for high-risk individuals.
- Continuation of care after delivery.

While these are only a few steps, they can still leave a lasting and positive impact. To learn more about infant and maternal mortality rates and how to address these rates, please visit

https://www.cdc.gov/reproductivehealth/maternalinfanthealth/infantmortality-cdcdoing.htm or https://www.who.int/news-room/fact-sheets/detail/maternal-mortality

THEME: HEALTHY BUILT ENVIRONMENT



Hashtags to consider:

#HealthyBabyTaskForce #TAPprogram #HealthyEnvironment #EquitableLens #HealthEquity #PublicHealth

SOCIAL MEDIA MESSAGES

BUILT ENVIRONMENT

- Radon is a colorless, odorless and tasteless gas that forms naturally in soil and rock throughout
 the world. Radon can harm your health. For information on how to protect your family from
 radon visit https://www.cdc.gov/radon/index.html.
- One of the causes of childhood asthma is exposure to environmental factors such as allergens (e.g. pet dander or pollen) and second-hand smoke. Visit here to learn more about the causes of and ways to prevent childhood asthma: https://mayocl.in/3o0XmK1
- Per the CDC, injuries are the leading cause of death in children ages 19 and younger. But most child injuries can be prevented. Parents and caregivers can play a life-saving role in protecting children from injuries. Learn more here: https://www.cdc.gov/safechild/index.html
- Lead exposure can seriously harm a baby's health, including damage to the brain and nervous system, slowed growth and development, learning and behavior problems, and hearing and speech problems. Childhood lead poisoning is 100% preventable. Learn how to prevent children's exposure to lead here: https://www.cdc.gov/nceh/features/leadpoisoning/index.html
- Air quality plays a major role in you and your baby's health. Emissions, or gases released into the air, can range in sizes and can enter your lungs and/or bloodstream. To learn more about air quality and its health effects visit: https://ephtracking.cdc.gov/showAirHealth
- *For environmental risk factors and maternal child health outcome social media messages, please visit https://www.healthymiamidade.org/wp-content/uploads/2020/06/IM-MM-Environment-Social-Media-Toolkit.pdf
- Did you know? Food insecurity is known as a risk factor for gestational diabetes, increased weight gain, and even additional stress (Laraia, Vinikoor-Imler, & Siega-Riz, 2015). For a comprehensive list of free food sources, click the link https://bit.ly/2L4NTCU

PEDIATRIC INJURIES

Unintentional injuries—such as those caused by burns, drowning, falls, poisoning and road traffic—are the leading cause of morbidity and mortality among children in the United States. Each year, among those 0 to 19 years of age, more than 12,000 people die from unintentional injuries and more than 9.2 million are treated in emergency departments for nonfatal injuries. Child injury is predictable and preventable. It is also among the most under-recognized public health problems facing our country today.

Common injuries include:

- Car crash
- Burns
- Drowning
- Falling
- Poisoning
- Sports/Play activities

To prevent injury, parents and caregivers need to play a life-saving role in protecting children. Progress has been made in preventing child injury. Child injury death rates have decreased 29% in the last decade. Yet injury is still the leading cause of death for children and teens. More can be done to keep our children safe.

For more information on steps to take to prevent child injuries, please visit the CDC website: https://www.cdc.gov/safechild/index.html.

CHILDHOOD OBESITY AND PHYSICAL ACTIVITY

Childhood obesity is a serious problem in the United States putting children and adolescents at risk for poor health. Obesity prevalence among children and adolescents is still too high. One of the ways parents can help children manage their weight is by making sure they are active. In addition to being fun for children, regular physical activity has many health benefits, including:

- Strengthening bones.
- Decreasing blood pressure.
- Reducing stress and anxiety.
- Increasing self-esteem.
- Helping with weight management.

Children ages 3 through 5 years should be active throughout the day. Children and adolescents ages 6 through 17 years should be physically active at least 60 minutes each day. Include aerobic activity, which is anything that makes their hearts beat faster. For more information please visit the CDC: https://www.cdc.gov/healthyweight/children/index.html



Hashtags to consider:

#SocialDistance #GetVaccinated #WearYourMask #HealthyFlorida #Handwashing #StopCOVID19

SOCIAL MEDIA MESSAGES

GENERAL

- Stay tuned with the CDC and the most up to date guidance on Breastfeeding for a Mother Confirmed
 or Under Investigation for COVID-19 by clicking here: https://bit.ly/3puVrgW
- Stay up-to-date on things related to COVID-19 in Florida by visiting http://floridahealthcovid19.gov/

COVID-19 VACCINE

- Have questions about the COVID-19 Vaccine and your pregnancy? Talk to your health care provider for recommendations and visit the CDC's website for general information. https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/pregnancy.html
- Don't let myths get in between you and your health. To learn more about myths and facts about the COVID-19 Vaccine, visit https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html
- Need to find a location that offers COVID-19 vaccines? Visit https://bit.ly/3avW7OE

THEME: Community Resources



Hashtags to consider:

#HealthyBabyTaskForce #CountTheKicks #ReachOut&Read #WIC #JourneyToWellness #PrenatalCare

#PeerCounselors #MakeHealthyHppn

SOCIAL MEDIA MESSAGES

JOURNEY TO WELLNESS

Did you know? The Journey to Wellness Rx prescription is a non-pharmaceutical prescription that
encourages physical activity and healthy living to help with weight and chronic disease
management. For information on how-to and materials, visit
https://www.healthymiamidade.org/journey-to-wellness-rx/

COUNT THE KICKS

• Count the Kicks has shown to be a fantastic tool for expectant mothers during their third trimester. With one simple and FREE download from your app store, expectant mothers can now track their baby's movements. Visit @countthekicksus for more info!

PEER COUNSELING AND SUPPORT

 WIC Peer Counselors (PCs) are moms in your community who breastfed their own babies and can help you on your breastfeeding journey. We're here for you 7 days a week! Call Miami-Dade WIC's breastfeeding helpline for support at (786) 336-1336. #WIC #PCs @MiamiDadeWIC

REACH OUT AND READ PROGRAM

Have you heard about the Reach out and Read program? This program provides
developmentally-appropriate books to families to help create positive learning environments at
home. Visit the website for more information on participation in the program
https://reachoutandread.org/

PARTNERS

 Get the basics on breastfeeding in this Live Healthy Miami Gardens' Facebook Live episode https://www.facebook.com/watch/?v=255418235789891.

ADDITIONAL RESOURCES

* = Indicates Community Partner

BREASTFEEDING

Baby Friendly Hospital Initiative

https://www.babyfriendlyusa.org/about/

Breastfeeding Guide

• https://www.womenshealth.gov/files/your-guide-to-breastfeeding.pdf

Jasmine Project *

https://www.facebook.com/umjasmineproject

La Leche League Online Support Resources

• https://www.llli.org/la-leche-league-online-support-resources/

La Leche League of Miami-Dade County

http://www.lllmiamidade.info/meetings

March of Dimes*

https://www.marchofdimes.org/

Metro Mommy Agency *

http://www.metromommyagency.com

Women, Infants and Children (WIC) Miami-Dade

• http://miamidade.floridahealth.gov/programs-and-services/wic/index.html

DOMESTIC VIOLENCE

Coordinated Victims Assistance Center

https://www.miamidade.gov/global/service.page?Mduid_service=ser1502483183449106

Miami-Dade County Domestic Violence Assistance

• https://www.miamidade.gov/global/service.page?Mduid service=ser1502483183449106

Kristi House

• https://kristihouse.org/

Miami Police Department

https://www.miami-police.org/index.asp

National Domestic Violence Hotline

https://www.thehotline.org/

FATHERHOOD

The Center for Men's Excellence

www.menexcel.com

Circle of Brotherhood

www.circleofbrotherhoodmiami.org

Fatherhood Taskforce of South Florida, Inc.: Connecting Fathers with Children

https://ftfsf.org/site/

Jasmine Project *

https://www.facebook.com/umjasmineproject

GENERAL/FAMILY SUPPORT

American Heart Association

https://www.heart.org/

The Children's Trust

• https://www.thechildrenstrust.org/

ConnectFamilias *

• https://www.connectfamilias.org/index.html

Early Learning Coalition of Miami-Dade *

https://www.elcmdm.org/

FindHelp.org (Aunt Bertha)

https://www.findhelp.org/

Florida Department of Health in Miami-Dade County – Perinatal HIV Services

• http://miamidade.floridahealth.gov/programs-and-services/infectious-disease-services/hiv-aids-services/perinatal-hiv-services.html

Healthy Start Coalition of Miami-Dade *

www.hscmd.org

ICU Baby*

https://icubaby.org/

Jasmine Project *

https://www.facebook.com/umjasmineproject

March of Dimes*

https://www.marchofdimes.org/

Metro Mommy Agency *

• http://www.metromommyagency.com

Miami-Dade Family Learning Partnership

http://www.familylearningpartnership.org/

Nicklaus Children's Hospital

https://www.nicklauschildrens.org/home

Women, Infants and Children (WIC) Miami-Dade

• http://miamidade.floridahealth.gov/programs-and-services/wic/index.html

UF/IFAS Extension

http://sfyl.ifas.ufl.edu/family-resources/

United Way of Miami-Dade

https://unitedwaymiami.org/

LOCAL HEALTH CARE SERVICES

Banyan Health Systems

https://banyanhealth.org/services/

Boringuen Medical Centers*

https://www.borinquenhealth.org/index.php/home/

Community Health of South Florida, Inc.

• https://chisouthfl.org/

Citrus Health Network, Inc.

• https://www.citrushealth.org/programs-services

Health Care Center Search

https://www.fachc.org/find-a-health-center#/

Florida Association of Community Health Centers, Inc. (FACHC)

https://www.fachc.org/find-a-health-center#/

Florida Department of Health in Miami-Dade County

http://miamidade.floridahealth.gov/

Jessie Trice Community Health Systems (JTCHS)

https://www.jtchs.org/

Miami-Beach Community Center

https://mbchc.org/

HEALTH INSURANCE

HealthCare Marketplace

• https://www.healthcare.gov/get-coverage/

Medicaid

• https://www.myflorida.com/accessflorida/

Sunshine Health*

• https://www.sunshinehealth.com/

HOTLINES/HELPLINES

Advocates for Victims/Safespace Hotline – Central

• 305-693-0232

Breastfeeding WIC Helpline

• 786-336-1336

Florida Abuse Hotline

- 1-800-962-2873
- https://www.myflfamilies.com/service-programs/abuse-hotline/report-online.shtml

Florida Domestic Violence 24-Hour Crisis Hotline

• 1-800-500-1119

Florida Family Support Line

- 1-888-733-6303 (Call)
- 1-888-733-6303 (Text)

Florida HIV/AIDS Hotline

• English: 1-800-352-AIDS (2437)

• Spanish: 1-800-545-7432

• Haitian Creole: 1-800-243-7101

Florida's Poison Control Helpline

• 1-800-222-1222

Jewish Community Services Helpline Services (211)

https://jcsfl.org/services/helpline/

Miami-Dade County (311) Services

• https://www.miamidade.gov/global/311.page

National Domestic Violence Hotline

• 1-800-799-SAFE (7233)

Postpartum Support International

- 1-800-944-4773
- Text in English: 800-944-473 or Text in Spanish: 971-203-7773

National Suicide Prevention Lifeline

• 1-800-273-8255

Substance Abuse and Mental Health Services Administration National Helpline

• 1-800-662-HELP (4357)

LOCAL BIRTHING CENTERS

Baptist Hospital Health South Florida

https://baptisthealth.net/en/services/maternity

Hialeah Hospital

https://www.hialeahhosp.com/services/obstetrics

Homestead Hospital

https://baptisthealth.net/en/locations/hospitals/homestead-hospital

Jackson Memorial Hospital

- https://jacksonhealth.org/locations/jackson-memorial-hospital/
- https://maternity.jacksonhealth.org/

Jackson North Medical Center

https://jacksonhealth.org/locations/jackson-north-medical-center/

Jackson South Medical Center

https://jacksonhealth.org/locations/jackson-south-medical-center/

Kendall Regional Medical Center

https://kendallmed.com/specialties/labor-and-delivery/

Mercy Hospital

https://mercymiami.com/specialties/labor-and-delivery/

Miami Maternity Center

http://www.miamimaternitycenter.net/

Mount Sinai Medical Center

https://www.msmc.com/childbirth-community-classes/

North Shore Medical Center

https://www.northshoremedical.com/services/obstetrics

Palmetto General Hospital

https://www.palmettogeneral.com/services/obstetrics

South Miami Hospital

• https://baptisthealth.net/en/locations/hospitals/south-miami-hospital

University of Miami, Miller School of Medicine

https://umiamihealth.org/en/treatments-and-services/obstetrics-and-gynecology/childbirth-services

West Kendall Baptist

• https://baptisthealth.net/en/locations/hospitals/west-kendall-baptist-hospital

MANAGING STRESS/POSTPARTUM DEPRESSION

CDC's Coping with Stress

 https://www.cdc.gov/violenceprevention/publichealthissue/copingwithstresstips.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fviolenceprevention%2Fsuici_ de%2Fcopingwith-stresstips.html

Office of Women's Health: Postpartum Depression

 https://www.womenshealth.gov/mental-health/mental-health-conditions/postpartumdepression

Postpartum Support International

https://www.postpartum.net/

Shades of Blue Project

https://www.shadesofblueproject.org/index.html

PRENATAL/PREGNANCY

ConnectFamilias *

• https://www.connectfamilias.org/index.html

Healthy Start Coalition of Miami-Dade *

www.hscmd.org

Jasmine Project *

• https://www.facebook.com/umjasmineproject

March of Dimes*

https://www.marchofdimes.org/

Metro Mommy Agency *

• http://www.metromommyagency.com

MyPlate: Moms/Mom-to-Be Health & Nutrition Information

 https://www.choosemyplate.gov/browse-by-audience/view-all-audiences/adults/momspregnancy-breastfeeding

Office of Women's Health: Pregnancy

https://www.womenshealth.gov/pregnancy

Office of Women's Health: Prenatal Care

• https://www.womenshealth.gov/a-z-topics/prenatal-care

Office of Women's Health: Stages of Pregnancy

https://www.womenshealth.gov/pregnancy/youre-pregnant-now-what/stages-pregnancy

TOBACCO CESSATION RESOURCES

American Heart Association

https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco

Miami-Dade Area Health Education (AHEC)

https://www.mdahec.com/

Miami-Dade Tobacco Free Florida Program

https://tobaccofreeflorida.com/county/miami-dade/

UM AHEC

• http://familymedicine.med.miami.edu/community-health/um-ahec

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