

#BumpDay 2020 Social Media Toolkit

Thank you for supporting expectant Moms and Moms everywhere on #BumpDay.

WHAT IS #BUMPDAY?

Now in its sixth year, #BumpDay is a social media advocacy campaign to create a conversation and raise awareness about the need for better, more accessible maternal healthcare in the U.S. and globally. It's also a day to celebrate all beautiful bumps and healthy pregnancies, past and present. **On #BumpDay, July 22, 2020**, partners and participants around the world will join together in posting photos of beautiful baby bumps and sharing the message that every mom deserves a healthy pregnancy, a safe birth and a healthy, happy baby. **Our #BumpDay 2020 focus will once again be on women who feel the greatest impact from maternal healthcare disparities in the U.S. – particularly Black moms.**

DOWNLOADABLES: <https://bit.ly/bumpday2020>

SUPPORT US BY POSTING to Your Social Media: Include Hashtag: #BumpDay

THROUGH JULY 21: Post your message and/or photo with #BumpDay

- ✓ Healthy futures start with healthy beginnings. Share a bump photo (past or present, yours or one you love) on July 22 in support for early, more accessible maternal healthcare for all moms. #BumpDay
- ✓ Safe motherhood is a universal human right. Share a bump photo (past or present, yours or one you love) to show your support for healthy pregnancies and safe births for all moms. #BumpDay
- ✓ All moms deserve a healthy pregnancy, a safe birth and a healthy, happy baby! Share a bump photo (past or present, yours or one you love) on July 22 in support of comprehensive quality maternal healthcare for moms everywhere. #BumpDay
- ✓ Every mom should receive the care and support she needs to deliver a healthy start in life and a healthy future for herself and the baby she loves. Share a bump photo (past or present, yours or one you love) on July 22 in support for healthy pregnancies, safe births and healthy babies. #BumpDay
- ✓ Spread the word, share the love, and save a life. Share a bump photo (past or present, yours or one you love) to show your solidarity and support for healthy pregnancies and safe births for all moms. #BumpDay

- ✓ Share a Stat:
 - Black Women are 3-4 times more likely to die from pregnancy-related complications. Be Part of the Change. #BumpDay #BlackMaternalHealth
 - Medicaid covers 50% of births, yet 14 states don't have Medicaid expansion to allow moms the ability to keep eligibility after pregnancy – leaving moms without healthcare. This must change. #BumpDay #HealthDisparities
 - According to the CDC, more than two-thirds of pregnancy-related deaths in America are preventable. #BumpDay #MaternalHealth
 - For every woman who dies, 70 experience 'near misses' – suffering severe complications that can lead to serious, sometimes life-long health problems. #BumpDay #MaternalHealth
 - American Indian/Alaska Native women are more than twice as likely to die from pregnancy-related causes than white women. #BumpDay #HealthDisparities

- About 700 women in America die each year due to complications of pregnancy – and another 50,000 women have serious complications that result in significant short- or long-term health problems. #BumpDay #MaternalHealth
- ✓ Please ASK your Friends & Family to share their Bumps - #BumpDay

ON JULY 22:

- ✓ All moms deserve a healthy pregnancy, a safe birth and a healthy, happy baby. Share a bump photo (past or present, yours or one you love) in support of quality, affordable maternal healthcare for moms everywhere. #BumpDay
- ✓ I'm sharing my pic on #BumpDay because all moms deserve a healthy pregnancy, a safe birth and a healthy, happy baby. Post your own bump (past or present) in support of moms everywhere.

Please tag us so we can see and share your posts! Include Hashtag: #BumpDay

Facebook @WhatToExpectWhenYoureExpecting @WhatToExpectProject @InternationalMedicalCorps

Twitter @WhatToExpect @WTE_Project @IMC_Worldwide

Instagram @whattoexpect @whattoexpectproject @internationalmedicalcorps

LinkedIn @whattoexpect @InternationalMedicalCorps

Website: www.whattoexpectproject.org/bump-day