#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.


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:

  o Black Women are 3-4 times more likely to die from pregnancy-related complications. Be Part of the Change. #BumpDay #BlackMaternalHealth
  o 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
  o According to the CDC, more than two-thirds of pregnancy-related deaths in America are preventable. #BumpDay #MaternalHealth
  o For every woman who dies, 70 experience ‘near misses’ – suffering severe complications that can lead to serious, sometimes life-long health problems. #BumpDay #MaternalHealth
  o 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