

Journey to Motherhood

A SOCIAL MEDIA
TOOLKIT



POSTS FOR    

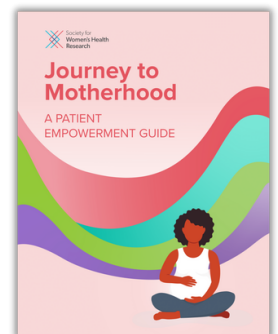
“Women have varied pathways to motherhood, and each woman’s path is unique – shaped by her personal health and life circumstances.”

- Journey to Motherhood: A Patient Empowerment Guide, by SWHR

While many women plan their pregnancies, 42% of pregnancies in the United States are unplanned. Whether you plan your pregnancy or not, there are ways you can be prepared to have a healthy maternal health journey.

Making informed and healthy decisions, especially before a pregnancy, can benefit both a mother’s and baby’s health during and after birth.

Based on the Journey to Motherhood: A Patient Empowerment Guide, this social media toolkit encourages women and their support communities to share information about the healthy decisions they can take at each step of the motherhood journey: pre-pregnancy, during pregnancy, and postpartum.



Suggested Hashtags

#SWHRTalksMaternalHealth
#MaternalHealth
#MentalHealth
#PrePregnancy
#Pregnancy
#Postpartum
#MaternalMentalHealth

Suggested Posting Dates

January: Maternal Health Awareness Day (23)
April: Black Maternal Health Week (11-17)
May: Women’s Health Month, Maternal Mental Health Awareness Week (first week of May), Mother’s Day (second Sunday in May), Preeclampsia Awareness Day (22)
July: Parents’ Day (fourth Sunday in July)
August: World Breastfeeding Week (1-7)

SWHR Accounts

✂ X (Twitter): @SWHR

f Facebook:
@Society for Women’s Health Research

in LinkedIn:
@Society for Women’s Health Research

@ Instagram:
@swhr_official

General Resources

Every woman's path to motherhood is unique – shaped by her personal health and life circumstances.

The new @Society for Women’s Health Research Journey to Motherhood Guide, shares how healthy decisions before, during, and after pregnancy can benefit both mom’s and baby’s health: <https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide> #SWHRtalksMaternalHealth

Every woman's path to motherhood is unique, shaped by personal health & life circumstances. The new @SWHR Journey to Motherhood Guide shares how healthy decisions before, during, & after pregnancy can benefit both mom and baby: <https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide> #SWHRtalksMaternalHealth



The Journey to Motherhood Guide encourages women and their communities to talk about important decisions you can make at each step of the motherhood journey – pre-pregnancy, during pregnancy, and postpartum. Explore the @Society for Women’s Health Research guide today: <https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide>

The @SWHR Journey to Motherhood Guide has healthy tips for each step of the motherhood journey – pre-pregnancy, #pregnancy, & #postpartum: <https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide>



Join the conversation on social media with #SWHRtalksMaternalHealth and share which wellness tips from the Motherhood Guide worked for you!

Join the conversation with #SWHRtalksMaternalHealth. Which wellness tips from the Motherhood Guide have you tried?

#MaternalHealth refers to the physical, psychological, and emotional well-being of a woman before, during, and after pregnancy.

#MaternalHealth refers to the physical, psychological, and emotional well-being of a woman before, during, and after pregnancy. Explore @SWHR's free Maternal Health Program resources: https://swhr.org/health_focus_area/maternal-and-infant-health-disparities/

It is crucial for women to receive appropriate care throughout their maternal health experience to reduce their risk for negative health outcomes.

Explore the free resources available from @Society for Women’s Health Research’s Maternal Health Program: https://swhr.org/health_focus_area/maternal-and-infant-health-disparities/

Pregnancy is a time to connect with your support community. You are not alone!

In addition to the @Society for Women's Health Research Journey to Motherhood Guide, check out resources from [TAG] the 4th trimester Project, NICHD, National Partnership for Women & Families, Black Women's Health Imperative, Expecting Health, March of Dimes, Preeclampsia Foundation, and Sister Song.

Pregnancy is a time to connect with your support community. You are not alone! In addition to the @SWHR Journey to Motherhood Guide, check out resources from @NICHD_NIH @4thTriProject @blkwomenshealth @ExpectHealthOrg @MarchofDimes @preeclampsia @SisterSong_WOC



The Pre-Pregnancy Journey

Have you had a pre-pregnancy check-up? This appointment (ideally with a provider you will continue to see throughout your pregnancy) will lay the groundwork for your pregnancy – focusing on your physical and mental health, risks for complications, and how current lifestyle habits can affect your health during and after pregnancy. Learn more about the importance of pre-pregnancy care in the @Society for Women's Health Research Journey to Motherhood Guide:
<https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide>
#SWHRtalksMaternalHealth

Have you had a pre-pregnancy check-up? This appointment (ideally with a provider you will keep seeing) will lay the groundwork for your health during pregnancy. Learn more in the @SWHR Journey to Motherhood Guide:
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Many providers can be part of your pregnancy journey! It is most important to identify the provider(s) who can best support your maternal and overall health. These might include:

- > Family Physicians
- > Obstetricians/Gynecologists (OB/GYN)
- > Nurse Practitioners
- > Midwives
- > Reproductive Endocrinology and Infertility (REI) Specialists
- > Maternal-Fetal Medicine Specialists
- > Doulas

Read about these providers in the @Society for Women's Health Research Journey to Motherhood Guide:
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#SWHRtalksMaternalHealth

Many care providers can be part of your pregnancy journey! Whether OB/GYNs, Nurse Practitioners, Midwives, Doulas, or others, it's most important to identify the provider(s) who can best support your health journey:
<https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide>
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The Pregnancy Journey

Pregnancy is a great time to focus on your physical health, mental health, and lifestyle goals to support you and your baby's well-being. Whether you are 6 weeks or 6 months pregnant, it's never too late to start! Check out the @Society for Women's Health Research Journey to Motherhood Guide for health tips: <https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide> #SWHRtalksMaternalHealth

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Creating a birth plan can be a helpful part of your pregnancy journey. This written document outlines what you would like to happen during your labor and delivery experience.

Share these preferences with your provider beforehand, so together you can make decisions about your birth that prioritize both your health and safety!

Check out birth plan tips in the @Society for Women's Health Research Journey to Motherhood Guide: <https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide> #SWHRtalksMaternalHealth

A birth plan is a written document outlining your labor & delivery preferences. Sharing this with your provider beforehand can be helpful. Your health and safety are a priority! See birth plan tips from @SWHR: <https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide> #SWHRtalksMaternalHealth



Download social media graphics here

https://drive.google.com/drive/folders/1wHjJkdePrcYdQ5HfG6XpNAV61wof_M92?usp=sharing



The Postpartum Journey

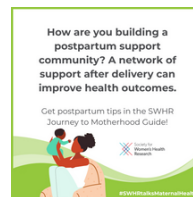
How are you building a postpartum community of support for yourself or others?

Maintaining a network of support after delivery has been shown to improve health after a pregnancy. This community looks different for everyone and might include:

- > Lactation Support
- > Home Visiting Programs
- > Meet-up Groups
- > Faith-based Organizations

Explore the @Society for Women's Health Research Journey to Motherhood Guide for more postpartum support:
<https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide>
#SWHRtalksMaternalHealth

How are you building a postpartum support community? A network of support after delivery can improve health after a pregnancy – and could include Lactation Support, Meet-up Groups & more. Explore the @SWHR Motherhood Guide:
<https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide>
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Moms can often feel overwhelmed by the physical and emotional demands of birth and motherhood.

About 50-75% of women experience postpartum blues or “baby blues” soon after birth. These feelings will usually pass within 1-3 weeks after delivery. If symptoms persist or become more severe, it may be a sign of postpartum depression, and you should seek help:
<https://swhr.org/resources/journey-to-motherhood-a-patient-empowerment-guide>
#SWHRtalksMaternalHealth @Society for Women's Health Research

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#SWHRtalksMaternalHealth @SWHR



SWHR acknowledges that there are valued groups of people that may benefit from our materials who do not identify as women. We encourage those who identify differently to engage with us and our content.

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