

HOW DO I PARTICIPATE IN #BUMPDAY?

Every maternal death is unthinkable, but every death that could have been prevented with the proper care should be considered unacceptable. Let's stop accepting it. **Thank you for supporting expectant Moms and Moms everywhere on #BumpDay 2023!**

On **Wednesday, July 19th**, please join our 9th annual **#BumpDay** – a social media advocacy campaign that celebrates beautiful bumps and healthy pregnancies while raising urgently needed awareness about the need for better, more equitable, more accessible maternal healthcare. **Our goal: to ensure that every mom, everywhere receives the care and support she needs to deliver a healthy start in life and a healthy future for herself and the baby she loves.**

It's more critical and more urgent than ever to ensure that all moms – regardless of their race or ethnicity, no matter where they live and what they can afford – receive the respectful, responsive, quality, comprehensive, supportive, and nurturing care they need and deserve.

#BumpDay 2023 will focus on disparities in care in the U.S. and globally. Our partner, [WhatToExpect.com](https://www.whattoexpect.com), will **once again harness the reach and power of its community of over 20 million moms to engage and activate in this critical advocacy campaign.** On **July 19th**, partners and participants from around the world will join together in posting photos of their bump or a bump they love (current or past) and share messages of support for their mom sisters, as well as their own stories. This year moms will also be encouraged to use #BumpDay as a day of action - to call their members of Congress and ask for the healthcare every mom deserves by passing the Momnibus Act (H.R. 3305/S. 1606).

SOCIAL MEDIA TOOLKIT: <https://bit.ly/bumpday2023>

Participate on #BumpDay, July 19th

1. On July 19, 2023, go to Twitter or Instagram and post a pregnancy photo — past or present, yours or someone you love — with #BumpDay. Include a reason why you're sharing your bump.
2. Tag three friends and ask them to share a bump.
3. Go to <https://www.whattoexpectproject.org/local-representatives/> to send an email to your elected officials urging them to support the Momnibus Act, which aims to make critical investments in social determinants of health that influence maternal health outcomes and end preventable maternal deaths.

SUPPORT US BY POSTING to your social media with the hashtag: #BumpDay and tagging @whattoexpectproject and @whattoexpect

Need Some Inspiration? Post a message and/or photo with #BumpDay:

- ✓ Healthy futures start with healthy beginnings. Share a bump photo (past or present, yours or someone you love) on July 19th in support of the need for better, more equitable, more accessible maternal healthcare for all moms. #BumpDay @whattoexpectproject @whattoexpect
- ✓ There are vast disparities in maternal health care based on where a mom lives, her ability to pay and the color of her skin. That's unacceptable, and it's why I'm participating in #BumpDay with @whattoexpectproject and @whattoexpect.
- ✓ All moms deserve a healthy pregnancy, a safe birth, a healthy baby and a healthy future! Share a bump photo (past or present, yours or someone you love) in support of comprehensive quality maternal healthcare for moms everywhere. #BumpDay @whattoexpectproject @whattoexpect
- ✓ The quality of maternal health care you receive should not depend on the color of your skin, where you live or your ability to pay. #BumpDay @whattoexpectproject @whattoexpect
- ✓ 4 in 5 pregnancy-related deaths are preventable. That's unacceptable and why I'm participating in #BumpDay with @whattoexpectproject and @whattoexpect.
- ✓ 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. #BumpDay @whattoexpectproject @whattoexpect



what to expect project

- ✓ Share a bump. Spread the word. Save a life. Share a bump photo to show your support for healthy pregnancies and safe births for all moms. #BumpDay @whattoexpectproject @whattoexpect
- ✓ Every mother deserves a safe pregnancy. Share a bump photo (past or present, yours or someone you love) to show your support for healthy pregnancies and safe births for all moms. #BumpDay @whattoexpectproject @whattoexpect
- ✓ Safe motherhood is a universal human right and that's why I'm participating in #BumpDay with @whattoexpectproject and @whattoexpect.

Share a Stat:

- According to the CDC, **4 in 5 (or over 80% of) pregnancy-related deaths are preventable.**
- **1 in 5 births worldwide happen without** a skilled birth attendant.
- Around the world, more than **800 women die from pregnancy or childbirth-related complications every day.**
- The **U.S. maternal mortality rate is higher** than in any other high-income nation in the world. The U.S. is also the only country where the **maternal mortality rate is rising.**
- Black, American Indian, and Alaska Native women are up to **3x more likely** to die of pregnancy-related causes than white women.
- **1 in 4 pregnant women have felt ignored or dismissed** by a maternity care provider.
- It is estimated that **2.2 million women live in maternity care deserts.**
- **Black moms** face a **2.6x greater risk** of dying from a pregnancy-related complication.
- **American Indian/Alaska Native** moms face a **2x greater risk** of dying from a pregnancy-related complication.
- **Rural moms** living in maternity care deserts face a **1.5x greater risk** of dying from a pregnancy-related complication.
- The **risks for Latina moms have risen** as well, surpassing those of White moms for the first time in decades.
- Moms who **use a doula are 2x less likely** to have pregnancy complications. Every mom should have access to one.
- **Less than half of all rural women have access** to a hospital providing perinatal care **located within a 30-minute** drive of their home.
- The pandemic and its aftermath have strained healthcare systems and **widened already vast gaps in maternal healthcare.**
- Research shows that **more than half of all maternal deaths occur during the postpartum period.** To reduce maternal mortality rates and help end preventable maternal deaths, **postpartum Medicaid coverage needs to be federally expanded** to at least a full year after delivery.

Please tag us so we can see and share your posts!

Include Hashtag: #BumpDay

Twitter: @WTE_Project @WhatToExpect

Instagram: @whattoexpectproject @whattoexpect

LinkedIn: @WhatToExpectProject @whattoexpect

Websites: <https://www.whattoexpectproject.org/program/bump-day/> ; www.whattoexpectproject.org/bump-day

See you on #BumpDay!