

## **Show Your Love on Social Media**

*PARTNERS, help us promote the launch with the below drafted social media posts!*

### **Social Media Posts**

#### **Twitter:**

- .@PCHHC launches @SYL\_Today, 1<sup>st</sup> national consumer #preconception health resource & campaign for young adults [www.showyourlovetoday.com](http://www.showyourlovetoday.com)
- NEW: @SYL\_Today is the 1st national consumer #preconception health resource & campaign for young adults [www.showyourlovetoday.com](http://www.showyourlovetoday.com)
- New @SYL\_Today consumer resource promotes practical healthy lifestyle improvements [www.showyourlovetoday.com](http://www.showyourlovetoday.com)
- New @SYL\_Today consumer resource promotes young adults' health & wellness. Get involved: #ShowYourLoveToday [www.showyourlovetoday.com](http://www.showyourlovetoday.com)
- Proud to partner with @PCHHC to launch @SYL\_Today, 1st national consumer #pch resource for young adults. [www.showyourlovetoday.com](http://www.showyourlovetoday.com)

#### **Facebook/LinkedIn:**

- Show Your Love, the first national preconception resource & social campaign. More about the new health and wellness resource for young adults: [www.showyourlovetoday.com](http://www.showyourlovetoday.com)
- NEW consumer resource from The National Preconception Health & Health Care Initiative: Show Your Love, consumer resource & social campaign promotes practical healthy lifestyle improvements: [www.showyourlovetoday.com](http://www.showyourlovetoday.com)
- New Show Your Love consumer resource & social campaign promotes young adults' health & wellness. Get involved by sharing how you will #ShowYourLoveToday. More: [www.showyourlovetoday.com](http://www.showyourlovetoday.com)
- How can we activate young adults to improve health as individuals and at a community level? Start by improving education and access to resources. Show Your Love, the first national consumer preconception health resource launched today: [www.showyourlovetoday.com](http://www.showyourlovetoday.com)

## **Show Your Love Key Messages**

*(For PCHHC partners' website, press materials, blogs, newsletters)*

### **About Show Your Love**

- [Show Your Love](#), the first national consumer preconception health resource and social campaign, encourages young adults and their support systems to show love to themselves, their loved ones, and future families by taking control of their health and wellness and becoming educated about optimal preconception health practices and accessibility to care.
- Show Your Love is led by the consumer workgroup of the National Preconception Health and Health Care Initiative (PCHHC), a public-private partnership of over 70 organizations focused on improving the health of young women and men and any children they may choose to have.
- Show Your Love is currently funded by the W.K. Kellogg Foundation with support from the Centers for Disease Control and Prevention.
- PCCHC and the Centers for Disease Control and Prevention (CDC) first launched Show Your Love in February 2013 with research-backed resources and campaign products, found at [cdc.gov/preconception/showyourlove](http://cdc.gov/preconception/showyourlove).
- Since then, the campaign has expanded as diversified to better resonate with young adults and support them with resources to lead healthy lifestyles and achieve their goals.

- The new resource center, [www.ShowYourLoveToday.com](http://www.ShowYourLoveToday.com), is a clinically-reviewed hub for overall health improvement: from practical information about optimal health behaviors, accessing health care, and the significance of the Well Visits to easily-sharable facts and multimedia that encourages healthy life choices *before* pregnancy.

#### **Show Your Love Objectives:**

- Enabling young adults to efficiently manage their personal and family wellbeing by making realistic healthy lifestyles improvements daily
- Educating young adults and their loved ones about tools, resources, and specific options available to support healthy lifestyles
- Bridging the gap in access or communication between young adults and their healthcare provider by helping them understand critical components about preconception health care, life planning, health insurance (including pre- and post-doctor dialogues, information about access to care)
- Empowering young adults to become health advocates in their communities by getting involved with Show Your Love and partners – as a Show Your Love Ambassador or sharing Show Your Love information on Twitter (@SYL\_Today) and Facebook ([www.Facebook.com/ShowYourLoveToday](http://www.Facebook.com/ShowYourLoveToday))

#### **Audience:**

- The Show Your Love resource and campaign focuses on women and men ages 18 and 44. The campaign is designed to activate young adults who are currently planning to become pregnant, as well as those who do not wish to enter pregnancy.

#### **Show Your Love Ambassador Program:**

- As part of the Show Your Love social media campaign, PCHHC is recruiting Show Your Love Ambassadors: young adults ages 18-29 who will help model and promote healthy behaviors and life choices online and in their communities.
- Ambassadors will receive Show Your Love swag, share their health journey on their social channels, and be prominently featured on the Show Your Love and partner sites.
- To nominate or apply to become a Show Your Love Ambassador, find details here: [www.showyourlovetoday.com](http://www.showyourlovetoday.com). For information about partnering with PCHHC, Show Your Love or becoming a Show Your Love Ambassador, email Suzanne Woodward at [SuzanneW@med.unc.edu](mailto:SuzanneW@med.unc.edu).

#### **Show Your Love on Social:**

- Get involved! Follow Show Your Love on Facebook ([www.Facebook.com/ShowYourLoveToday](http://www.Facebook.com/ShowYourLoveToday)) and Twitter ([www.Twitter.com/SYL\\_Today](http://www.Twitter.com/SYL_Today)).
- Share how you will [#ShowYourLoveToday](https://twitter.com/ShowYourLoveToday) by making intentional choices each day towards improving your health and reaching your goals.

#### **Show Your Love Diversification Grant Program:**

- PCHHC recently funded 14 organizations nationwide to expand and diversify Show Your Love preconception messages and educational materials for men and women, including videos, public service announcements, posters, digital ads, doctor dialogue toolkit, healthy habits checklists, and more.
- Read about the Show Your Love Diversification Grant Program here: [www.showyourlovetoday.com](http://www.showyourlovetoday.com).
- Diversified materials will be available late-summer.

#### **About PCHHC**

- The National Preconception Health and Health Care (PCHHC) is a public-private partnership of over 70 organizations focused on improving the health of young women and men and any children they may choose to have.

- The Initiative is comprised of five workgroups: Consumer, Clinical, Policy & Finance, Surveillance & Research, and Public Health.
- PCHHC Initiative's vision is that *"all women and men of reproductive age will achieve optimal health and wellness, fostering a healthy life course for them and any children they may have."*
- PCHHC is coordinated by the Center for Maternal and Infant Health is housed within the School of Medicine at UNC at Chapel Hill with a mission to optimize the health and wellbeing of women and infants by advancing collaborative models of care that span the reproductive continuum.
- As part of their mission UNC CMIH faculty provide leadership at a state, regional and national level across a variety of initiatives including maternal safety, breastfeeding, perinatal regionalization, recurring preterm birth prevention, postpartum wellness and health equity.
- PCHHC is funded by the W.K. Kellogg Foundation.
- More about PCHHC: [www.beforeandbeyond.org](http://www.beforeandbeyond.org) | Follow us on [Twitter](#) (@PCHHC) | Connect with us on [LinkedIn](#)

### About Before and Beyond

- Before and Beyond is a health provider-focused resource and training, and houses background, news and partnership information from the National Preconception Health and Health Care Initiative (PCHHC).
- The BeforeandBeyond website was created and is maintained by the PCHHC Clinical Work Group. To learn more about the National Initiative, click [here](#) to read our strategic plan.
- The development of the toolkit was supported, in part, by funding from the W.K. Kellogg Foundation, the National Preconception Health and Health Care Initiative, and the Center for Maternal and Infant Health at the University of North Carolina at Chapel Hill. The online CME Modules were developed and are supported in partnership with the Albert Einstein College of Medicine.
- The Co-Chairs of the Clinical Work Group are Merry-K Moos, BSN (FNP), MPH, FAAN and Dan Frayne, MD.
- The Senior Consultant to the National Preconception Health and Health Care Initiative is Sarah Verbiest, DrPH, MSW, MPH.