

For Immediate Release

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The Preconception Health and Health Care Initiative Launches the First National Consumer Preconception Health Resource and Social Campaign

Show Your Love resource and social media campaign seeks to promote healthy behaviors and provide young adults with tools needed to achieve optimal health and access care

June 14, 2016, Chapel Hill, NC— Today, [The National Preconception Health and Health Care Initiative](#) (PCHHC), a public-private partnership of over 70 organizations working to promote preconception wellness and life planning, launched [Show Your Love](#), the first national consumer preconception web resource and social media campaign. Show Your Love encourages young adults to show love to themselves, their loved ones and future families by educating themselves about optimal preconception health practices, available health care resources and tools and practical ways they can take an active role in achieving their health and life goals through daily deliberate decisions.

The new resource center, www.ShowYourLoveToday.com, is a clinically-reviewed hub for overall health improvement. The entire resource features one-click, easy-to-share facts, multimedia and resources that encourage positive daily choices *before* pregnancy. The site highlights physical, mental, sexual and reproductive health topics, as well as tools to help young adults take strides to achieve educational, financial, family and life goals. The Wellness Visit section includes resources to help consumers better understand how to access health care, what to expect before, during and after a clinic visit, and how to make the most of health provider face-time.

“It is a critical time to provide applicable support to young adults across the country by educating them about how they can become active, empowered health consumers,” says Sarah Verbiest, Senior Advisor, PCHHC. “Show Your Love provides practical information about HOW consumers can access, schedule and implement these key preconception topics into their lives.”

In working towards a more diverse, gender-inclusive, holistic health approach, PCHHC funded [14 organizations](#) to message test, expand, and diversify preconception and campaign messages and educational materials. New products, messages, and program outcomes will be available late-fall 2016.

“PCHHC and the Centers for Disease Control and Prevention (CDC) first launched the Show Your Love Campaign in February 2013 with research-backed resources and campaign products available at www.cdc.gov/preconception/showyourlove. Since then, through generous funding from the Kellogg Foundation, PCHHC has expanded and diversified messaging and materials to better resonate with and support young adults as they strive to improve their wellbeing and achieve their goals,” says Janis Biermann, SVP, Education and Health Promotion, March of Dimes. “The new Show Your Love resource expands upon the initial campaign and offers more tools and information for managing health and beyond.”

As part of the Show Your Love social media campaign, PCHHC is recruiting Show Your Love Ambassadors: young adults ages 18-30 who will help model and promote healthy behaviors and life choices online and in their communities. Ambassadors will receive Show Your Love branded gear, share their health journey on their social

channels and be prominently featured on the Show Your Love and PCHHC-partner platforms. Volunteer or make an Ambassador nomination [here](#).

Find more information about the Show Your Love resource center at www.showyourlovetoday.com. For information about partnering with PCHHC or getting involved with the Show Your Love campaign, email Suzanne Woodward at SuzanneW@med.unc.edu.

About Show Your Love

[Show Your Love](#), the first national consumer preconception health resource and social campaign, encourages young adults of reproductive age 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). Show Your Love Today is currently funded by the W.K. Kellogg Foundation with assistance from the Centers for Disease Control and Prevention.

www.showyourlovetoday.com | Follow us on [Twitter](#) (@SYL_Today) | Join us on Facebook (www.Facebook.com/ShowYourLoveToday)

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 & Data, 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. PCHHC is partially funded by the W.K. Kellogg Foundation.

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