

RALLYING AROUND

# *Sisters*

REDEFINING &  
STRENGTHENING  
THE VILLAGE



**MEDIA TOOLKIT  
PRESENTED BY:**



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## About

# BLACK INFANT HEALTH

*“Empowering African American women, children and families for a healthier tomorrow.”*

Black Infant Health (BIH) was created by the California Department of Public Health, this forward-thinking program to address the high rate of infant mortality in African American babies. BIH helps to empower African American moms to make behavioral changes that lead to living a healthier lifestyles, while also empowering them to incorporate and practice effective stress-reduction strategies.

BIH also helps the moms to create stronger positive connections to their heritage and with African-American women in their community.

# Press Release

## RIVERSIDE AND SAN BERNARDINO COUNTIES PARTNER TO LAUNCH BLACK MATERNAL HEALTH EQUITY CAMPAIGN

The Perinatal Equity Initiatives (PEI) of Riverside and San Bernardino counties have partnered to launch a maternal health equity campaign to increase awareness of the growing number of maternal and infant mortality in the Black community.

The campaign's theme is *Rallying Around Sisters: Redefining and Strengthening the Village*, intentionally chose to highlight the importance of community in combating the alarming statistics related to Black maternal and infant mortality.

“Both counties saw fit to highlight the importance and foster a sense of sisterhood for our mothers. Community is so important in all aspects of life but especially so during a life-changing experience like bringing new life into the world.” says Elizabeth Sneed-Berrie, Public Health Program Coordinator for Black Infant Health Program/Perinatal Equity Initiative for San Bernardino County Department of Public Health.

The PEI expands and complements the services and programs offered through the Black Infant Health (BIH) Program.

**Black women deserve quality healthcare.** According to data, White women receive more quality healthcare than other ethnic groups. Compared to White mothers:

- Black mothers are nearly 4 times more likely than White mothers to die from pregnancy-related causes
- Black women are at a 1.7 times higher risk of having a preterm birth when compared to White women
- Black babies are 2 times more likely than White babies to die before their first birthday

“We work to reduce the health disparities that exist for Black mothers in our respective counties. I’m proud of the investment that the state and county have made in improving outcomes for Black infants and mothers, which enables us to provide high-value services and resources at no cost to them,” says Stephanie Bryant, Maternal, Child, and Adolescent Health Director for Riverside University Health System-Public Health.

BIH supports expecting and postpartum Black mothers through a group-based approach to develop life skills, learn stress-reducing strategies and build social support.

For more information, visit <https://www.rivcophn.org/Programs/Black-Infant-Health> and join in on the conversation on social media by following @blackinfanthealthrivco on Instagram.

###

# rallying around Sisters

REDEFINING & STRENGTHENING THE VILLAGE



## Before Pregnancy



Engage in healthy lifestyle choices.

Increase servings of fruits and vegetables, do not consume alcohol, smoke, or use drugs. Get existing chronic conditions like high blood pressure and diabetes under control.



Take a daily multivitamin with 400 mcg of folic acid.

Folic acid is a B vitamin that helps prevent serious heart and brain birth defects.



Consider the type of birthing experience you want.

Identify people in your village that would be of support to you during this experience. This can look like researching the doctor you want to deliver your child and identifying trusted individuals to support you during your pregnancy, birth, and postpartum care.

## During Pregnancy

KNOW THE signs of PRETERM LABOR



Constant low, dull backache



Menstrual-like cramps



before 37 weeks pregnancy

Vaginal discharge mucous, watery or blood



severe headaches



swelling in hands, legs and face



sudden weight gain  
sudden changes in vision

KNOW THE signs of PREECLAMPSIA

Partners and family can be involved.

Supported mothers are more likely to experience a healthy pregnancy when the partner is fully present and involved.



Create a birth plan, take a birthing class and tour the hospital and or birth center.

1 Consider a Doula -

a trained professional who provides continuous support to a mother before, during, and shortly after childbirth.



Talk to your doctor and or midwife about any pregnancy symptoms that concern you.

2

## After Pregnancy



Understand that Black women get depression too.

In a study, 43.9% of the Black women who gave birth identified with experiencing depression. Depression looks different in people. A significant increase in irritability is often a sign of depression.



Be well and take care through support

Lean on your village (family, sisters, and medical providers) to help you settle into parenthood.



Practice stress-reducing activities

Deep breathing, listening to music, yoga, journaling, or talking to a trusted loved one.

How Can a Village Rally Around

HER?

Believe HER the first time and take action.

Respect HER wishes. It is HER birth, HER right, and HER choice.

Ensure she has a support person every step of the way.



Riverside University  
HEALTH SYSTEM  
Public Health



Share the message

## DOWNLOAD NOW

Spread the word that you are *Rallying Around Sisters: Redefining and Strengthening the Village* with Riverside County's Black Infant Health Program.



## HOW TO SHARE

01

Click the image you would like to share.

03

Open your personal Instagram, Facebook and or Twitter accounts.

02

Once the new link is open, download the photo and save it to your device.

04

Upload the image you copied and saved to your device. Right click and paste the content. Don't forget to TAG US!

# READY. SET. SHARE!

# Social media language

## FACEBOOK

01

Rallying Around Sisters: Redefining & Strengthening the Village, the movement throughout the Inland Empire where Black women and their villages are supported, empowered, and educated throughout the maternal health journey. Redefine and strengthen the birthing experience by being equipped with the tools to rally around SISTERS through the Black Infant Health Program! Discover more here: <https://www.rivcophn.org/Programs/Black-Infant-Health>  
#IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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02

In Riverside County Black women are 1.5 times more likely to go into preterm labor and 2 times more likely to have a low birth weight delivery. These statistics can be transformed. Know the facts and amplify the conversation around Black maternal health disparities. Join us in Rallying Around Sisters and Redefining & Strengthening the Village!  
Learn more here: <https://www.rivcophn.org/Programs/Black-Infant-Health>  
#IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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03

Never let her journey alone. Family support and kinship is vital throughout the pregnancy journey, especially for Black women, who are three to four times more likely to experience a pregnancy-related death than white women. Rally around Sisters and show up for them in spaces that impact their maternal health outcomes. Help to redefine and strengthen their birthing experience.  
<https://www.rivcophn.org/Programs/Black-Infant-Health>  
#IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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04

Partners, you are an essential part of her journey. Research has shown paternal involvement during the perinatal period may provide a means to decrease the proportion of infants born of very low birth weight or very preterm. Your presence makes a difference in your child's outcome. #IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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05

We are a village of partners, grandparents, siblings, and friends Rallying Around Sisters. As her community of supporters, we pledge to create space, listen, and advocate on her behalf.  
Join us in Rallying Around Sisters and help us to Redefine and Strengthen Her Village.  
<https://www.rivcophn.org/Programs/Black-Infant-Health>

# Social media language

## INSTAGRAM

01

Rallying Around Sisters: Redefining & Strengthening the Village, the movement throughout the Inland Empire where Black women and their villages are supported, empowered, and educated throughout the maternal health journey. Redefine and strengthen the birthing experience by being equipped with the tools to rally around SISTERS through the Black Infant Health Program! Discover more via the link in @BIHRivco's bio.  
#IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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02

She deserves culturally competent care. Trauma from persistent racism, implicit bias from healthcare professionals, lack of medical oversight and support are all contributing factors that place Black women at risk. By ensuring continuity, quality and respectful care, you can strengthen her village. Learn more via the link in the @BIHRivco's bio.  
#IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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03

In Riverside County, Black women are 1.5 times more likely to go into preterm labor, and 2 times more likely to have a low birth weight delivery. Rally around her with reminders that no concern is unimportant or insignificant. She deserves to be heard and supported. Learn how to support her via the link in @BIHRivco's bio. #IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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04

Moms and their village work hand-in-hand with providers to champion change in maternal health outcomes. First, we listen, next, we heal and then we take action. Stand with us as we Rally Around Sisters to Redefine and Strengthen Her Village. Discover how via the link in @BIHRivco's bio. #IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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05

The mortality rate among Black babies in the U.S. are more than twice the rate for other racial groups. Protecting Black babies means standing in the gap for Black mothers. Learn how you can Rally Around Sisters to Redefine and Strengthen Her Village. Link in @BIHRivco's bio. #IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

# Social media language

## TWITTER

01

Rallying Around Sisters: Redefining & Strengthening the Village, the movement throughout the IE where Black women and their villages are supported, empowered, and educated throughout the maternal health journey. #IamHeard #IamSupported #DadsWeNeedYou #BlackInfantHealth

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02

REDUCE THE FEAR. Most of the conditions faced by Black pregnant women are preventable. Commit to improving maternal health disparities among Black women and help to rebuild her trust. #IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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03

Doulas and Doctors can work together to redefine her journey. Research shows that the presence of a doula can reduce the likelihood of a C-Section by 22%! Let's strengthen her village TOGETHER! #IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth

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04

Black women are 3 to 4 times more likely to die in a pregnancy-related death than White women. Help us ELIMINATE racial disparities in maternal health by RALLYING AROUND SISTERS.

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05

Be the change in her outcome. Create safe spaces for Black women to speak up and stay informed about their pregnancy. It's her birth, her life, and her choice. #IamHeard #IamSupported #DadsWeNeedYou #MyVillageCares #BlackInfantHealth



# Social media visuals

## DOWNLOAD IMAGES



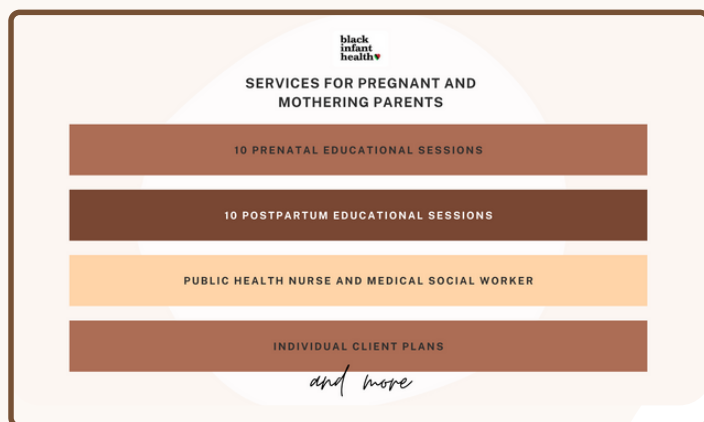
Click the image to download images for Instagram and Facebook posting.



# Social media visuals

## DOWNLOAD IMAGES

Click the image to download images for Twitter posting



# CONNECT WITH US

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@BlackInfantHealthRivco



/BlackInfantHealthofRiversideCounty



@BIHRivco

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