

## ***Healthier Pregnancy Initiative Promotional Toolkit***

### **Background Information**

- The *Healthier Pregnancy* website – <http://www.ahrq.gov/professionals/prevention-chronic-care/healthier-pregnancy/> – is focused on providing tools and techniques for health care providers and clinics to increase the uptake and quality of U.S. Preventive Services Task Force (USPSTF) recommended and Affordable Care Act-covered preventive services for pre and perinatal patients.
- [Healthier Pregnancy website](http://www.ahrq.gov/professionals/prevention-chronic-care/healthier-pregnancy/) includes patient clinical vignettes, in-depth presentations, fact sheets, and tools focusing on the following six preventive services: tobacco, alcohol, depression, intimate partner violence, obesity, and breastfeeding, as well as information on the principles of Trauma-Informed Care.
- Free continuing education credits can be earned by viewing presentations that discuss successful practices and models of care for the six preventive services listed above.
- Key links:
  - [Continuing Education Presentations](#)
  - [About Continuing Education](#)
  - [Preventive Services and Trauma-Informed Care Fact Sheets](#)

### **Promoting the *Healthier Pregnancy* Initiative**

Please help promote the *Healthier Pregnancy* website to your key stakeholders via social media, email, and the web. Find the website here: <http://www.ahrq.gov/professionals/prevention-chronic-care/healthier-pregnancy/>.

This promotion toolkit includes the following:

1. **Social media messages related to the *Healthier Pregnancy* Initiative**
2. **Social media messages specific to Continuing Education Credit opportunities**
3. **Email announcement/e-newsletter language**
4. **Blog-post language/website content**

If you have questions about this promotion toolkit, please email [Lesley.Craig@hhs.gov](mailto:Lesley.Craig@hhs.gov).

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#### **1. Social Media Messages related to the *Healthier Pregnancy* initiative:**

**Tweet:** Tools and techniques to provide #ACA covered preventive services for #pregnant and patients  
<http://bit.ly/HealthierPregnancy>

**Facebook post:** HHS OASH Region V launches initiative with tools and techniques to provide Affordable Care Act-covered preventive services for pre and perinatal populations. The new *Healthier Pregnancy* website has **free continuing education credits** for successful practices in screening, intervention, and referral for: tobacco, alcohol, depression, intimate partner violence, obesity, and breastfeeding: <http://www.ahrq.gov/professionals/prevention-chronic-care/healthier-pregnancy/index.html>

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## 2. Social Media Messages Specific to Continuing Education Credits:

**Tweet A:** Earn free continuing education credits as part of the Healthier Pregnancy initiative #CEUs #HealthierPregnancy <http://bit.ly/HealthierPregnancyCE>

**Tweet B:** View presentations about preventive services screening, intervention, and referral at <http://bit.ly/HealthierPregnancyCE> and earn free #CEUs

**Facebook post A:** Visit *Healthier Pregnancy* to view patient clinical vignettes and presentations health care providers focused on six preventive services-tobacco, alcohol, depression, intimate partner violence, obesity, and breastfeeding-to earn free continuing education credits. <http://bit.ly/HealthierPregnancyCE>

**Facebook post B:** As a part of the *Healthier Pregnancy* initiative, there are four opportunities to receive free continuing education credits, visit: <http://bit.ly/HealthierPregnancyCE>

**Facebook post C:** Attention health care professionals! Earn Free CEUs at <http://bit.ly/HealthierPregnancyCE>. Four credit opportunities address Affordable Care Act-covered preventive services for tobacco, alcohol, depression, intimate partner violence, obesity, and breastfeeding for a *Healthier Pregnancy*.

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### Social Media Tips

- The best time to post to Facebook is Wednesday at 3 p.m. Facebook engagement rates are 18 percent higher on Thursdays and Fridays. The afternoon (1–4 p.m.) is the best time to post.
- The best times to tweet are Monday through Thursday, 1–3 p.m., for exposure. For higher engagement, try posting 3–6 p.m.
- Hashtags are a great way to connect to existing conversations. Use the hashtags #HealthierPregnancy, #pregnant, #CEUs, #ACA, #HHS.
- If your organization has an Instagram account, feel free to re-purpose the tweets on Instagram.

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## 3. Email Announcement/E-newsletter Language:

[Subject line] **Healthier Pregnancy Initiative: New Website, Free Continuing Education Credits**

[Content]

The new [Healthier Pregnancy Initiative website](#) is designed for pre- and perinatal health care providers and system administrators. It features tools and techniques to increase the uptake of efficient and effective screening, intervention, and referral for preventive services recommended by the U.S. Preventive Services Task Force and covered by the Affordable Care Act. The Initiative provides clinics and providers a variety of tools, including [patient clinical vignettes](#), [in-depth presentations](#), [fact sheets](#), and other resources focused on the following six preventive services: tobacco, alcohol, depression, intimate partner violence, obesity, and breastfeeding. [Free continuing education credits](#) can be earned for viewing presentations. Additionally, the website features an introductory presentation to Trauma-Informed Care (TIC) that provides information on the principles and practical application of TIC for pre and perinatal patients

The *Healthier Pregnancy* Initiative was developed by the Office of the Regional Health Administrator, Region V in the Office of the Assistant Secretary for Health (OASH) at the U.S. Department of Health and Human

Services, with the participation of the Agency for Healthcare Research and Quality (AHRQ), the Health Resources and Services Administration (HRSA), and the Substance Abuse and Mental Health Services Administration with (SAMHSA).

Check out the new *Healthier Pregnancy* Initiative website here: <http://www.ahrq.gov/professionals/prevention-chronic-care/healthier-pregnancy>

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#### 4. Blog-Post Language/Website Content:

**[Title] Healthier Pregnancy: [Organization's Name] Supports Launch of New HHS Website with Provider Training on Affordable Care Act-covered Preventive Services for Pregnant and New Moms**  
*Initiative features four opportunities for Free Continuing Education Credits*

Since the passage of the Affordable Care Act five years ago, about 16.4 million uninsured people have gained health coverage. That's the largest reduction of the uninsured in four decades. The Affordable Care Act makes women's health a priority by expanding access to preventive care. Recognizing that women are more likely to need preventive health services but often have less ability to pay for these services the Department of Health and Human Services adopted new guidelines for women's preventive services. These guidelines allowed 47,000,000 women to gain guaranteed access to additional preventive services without paying more at the doctor's office in addition to coverage for an annual well-woman preventive care visit.

The *Healthier Pregnancy* Initiative addresses six of these Affordable Care Act-covered preventive services and provides guidance on how they can successfully and efficiently be integrated into provider practice with the particular focus on pregnant and newly delivered women. The specific preventive services have an A or B grade from the U.S. Preventive Services Task Force (USPSTF), are covered at no cost under the Affordable Care Act, have an intersection of behavioral and physical health, and are particularly relevant to women during this stage of life.

[Organization's Name] is excited to support the launch of the [Healthier Pregnancy website](#). The site is designed for pre- and perinatal health care providers and system administrators. It features presentations from six experts, family practice and obstetrics and gynecology physicians; they describe the evidence behind the USPSTF recommendations and efficient and effective models of care regarding the following recommended services: tobacco use counseling, alcohol misuse screening and behavioral counseling, depression screening, intimate partner violence screening, obesity screening, and interventions to promote breastfeeding. Additionally, recognizing that in order to effectively help someone modify their behavior you must understand what role that behavior has in their lives, the basic principles of trauma-informed care are presented.

*Healthier Pregnancy* offers clinics and providers a variety of tools, including [patient clinical vignettes](#), [in-depth presentations](#), [fact sheets](#), and other resources focused on tobacco, alcohol, depression, intimate partner violence, obesity, and breastfeeding. [Free continuing education credits](#) can be earned for viewing presentations.

These resources were developed by the Office of the Regional Health Administrator, Region V in the Office of the Assistant Secretary for Health (OASH) at the U.S. Department of Health and Human Services, with the participation of the Agency for Healthcare Research and Quality (AHRQ), the Health Resources and Services Administration (HRSA), and the Substance Abuse and Mental Health Services Administration with (SAMHSA).

Check out this new provider training resource here: <http://www.ahrq.gov/professionals/prevention-chronic-care/healthier-pregnancy>

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