



**TOOLKIT**  
maternal and child  
health information  
for social media



## Social Media Toolkit

**Every child has the right to a healthy start** [everymothereverychild.org](http://everymothereverychild.org)

Did you know nearly 90 women die each year in Illinois while pregnant or within one year of pregnancy? Black women in Illinois and Cook County are two to three times more likely than white women to die from a pregnancy-related condition, such as blood pressure disorders, heart disease and infections; yet 90 percent of these deaths are preventable.

Facts like these are the reasons why Cook County Department of Public Health recently launched **EveryMotherEveryChild.org**, a new microsite dedicated to helping expectant mothers achieve optimal health before, during and after pregnancy.

### How Can I Help Spread the Word?

We've made it easy for you to make a difference. This toolkit is full of ideas to help you take action today. For example:

- Add information about maternal child health and [everymothereverychild.org](http://everymothereverychild.org) to your newsletter.
- Post on your social media platforms.
- Use social media graphics on your platforms or newsletters, provided here.
- Include a blog article on your website.

### Hashtags ##

- #EveryMotherEveryChild #MaternalChildHealth #maternalhealth #maternalhealthawareness

### URLs

- [EveryMotherEveryChild.org](http://EveryMotherEveryChild.org)

### Call to Action

- Learn more at [EveryMotherEveryChild.org](http://EveryMotherEveryChild.org)

## Sample Social Media Posts

1. Become aware of @Cook County Department of Public Health resources for all stages of pregnancy, regardless of gender identity or sexual orientation. Learn more at [everymothereverychild.org](https://everymothereverychild.org).
  - Social channels: FB, LI, Instagram and X
  - Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-general.jpg>
2. Did you know that Black women are 2-3X more likely to die from complications during pregnancy than white women. Access tips that can help expectant mothers have healthier outcomes for themselves and their babies at [EveryMotherEveryChild.org](https://everymothereverychild.org).
  - Social channel: FB, LI, Instagram and X
  - Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-general-2.jpg>
3. If you are considering becoming pregnant, now is the perfect time to give your baby the best chance for a healthy start. Find health care, mental health, nutrition, exercise and other resources @Cook County Department of Public Health. Visit: [EveryMotherEveryChild.org](https://everymothereverychild.org).
  - Social channels: FB, LI, Instagram and X
  - Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-general-3.jpg>
4. More than 90 percent of pregnancy-related deaths are preventable with early and regular healthcare before, during and after #pregnancy. Get tips for healthier pregnancy outcomes at @Cook County Department of Public Health. Visit [EveryMotherEveryChild.org](https://everymothereverychild.org).
  - Social channels: FB, LI, Instagram and X
  - Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-general-1.jpg>
5. Maternal mortality rates are 2.6X higher for Black women than for white women in suburban Cook County. Know the signs for when to get help during pregnancy. Learn more @Cook County Department of Public Health. Visit: [EveryMotherEveryChild.org](https://everymothereverychild.org).
  - Social channels: FB, LI, Instagram and X
  - Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-mortality-3.jpg>
6. Every child deserves a healthy start. Get tips for taking care of yourself and your baby before, during and after pregnancy. Learn more from @Cook County Department of Public Health nurses at [EveryMotherEveryChild.org](https://everymothereverychild.org).
  - Social channels: FB, LI, Instagram and X
  - Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-general.jpg>



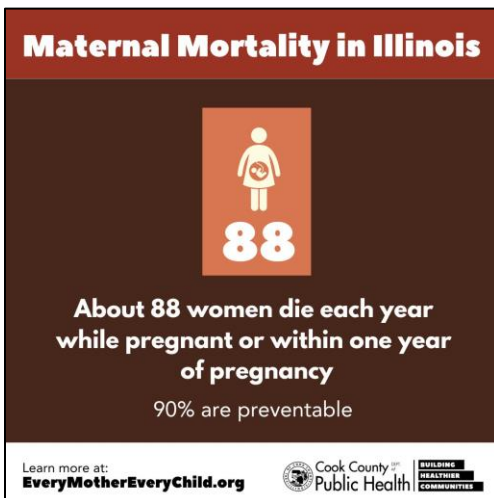
# Maternal Health Images for Social Media



Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-general.jpg>



Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-know-the-warning-signs-1.jpg>



Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-general-1.jpg>

Before Pregnancy

**Give your baby the best chance for a healthy start. Prepare now for a healthy pregnancy.**



Learn more at:  
**EveryMotherEveryChild.org**

 Cook County Public Health

 BUILDING HEALTHIER COMMUNITIES

Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-general-3.jpg>

**Maternal mortality rates are 2.6X higher for Black women than for white women in suburban Cook County.**



Learn more at:  
**EveryMotherEveryChild.org**

 Cook County Public Health

 BUILDING HEALTHIER COMMUNITIES

Access graphic image: <https://cookcountypublichealth.org/wp-content/uploads/2025/01/EMEC-mortality-3.jpg>

# Fact Sheets Available in 5 Languages

Fact sheets are available for download on the website in English, Spanish, Polish, Arabic and Simplified Chinese.



**PRENATAL VITAMINS**  
For Before and During Pregnancy

Talk with your healthcare provider about prenatal vitamins and foods that contain the following vitamins and minerals for a healthy pregnancy.

- Folic Acid - The Superhero**
  - Prevents both defects in baby's brain & spine.
  - Aim for at least 400 mcg daily.
- Iron - The Strength Builder**
  - Keeps your blood healthy.
  - Helps avoid anemia, ensuring the baby gets enough oxygen.
- Calcium - The Bone Guardian**
  - For strong bones & teeth for both mommy & baby.
  - Do not forget about Vitamin D to help absorb calcium.
- DHA - The Brain Booster**
  - Supports baby's brain & eye development.
  - Find it in fish oil supplements or fortified foods.
- Iodine - The Tiny But Mighty**
  - Essential for baby's thyroid and brain development.
  - A pinch in your diet goes a long way.
- Vitamin C - The Protector**
  - Enhances iron absorption.
  - Keeps both mommy & baby's immune systems strong.
- Zinc - The Growth Promoter**
  - Crucial for baby's cell growth and DNA production.
- Choline - The Nerve Supporter**
  - Vital for baby's brain and spinal cord development.

For more information, visit: [everymothereverychild.org](http://everymothereverychild.org)



**PRENATAL DOCTOR VISIT CHECKLIST**  
For Before and During Pregnancy

Regular prenatal check-ups are vital for a healthy pregnancy. Each visit is a chance to address questions or concerns. Be sure to communicate openly for the best care.

- Initiate Early Care**
  - Begin prenatal check-ups as soon as possible and attend all scheduled appointments.
- Health History Evaluation**
  - Have your medical and previous pregnancy records reviewed by your healthcare provider.
- Routine Examinations**
  - Undergo regular health checks, including weight and blood pressure monitoring.
- Diagnostic Testing**
  - Participate in tests to monitor you and your baby's health during pregnancy.
- Developmental Screen**
  - Get ultrasound scans to track your baby's growth and developmental progress.
- Heartbeat Checks**
  - Listen to your baby's heartbeat, typically starts around 10 weeks (about 2 and a half months of pregnancy).
- Diet and Lifestyle Advice**
  - Receive guidance on nutrition, exercise, and maintaining healthy habits.
- Vitamins and Medications**
  - Discuss prenatal vitamins and any necessary medications with your provider.
- Identifying Risks**
  - Be aware of any potential risks associated with your pregnancy as assessed by your healthcare provider.
- Educational Support**
  - Learn about pregnancy, childbirth, and postnatal care from your healthcare provider.

For more information, visit: [everymothereverychild.org](http://everymothereverychild.org)



**BREASTFEEDING TIPS**  
Patience, Practice & Support

Breastfeeding is a journey that is unique for every mother and baby. Patience, practice, and support are key to a successful experience.

- Get Ready**
  - Start **about breastfeeding before giving birth**. It is natural for your body to make milk after the baby is born.
- Know when baby is hungry**
  - Look for **clues**. Your baby will show they are hungry by moving their head around or sucking on things.
  - Make a **snuggly spot**. Set up a comfy place to sit with things you might need close by.
- Help baby latch on**
  - Bring baby close. Keep your baby close so their mouth is right in front of your nipple.
  - Let baby **find** you. Help your baby open wide and take in a good amount of the breast, not just the nipple.
- Feed whenever baby wants**
  - Follow **clues**. Give your baby milk when they show they are hungry, which is often times a day.
  - Don't **stop**. Let your baby drink until they seem full and stop on their own.
- Stay Comfortable**
  - Use **props** around and under you are comfortable and use pillows if you need to.
  - Go **slow**. Make sure your baby is not too hot or cold and feels snug.
- Watch Baby Eat**
  - Look for **clues**. There are many ways your baby swallow the milk.
  - Look for **clues**. Look for a happy, relaxed baby to know they have had enough.
- Flush Up**
  - Drink **water**. If you need to wipe, carefully put your finger in your baby's mouth to stop the sucking.
- Get Help if You Need It**
  - Ask **professionals**. If you are having trouble, it is okay to get help from someone who knows a lot about breastfeeding.
  - Join a **support group**. Talking to other moms who are breastfeeding can give you useful tips and support.

For more information, visit: [everymothereverychild.org](http://everymothereverychild.org)



**STAY ALERT**  
Know the Signs to Get Help During Pregnancy

Pregnancy-related deaths are a growing concern, especially for Black women, who are three times more likely to die from complications during pregnancy than White women.

Keep an eye out for urgent warning signs during pregnancy and the year after giving birth. For your safety and that of your baby, seek medical attention immediately.

- Persistent Headache**
  - A headache that gets worse over time or does not go away with usual treatment.
- Extreme Swelling**
  - Extraneous swelling of the hands or face, making it hard to bend fingers or open eyes fully.
- Thoughts of Harm**
  - Any thoughts about harming yourself or your baby.
- Trouble Breathing**
  - Sudden or gradual difficulty breathing, tightness in the throat or chest.
- Chest Pain or Fast Heartbeat**
  - Chest pain or changes in heartbeat, including a fast or irregular heart rate.
- Severe Nausea and Vomiting**
  - Nausea or vomiting that is severe and prevents you from eating or drinking.
- Dizziness or Fainting**
  - Ongoing or intermittent dizziness and lightheadedness, or any loss of consciousness.
- Vision Changes**
  - Seeing flashes of light, bright spots, blind spots, or experiencing temporary blindness.
- High Fever**
  - A temperature of 100.4°F (38°C) or higher.

For more information, visit: [everymothereverychild.org](http://everymothereverychild.org)

## Sample Newsletter Copy

*Did you know that nearly 90 women die each year in Illinois while pregnant or within one year of pregnancy, according to state public health data? Ninety percent of these deaths are preventable. Black women in Illinois and Cook County are two to three times more likely than white women to die from pregnancy-related conditions, such as blood pressure disorders, heart disease and infections. Every child deserves a healthy start. That is why our nurses at Cook County Department of Public Health recently launched **EveryMotherEveryChild.org**, a new microsite to help expectant mothers achieve optimal health for themselves and their babies before, during and after pregnancy. Access resources, fact sheets and more at: [www.everymothereverychild.org](http://www.everymothereverychild.org)*

## Tag CCDPH

- Facebook – [www.facebook.com/ccdph](http://www.facebook.com/ccdph)
  - @CCDPH or @Cook County Department of Public Health
- Twitter – [www.twitter.com/cookcohealth](http://www.twitter.com/cookcohealth)
  - @cookcohealth
- LinkedIn – [www.linkedin.com/company/cook-county-department-of-public-health/](http://www.linkedin.com/company/cook-county-department-of-public-health/)
  - @Cook County Department of Public Health
- Instagram - <https://www.instagram.com/cookcountypublichealth/>
  - @cookcountypublichealth

## Related National Health Observances

Each national health observance represents an opportunity to educate the public, energize co-workers and community members and promote healthy behaviors.

- **January 23: Maternal Health Awareness Day**  
Social: #MaternalHealthAwarenessDay  
For more information: [Maternal Health Awareness Day | ACOG](#)
- **April 11-17: Black Maternal Health Week**  
Social: @blackmamasmatter, @blkmamasmatter | #BMHW, #BlackMaternalHealthWeek  
For more information: [Black Mamas Matter Alliance - Advancing Black Maternal Health, Rights & Justice](#)
- **May 5-11: Maternal Mental Health Week**  
[Maternal Mental Health Awareness Week | Maternal Mental Health Alliance](#)
- **May: Women's Health Awareness Month**  
[WMMH Day - World Maternal Mental Health awareness day](#)

## Sample Article to Share (under 500 words)

### **New Website Focuses on Maternal Health in Cook County**

Nearly 90 women die each year in Illinois while pregnant or within one year of pregnancy, according to state public health data. Black women in Illinois and Cook County are two to three times more likely than white women to die from a pregnancy-related condition, such as blood pressure disorders, heart disease and infections; yet 90 percent of these deaths are preventable.

Facts like these are the reasons why Cook County Department of Public Health recently launched **EveryMotherEveryChild.org**, a new microsite dedicated to helping expectant birthing persons achieve optimal health before, during and after pregnancy.

Pregnancy-related deaths are a public health crisis in Cook County, and so are the disparities in maternal health outcomes. EveryMotherEveryChild.org is a tool that raises awareness about the importance of maternal and child health, regardless of socioeconomic status, and points to information that can help them have better health outcomes for themselves and their new babies.



[more]

Multiple factors contribute to maternal health disparities, such as variations in quality healthcare, underlying chronic conditions, structural racism, and implicit bias. The website was created by Cook County Department of Public Health's nursing unit and provides greater access to maternal health education and resources by informing expectant mothers how to better care for themselves at every stage of pregnancy. The website has a wealth of information for people who are pregnant or planning to become pregnant, regardless of gender identity or sexual orientation.

For example, the "Before Pregnancy" section of the website contains tips, such as scheduling a preconception appointment with your doctor, taking prenatal vitamins, and getting tested for sexually transmitted diseases.

The website provides advice about managing chronic conditions, like diabetes or high blood pressure during pregnancy, and provides tips on nutrition and exercise. For the period after pregnancy, the website offers guidance such as using cold wash cloths or ice packs to reduce swelling and pain, waiting 24 hours before giving newborns their first sponge bath, and feeding them every two to three hours. The website also offers a wealth of health resources, such as doula and midwifery services and fact sheets on topics like prenatal nutrition, prenatal doctor visits and breastfeeding.

This is crucial information for every expectant mother to eliminate barriers and provide essential resources and empower mothers to achieve healthier pregnancies and nurture healthier babies. Visit the website to learn more at [EveryMotherEveryChild.org](http://EveryMotherEveryChild.org).

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