



HOW DO I PARTICIPATE IN #BUMPDAY?

Every maternal death is unthinkable, but every death that could have been prevented with the proper care should be considered unacceptable. Let's stop accepting it. **Thank you for supporting expectant Moms and Moms everywhere on #BumpDay 2023!**

On **Wednesday, July 24th**, please join our 10th annual **#BumpDay** – a social media advocacy campaign that celebrates beautiful bumps and healthy pregnancies while raising urgently needed awareness about the need for better, more equitable, more accessible maternal healthcare. **Our goal: to ensure that every mom, everywhere receives the care and support she needs to deliver a healthy start in life and a healthy future for herself and the baby she loves.**

It's more critical and more urgent than ever to ensure that all moms – regardless of their race or ethnicity, no matter where they live and what they can afford – receive the respectful, responsive, quality, comprehensive, supportive, and nurturing care they need and deserve.

#BumpDay 2023 will focus on disparities in care in the U.S. and globally. Our partner, [WhatToExpect.com](https://www.whattoexpect.com), will **once again harness the reach and power of its community of over 20 million moms to engage and activate in this critical advocacy campaign.** On **July 24th**, partners and participants from around the world will join together in posting photos of their bump or a bump they love (current or past) and share messages of support for their mom sisters, as well as their own stories.

SOCIAL MEDIA TOOLKIT: <https://bit.ly/bumpday2023>

Participate on #BumpDay, July 24th

1. On July 24, 2023, go to Twitter or Instagram and post a pregnancy photo — past or present, yours or someone you love — with #BumpDay. Include a reason why you're sharing your bump.
2. Tag three friends and ask them to share a bump.

SUPPORT US BY POSTING to your social media with the hashtag: #BumpDay and tagging @whattoexpectproject and @whattoexpect

Need Some Inspiration? Post a message and/or photo with #BumpDay:

- ✓ Healthy futures start with healthy beginnings. Share a bump photo (past or present, yours or someone you love) on July 24th in support of the need for better, more equitable, more accessible maternal healthcare for all moms. #BumpDay @whattoexpectproject @whattoexpect
- ✓ There are vast disparities in maternal health care based on where a mom lives, her ability to pay and the color of her skin. That's unacceptable, and it's why I'm participating in #BumpDay with @whattoexpectproject and @whattoexpect.
- ✓ All moms deserve a healthy pregnancy, a safe birth, a healthy baby and a healthy future! Share a bump photo (past or present, yours or someone you love) in support of comprehensive quality maternal healthcare for moms everywhere. #BumpDay @whattoexpectproject @whattoexpect
- ✓ The quality of maternal health care you receive should not depend on the color of your skin, where you live or your ability to pay. #BumpDay @whattoexpectproject @whattoexpect
- ✓ 4 in 5 pregnancy-related deaths are preventable. That's unacceptable and why I'm participating in #BumpDay with @whattoexpectproject and @whattoexpect.
- ✓ Every mom should receive the care and support she needs to deliver a healthy start in life and a healthy future for herself and the baby she loves. #BumpDay @whattoexpectproject @whattoexpect
- ✓ Share a bump. Spread the word. Save a life. Share a bump photo to show your support for healthy pregnancies and safe births for all moms. #BumpDay @whattoexpectproject @whattoexpect
- ✓ Every mother deserves a safe pregnancy. Share a bump photo (past or present, yours or someone you love) to show your support for healthy pregnancies and safe births for all moms. #BumpDay @whattoexpectproject @whattoexpect

Share a Stat:

- According to the CDC, **4 in 5 (or over 80% of) pregnancy-related deaths are preventable.**
- **1 in 5 births worldwide happen without** a skilled birth attendant.
- Around the world, more than **800 women die from pregnancy or childbirth-related complications every day.**
- The **U.S. maternal mortality rate is higher** than in any other high-income nation in the world. The U.S. is also the only country where the **maternal mortality rate is rising.**
- Black, American Indian, and Alaska Native women are up to **3x more likely** to die of pregnancy-related causes than white women.
- **1 in 4 pregnant women have felt ignored or dismissed** by a maternity care provider.
- It is estimated that **2.2 million women live in maternity care deserts.**
- **Black moms** face a **2.6x greater risk** of dying from a pregnancy-related complication.
- **American Indian/Alaska Native** moms face a **2x greater risk** of dying from a pregnancy-related complication.
- **Rural moms** living in maternity care deserts face a **1.5x greater risk** of dying from a pregnancy-related complication.
- The **risks for Latina moms have risen** as well, surpassing those of White moms for the first time in decades.
- Moms who **use a doula are 2x less likely** to have pregnancy complications. Every mom should have access to one.
- **Less than half of all rural women have access** to a hospital providing perinatal care **located within a 30-minute** drive of their home.
- The pandemic and its aftermath have strained healthcare systems and **widened already vast gaps in maternal healthcare.**
- Research shows that **more than half of all maternal deaths occur during the postpartum period.** To reduce maternal mortality rates and help end preventable maternal deaths, **postpartum Medicaid coverage needs to be federally expanded** to at least a full year after delivery.

Please tag us so we can see and share your posts!

Include Hashtag: #BumpDay

Twitter: @WTE_Project @WhatToExpect

Instagram: @whattoexpectproject @whattoexpect

LinkedIn: @WhatToExpectProject @whattoexpect

Websites: <https://www.whattoexpectproject.org/program/bump-day/>; www.whattoexpectproject.org/bump-day

See you on #BumpDay!