



HEALTH *for* Every Mother: A Maternal Health Resource and Planning Guide for States

AMCHP has released a new guide for state maternal and child health programs and their partners to support planning for comprehensive maternal health initiatives. We appreciate your help to spread the word!

Sample Social Media Posts



Twitter

#EveryMother

- NEW from @DC_AMCHP: Maternal Health Resource & Planning Guide for States. Find it here: www.amchp.org/EveryMother. #EveryMother
- New guide from @DC_AMCHP helps states improve the health of #EveryMother: www.amchp.org/EveryMother.
- Want to improve #MaternalHealth? Find strategies, examples & planning tools in one place: www.amchp.org/EveryMother. @DC_AMCHP
- How do you plan to use the maternal health guide from @DC_AMCHP? Download here: www.amchp.org/EveryMother and let us know!
- What can your state do to keep women and moms healthy? @DC_AMCHP has a new guide: www.amchp.org/EveryMother #EveryMother



Facebook

- Check out this new publication from the Association of Maternal & Child Health Programs! “Health for Every Mother: A Maternal Health Resource and Planning Guide for States” includes program and policy strategies, national resources, state and local examples, and planning tools. Download it today! www.amchp.org/EveryMother
- Want to improve the health of moms in your community? Find resources and strategies in this new guide from the Association of Maternal and Child Health Programs: www.amchp.org/EveryMother. Take a look, and comment to let us know how you plan to use it!

Sample Promotional Language for Partner Newsletters and Websites

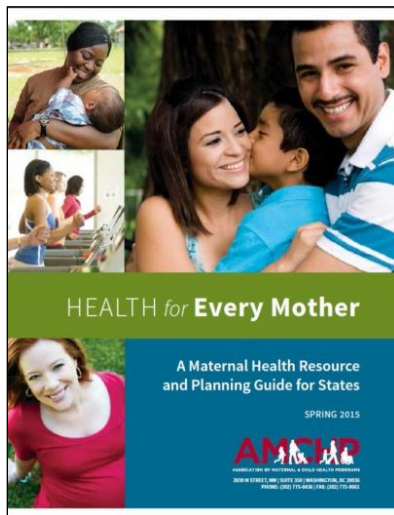
Short version:

New Maternal Health Guide Available from AMCHP

The Association of Maternal & Child Health Programs (AMCHP) has released a new publication, “Health for Every Mother: A Maternal Health Resource and Planning Guide for States.” The guide is available for immediate download from the AMCHP website at: www.amchp.org/EveryMother. Please direct related requests for assistance to Erin Bonzon, Associate Director for Women’s and Infant Health, at ebonzon@amchp.org or (202) 266-3044.

Medium version:

New Maternal Health Resource and Planning Guide Available from AMCHP



The Association of Maternal & Child Health Programs (AMCHP) has released a new publication, “Health for Every Mother: A Maternal Health Resource and Planning Guide for States.” The guide offers state health departments and their partners a menu of program and policy options, national resources, and examples from the field to support dialogue on comprehensive maternal health initiatives. Planning tools offer a framework to assess current initiatives, their alignment with national performance measures, and untapped opportunities for state and local action.

We encourage you to use this resource to assess the current maternal health landscape in your state and build synergy across programs serving women of reproductive age. The guide is available for immediate download from the AMCHP website at:

www.amchp.org/EveryMother. AMCHP is happy to assist your

team in putting the new guide to use. Please direct related requests for assistance to Erin Bonzon, Associate Director for Women’s and Infant Health, at ebonzon@amchp.org or (202) 266-3044.

Long version (insert as second paragraph, above):

Of particular value to [AUDIENCE] are the nearly 80 implementation examples highlighted throughout the guide, which reflect the breadth of approaches taken to improve maternal health. [STATE], for example...

- *Contact AMCHP for assistance in identifying appropriate examples.*
- *Specific resources may be highlighted, as well.*