Reaching Mothers and Children Throughout the Journey to Self-Reliance
June 19, 2018

The following is a social media toolkit for your organization to use in conjunction with the “Reaching Mothers and Children Throughout the Journey to Self-Reliance” event taking place on Capitol Hill at the Russell Senate Office Building on Tuesday, June 19, 2018.

**Primary hashtag:** #MomAndBaby
**Secondary hashtag:** #SaveMomsAndKids

**Key handles:**

- @AmerAcadPeds - American Academy of Pediatrics
- @CARE -- CARE
- @GlobalHealthOrg -- Global Health Council
- @Jhpiego -- Jhpiego
- @PATHtweets -- PATH
- @PPFA -- Planned Parenthood Federation of America
- @RESULTS_Tweets -- RESULTS
- @SCActionNetwork -- Save the Children Action Network (SCAN)
- @SavetheChildren -- Save the Children
- @USAID -- USAID
- @WorldVisionUSA -- World Vision USA

- @AmerAcadPeds -- American Academy of Pediatrics
- @carefans -- CARE
- @globalhealthcouncil -- Global Health Council
- @Jhpiego -- Jhpiego
- @PATHglobalhealth -- PATH
- @RESULTSEdFund -- RESULTS
- @SavetheChildrenActionNetwork -- Save the Children Action Network (SCAN)
- @savethechildren -- Save the Children
- @USAID -- USAID
- @worldvision -- World Vision
Sample posts:

**Facebook and Instagram**

- Around the world, more than 800 women die every day in childbirth or from complications related to pregnancy. It doesn’t have to be this way! We can #SaveMomsAndKids by scaling up solutions that expand health services, train workers and increase access to medical supplies. #MomAndBaby [https://www.youtube.com/watch?v=2XCShm6VxVM](https://www.youtube.com/watch?v=2XCShm6VxVM)

- One way to end preventable deaths of women and children around the world is to support the Reach Every Mother and Child Act (#ReachAct). This legislation would enable the U.S. to save the lives of 15 million children and 600,000 women! Urge your member of Congress to cosponsor the bill today. [http://bit.ly/2m8GmGq](http://bit.ly/2m8GmGq) #MomAndBaby #SaveMomsAndKids

- Foreign aid is a small investment that saves lives and helps millions of people every day. Supporting development, global health and humanitarian assistance programs in developing countries is the right thing to do and also makes our own nation stronger. Learn more: [http://bit.ly/2hrGsxI](http://bit.ly/2hrGsxI) #MomAndBaby

- Every day, 15,000 kids die from treatable illnesses like diarrhea, malaria and malnutrition. We have an incredible opportunity to make that horrible statistic a thing of the past. We’re urging leaders to create a healthier tomorrow by investing in global health today! [insert photos from the event]

- According to @USAID, improvements to health services have helped 76 million women and children receive care! Since the 2012 Call to Action, 8.7 million women gave birth in health facilities, resulting in safer health services for both mothers and their newborns. Read more: [http://bit.ly/2smC4Ju](http://bit.ly/2smC4Ju) #MomAndBaby
Twitter

- Healthy mom = healthy child. Prioritizing #maternalhealth will ensure success and well-being for future generations. We must invest in global health! #MomAndBaby
- Partnerships across the public and private sectors, as well as at the local level, play a vital role in saving the lives of mothers and children around the world. Continuing these investments can expand life-saving care. #MomAndBaby
- A proven way to #SaveMomsAndKids is by providing them with access to quality health care services. That means supporting health clinics in remote areas around the world and training local villagers on how to provide a wide range of basic, but essential, health services. #MomAndBaby
- Around the world, more than 800 women die every day in childbirth or from complications related to pregnancy. It doesn't have to be this way! We can #SaveMomsAndKids. [http://bit.ly/2m8GmGq](http://bit.ly/2m8GmGq) #MomAndBaby
- Foreign aid has helped cut extreme poverty in half and has led to half as many children dying around the world from preventable illnesses like malaria, diarrhea and pneumonia! Let’s urge Congress to continue these investments. [http://bit.ly/2m8GmGq](http://bit.ly/2m8GmGq) #MomAndBaby #SaveMomsAndKids
- 15,000 kids die from preventable causes every day. We can stop this. #SaveMomsAndKids by supporting the #ReachAct. [http://bit.ly/2m8GmGq](http://bit.ly/2m8GmGq) #MomAndBaby
- In 2017, @USAID helped 76 million women and children access essential health services! Of that figure, 7.9 million newborns were reached. #MomAndBaby
- Thanks to @USAID’s support to local councils from 2012 to 2017, locally raised health funds in #Uganda increased by 52%! Read: [http://bit.ly/2smC4Jy](http://bit.ly/2smC4Jy) #MomAndBaby
- Strengthening health systems can enable countries to save more lives. In #Ghana, efforts to transition to a digital health record system are helping better manage patient cases and promote efficiency. Learn: [http://bit.ly/2smC4Jy](http://bit.ly/2smC4Jy) #MomsAndBaby