



Hear Her: A National Communication Campaign to Address Maternal Mortality

Brittany Behm, MPH, Health Communication Specialist
CDC's Division of Reproductive Health

February 28, 2024



POLLING QUESTION

Before today, have you heard about the Hear Her campaign?

- Yes, and I am using its resources
- Yes, but I'm not yet using its resources
- No

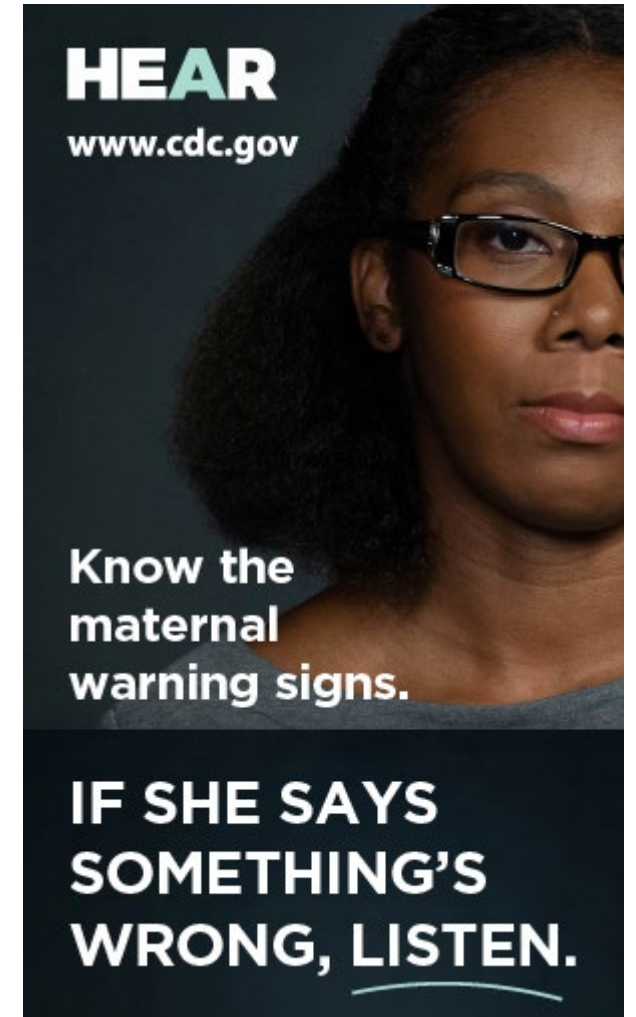
Too many women die each year from pregnancy-related complications.

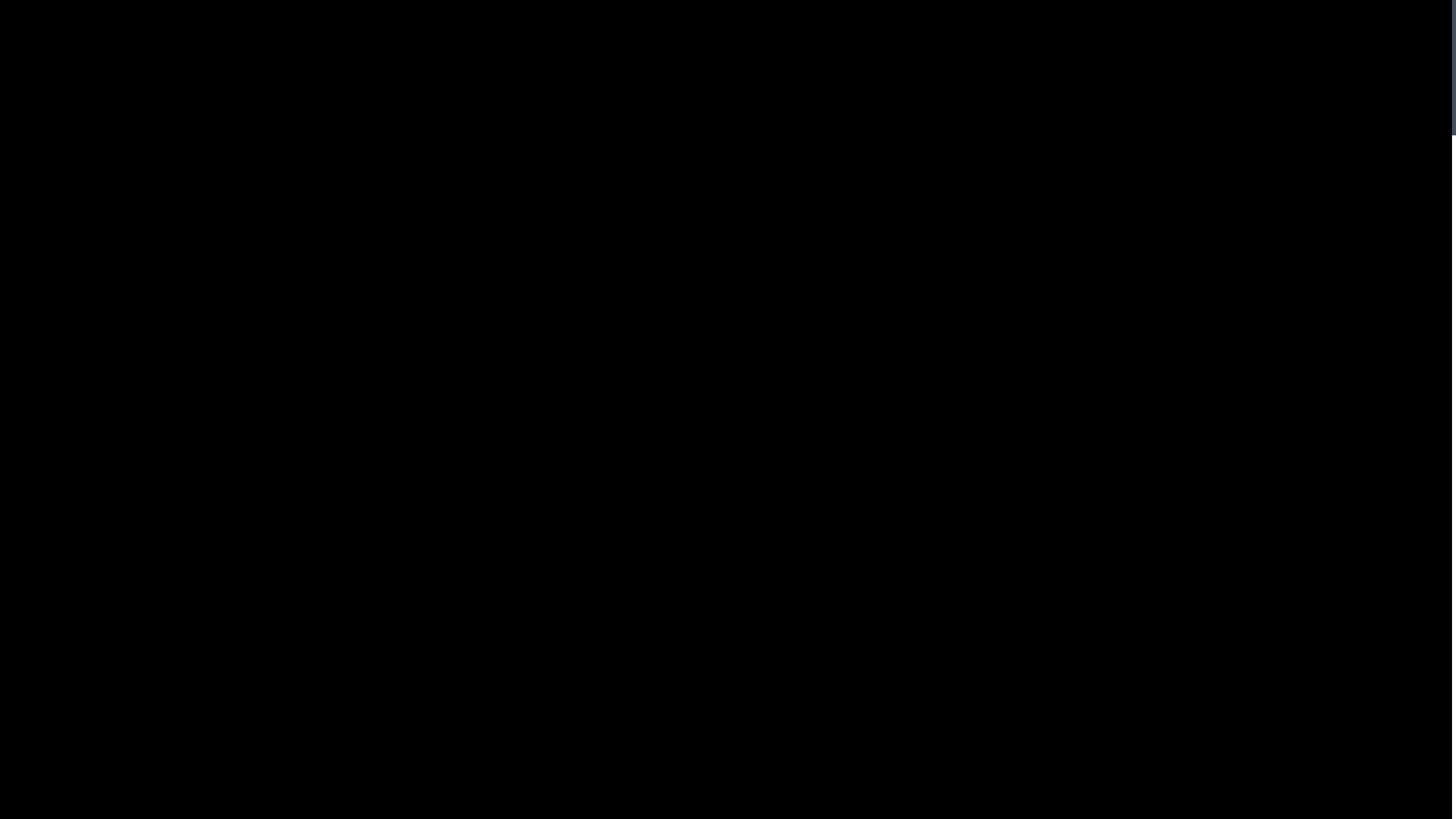
Most (84%) of these deaths are preventable.

More than half occur 1 week to 1 year after pregnancy

Campaign Overview

- The Hear Her® campaign seeks to
 - raise awareness of **urgent maternal warning signs** during and within the year after pregnancy, and
 - encourage support systems and healthcare professionals of pregnant and postpartum people to **really listen** when they express concerns.
- The Hear Her campaign's *priority audiences* are
 - **Pregnant and postpartum people**
 - **The people who support them**
 - **Healthcare professionals**



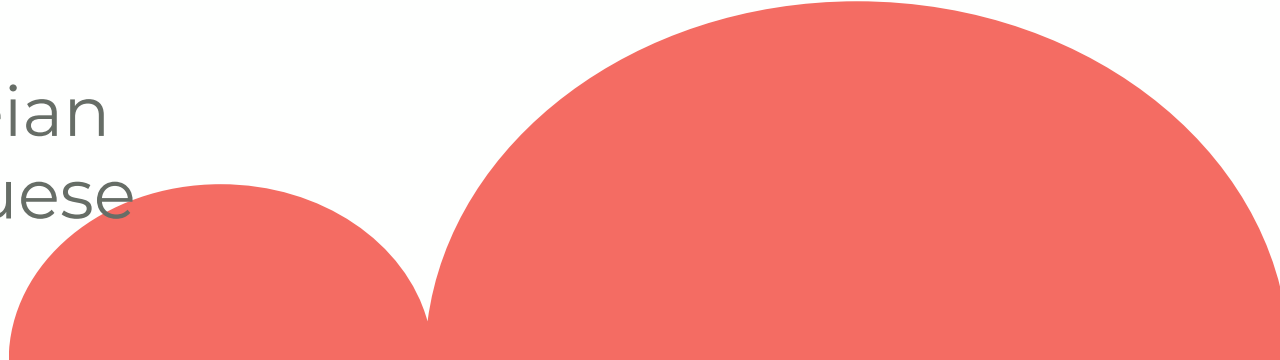


Campaign Resources

- Website in [English](#) and [Spanish](#)
- [Microsites](#) and content syndication
- [Video testimonials](#)
- [Printable resources](#) (Free to order!)
 - Some in more than 25 languages
 - Conversation guides and palm cards
 - Urgent maternal warning signs poster
- [Quiz on Urgent Maternal Warning Signs](#)
- [Digital graphics/ media ads](#)
- [Social media toolkit](#)
- [Hear Her Facebook Page](#)
- [Public Service Announcements](#)
- [Matte Articles](#)


















Materials Available in Many Languages

- English
 - Spanish
 - Arabic
 - Bengali
 - Burmese
 - Chamorro
 - Chinese (Simplified)
 - Chinese (Traditional)
 - Chuukese
 - Dari
 - French
 - German
 - Haitian-Creole
 - Hmong
 - Khmer
 - Korean
 - Marshallese
 - Nepali
 - Palauan
 - Pashto
 - Pohnpeian
 - Portuguese
 - Russian
 - Samoan
 - Somali
 - Swahili
 - Tagalog
 - Tongan
 - Vietnamese
- 



Pregnant now or within the last year?

Get medical care right away if you experience any of the following symptoms:

 Headache that won't go away or gets worse over time	 Dizziness or fainting	 Changes in your vision	 Fever of 100.4° F or higher
 Extreme swelling of your hands or face	 Thoughts of harming yourself or your baby	 Trouble breathing	 Chest pain or fast beating heart
 Severe nausea and throwing up	 Severe belly pain that doesn't go away	 Baby's movement stopping or slowing during pregnancy	 Severe swelling, redness or pain of your leg or arm
 Vaginal bleeding or fluid leaking during pregnancy	 Heavy vaginal bleeding or discharge after pregnancy	 Overwhelming tiredness	

These could be signs of very serious complications. If you can't reach a healthcare provider, go to the emergency room. Be sure to tell them you are pregnant or were pregnant within the last year.

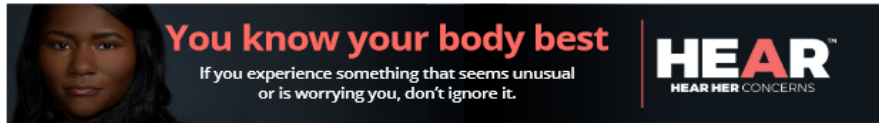
Learn more at www.cdc.gov/HearHer



This list of urgent maternal warning signs was developed by the Council on Patient Safety in Women's Health Care.

- Headache that won't go away/gets worse over time
- Dizziness or fainting
- Changes in your vision
- Fever of 100°F or higher
- Extreme swelling of hands or face
- Thoughts of harming yourself or your baby
- Trouble breathing
- Chest pain or fast-beating heart
- Severe nausea and throwing up
- Severe belly pain that doesn't go away
- Baby's movements stopping/slowing during pregnancy
- Vaginal bleeding or fluid leaking during pregnancy
- Vaginal bleeding or discharge after pregnancy
- Severe swelling, redness or pain of your leg or arm
- Overwhelming tiredness

Conversation Guides & Palm Cards



Learn about urgent warning signs and how to talk to your healthcare provider.

During Pregnancy

If you are pregnant, it's important to pay attention to your body and talk to your healthcare provider about anything that doesn't feel right. If you experience any of the urgent maternal warning signs, get medical care immediately.

After Pregnancy

While your new baby needs a lot of attention and care, it's important to remain aware of your own body and take care of yourself, too. It's normal to feel tired and have some pain, particularly in the first few weeks after having a baby, but there are some symptoms that could be signs of more serious problems.

Tips:

- Bring this conversation starter and any additional questions you want to ask to your provider.
- Be sure to tell them that you are pregnant or have been pregnant within a year.
- Tell the doctor or nurse what medication you are currently taking or have recently taken.
- Take notes and ask more questions about anything you didn't understand.

Learn more about CDC's Hear Her Campaign at www.cdc.gov/HearHer

----- Tear this panel off and use this guide to help you start the conversation: -----

Urgent Maternal Warning Signs

If you experience any of these warning signs, get medical care immediately.

- Severe headache that won't go away or gets worse over time
- Dizziness or fainting
- Thoughts about harming yourself or your baby
- Changes in your vision
- Fever of 100.4° F or higher
- Extreme swelling of your hands or face
- Trouble breathing
- Chest pain or fast-beating heart
- Severe nausea and throwing up (not like morning sickness)
- Severe belly pain that doesn't go away
- Baby's movement stopping or slowing down during pregnancy
- Vaginal bleeding or fluid leaking during pregnancy
- Heavy vaginal bleeding or leaking fluid that smells bad after pregnancy
- Swelling, redness or pain of your leg
- Overwhelming tiredness

This list is not meant to cover every symptom you might have. If you feel like something just isn't right, talk to your healthcare provider

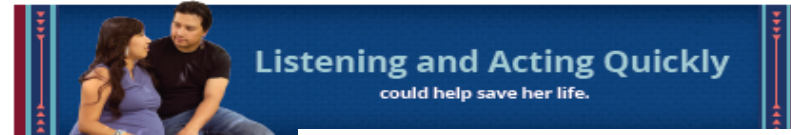
Use This Guide to Help Start the Conversation:

- Thank you for seeing me.
I am/was recently pregnant. The date of my last period/delivery was _____ and I'm having serious concerns about my health that I'd like to talk to you about.
- I have been having _____ (symptoms) that feel like _____ (describe in detail) and have been lasting _____ (number of hours/days)
- I know my body and this doesn't feel normal.

Sample questions to ask:

- What could these symptoms mean?
- Is there a test I can have to rule out a serious problem?
- At what point should I consider going to the emergency room or calling 911?

Notes:



How Can You Help?

Mothers are the key to life and safe during and after ensuring they get the care they need. If you feel an urgent maternal warning sign, encourage her to get away. Be sure that she says the last year.

Learn the urgent maternal warning signs

- Severe headache that won't go away or gets worse over time
- Dizziness or fainting
- Thoughts about harming yourself or your baby
- Changes in your vision
- Fever of 100.4° F or higher
- Extreme swelling of your hands or face
- Trouble breathing
- Chest pain or fast-beating heart
- Severe nausea and throwing up (not like morning sickness)

Learn more at www.cdc.gov/HearHer

Hear Her

If your loved one shares that something doesn't feel right, here are some talking points to help with the conversation:

During Pregnancy

- It's hard to tell what's normal with everything that's changing right now. It's better to check if there's anything you are worried about.
- It's important that we share this information with your doctor and make sure everything is okay.
- I am here for you. Let's talk to a healthcare provider to get you the care you need.

After Pregnancy

- It's normal to feel tired and have some pain after giving birth, but you know your body best. If something is worrying you, you should talk to your doctor.
- Although your new baby needs a lot of attention and care, it's important to take care of yourself, too.
- You are not alone. I hear you. Let's talk to a healthcare provider to get you the care you need.



- [Print materials](#) including palm cards, posters and conversation guides
- Sample [social media](#) posts and [shareable graphics](#)
- [Expert Videos](#)
- Additional [clinical tools and resources](#)



A screenshot of a YouTube video player. The video title is 'Hear Her: Dr. Wanda Barfield' with the CDC logo. Below the title is the text 'From a US national health authority'. The video thumbnail shows Dr. Wanda Barfield, a woman with dark curly hair wearing a white lab coat, in a clinical setting. A large red play button is overlaid on the video. Below the video player are three links: 'Transcript', 'Audio Description', and 'Low Resolution Video'. Below the links is a text description: 'Dr. Wanda Barfield discusses racial disparities that exist among pregnancy-related deaths and how healthcare professionals can provide respectful and quality care to every patient.'

New Resources from ACOG

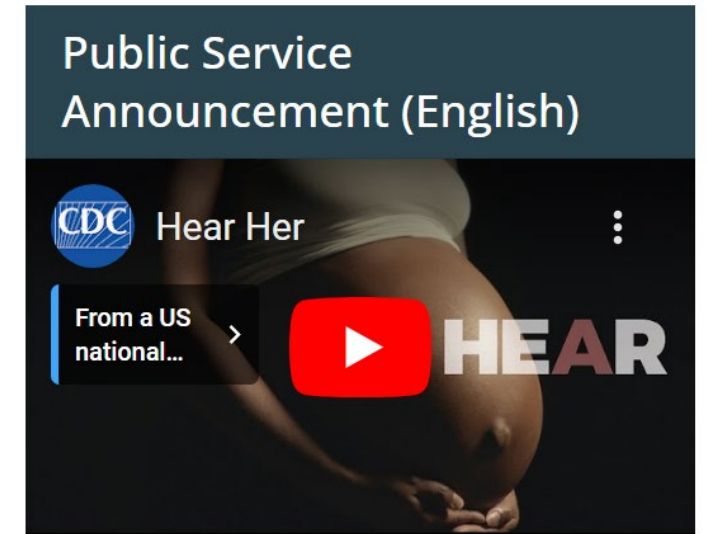
- ACOG released new resources to support **emergency department practitioners** in identifying and managing pregnancy-related emergencies
- Download these free resources to your phone or tablet, print for your department, or incorporate into your electronic health record:
 - Acute Hypertension in Pregnancy and Postpartum clinical algorithm
 - Eclampsia clinical algorithm
 - Cardiovascular Disease (CVD) in Pregnancy and Postpartum clinical algorithm
 - Patient-facing sign requesting that patients disclose pregnancy status (English and Spanish)



Download these resources today:
www.acog.org/OBemergencies

Ideas for Using Campaign Materials

- Share campaign messages or prewritten articles through your newsletters, blogs, website, members of local news media.
- Post Hear Her graphics on your organization's website, social media, or other digital platforms that link to more information.
- Share public service announcements with local broadcast or radio stations
- Play PSA or videos of personal stories at conferences, community events, or other meetings



Ideas for Using Campaign Materials

- Integrate resources into perinatal education kits
- Integrate into quality improvement initiatives and/or provider education
- Hand out materials during meetings, presentations, exhibits, health fairs, and other in-person (or virtual) events.
- Counsel patients using the handouts

You know your body best
If you experience something that seems unusual or is worrying you, don't ignore it.

HEAR
HEAR HER CONCERNS

Learn about urgent warning signs and how to talk to your healthcare provider

During Pregnancy
If you are pregnant, it's important to pay attention to your body and talk to your healthcare provider about anything that doesn't feel right. If you experience any of the urgent maternal warning signs, get medical care immediately.

After Pregnancy
While your new baby needs to remain aware of your condition, it's normal to feel tired and exhausted in the weeks after having a baby. Watch for signs of more serious complications.

Tips:

- Bring this conversation starter and any additional questions you want to ask.
- Be sure to tell them that you are pregnant or have been pregnant within the last year.
- Tell the doctor or nurse what medication you are currently taking or if you are taking any over-the-counter medications.
- Take notes and ask more questions about anything you didn't understand.

Learn more about CDC's Hear Her Campaign at www.cdc.gov

Tear this panel off and use this guide to help you start the conversation.

Urgent Maternal Warning Signs
If you experience any of these warning signs, get medical care immediately.

- Severe headache that won't go away or gets worse over time
- Dizziness or fainting
- Thoughts about harming yourself or your baby
- Changes in your vision
- Fever of 100.4° F or higher
- Extreme swelling of your hands or face
- Trouble breathing
- Chest pain or fast-beating heart
- Severe nausea and throwing up (not like morning sickness)
- Severe belly pain that doesn't go away
- Baby's movement stopping or slowing down during pregnancy
- Vaginal bleeding or fluid leaking during pregnancy
- Heavy vaginal bleeding or leaking fluid that smells bad after pregnancy
- Swelling, redness or pain of your leg
- Overwhelming tiredness

This list is not meant to cover every symptom you might have. If you feel like something just isn't right, talk to your healthcare provider.

Use This Guide to Help Start the Conversation

- Thank you for seeing me. I am/was recently pregnant. The _____ and I'm having serious trouble talking to you about _____.
- I have been having _____ (symptom) (describe in detail) and have been _____.
- I know my body and this doesn't feel right.

Sample questions to ask:

- What could these symptoms mean?
- Is there a test I can have to rule out _____?
- At what point should I consider going to the hospital?

Notes:

Listening and Acting Quickly
could help save her life.

How Can You Help?
Mothers are the key to life. It is important to keep mothers healthy and safe during and after pregnancy by hearing their concerns and ensuring they get the care they need. If she says something doesn't feel right, encourage her to seek medical help. If she is experiencing an urgent maternal warning sign, she should get medical care right away. Be sure that she says she is pregnant or was pregnant within the last year.

Learn the urgent maternal warning signs:

- Severe headache that won't go away or gets worse over time
- Severe belly pain that doesn't go away
- Dizziness or fainting
- Baby's movement stopping or slowing down during pregnancy
- Thoughts about harming yourself or your baby
- Vaginal bleeding or fluid leaking during pregnancy
- Changes in your vision
- Heavy vaginal bleeding or leaking fluid that smells bad after pregnancy
- Fever of 100.4° F or higher
- Heavy vaginal bleeding or leaking fluid that smells bad after pregnancy
- Extreme swelling of your hands or face
- Swelling, redness or pain of your leg
- Trouble breathing
- Overwhelming tiredness
- Chest pain or fast-beating heart
- Severe nausea and throwing up (not like morning sickness)

Learn more about CDC's Hear Her Campaign at www.cdc.gov/HearHer/AIAN

Order Free Hear Her Materials

- Visit [CDC-INFO on Demand – Publications](#)

Search Publications

Keyword or PubID

Audience

Language

Material Type


Topic

Program


[Apply](#)

[Reset](#)


25 results Sort Per Page




CDC Hear Her Urgent Maternal Warning Signs Magnet for print



Hear Her (Escúchela) | 5"X7"Spanish Palm Card for



Hear Her (Escúchela) | Spanish 5"x7" Palm Card for Partners,

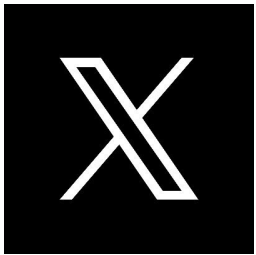


Hear Her | 5"x7" Palm Card for American Indian or Alaska

Connect with Hear Her



Like us on Facebook: facebook.com/CDCHearHer



Retweet X (formerly Twitter) posts from [@CDC_DRH](https://twitter.com/CDC_DRH)



For questions about the campaign, email HearHer@cdc.gov