



MARCH FOR MOMS



**HOW TO GUIDE:
ADVOCACY**



ABOUT US

MARCH FOR MOMS helps to align and coordinate the efforts of families, healthcare providers, policymakers and other partners who are acting to achieve the best possible health and well-being of all mothers.

We are a non-partisan, solution-oriented, multi-stakeholder institution. We share like-minded urgency to improve the wellbeing of mothers in the US. We have convened national stakeholders together to speak with a common voice, urging policymakers and other American leaders to help ensure mothers get the support and care they deserve.



<https://marchformoms.org/>



HOW TO GUIDE: ADVOCACY



This guide is a part of the **MARCH FOR MOMS** resources to drive awareness of the issue of maternal mortality and morbidity.

If you are an expecting or postpartum parent, or a supporter you will find a guidance on how to advocate for better maternity care.

<https://marchformoms.org/>



HOW TO GUIDE: ADVOCACY

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<https://marchformoms.org/>

Before the Meeting:

Find & define your
reason why

Who are you?



EXPECTANT PARENT

POSTPARTUM /NEAR
MISS PARENT

FATHER/OTHER
RELATIVE

COMMUNITY
MEMBER

To find your reason why answer the
questions below:

- How does maternal mortality/morbidity impact my personal life? (risks for my own health, career, lose someone who I love, etc.)
- How does maternal mortality/morbidity impact my family/community?

Before the Meeting:

Who is your target audience?

Identify who you need to reach out to improve maternity care and address your concerns



Match your reason why with the audience below:

LEGISLATORS

STATE DEPARTMENT
OF HEALTH

HOSPITALS/BOARD
OF MEDICINE

Did you identify your main audience?

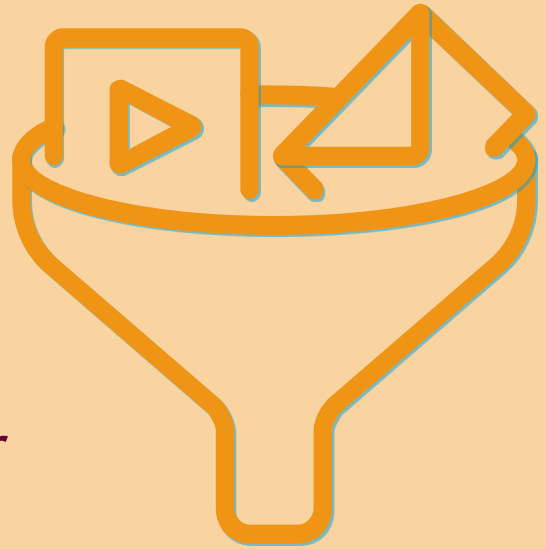
Now it is time to **TAKE ACTION!**



Before the Meeting:

Contacting your legislator or other representatives:

After you identify your target audience, you need to identify a person who represents it. Find the name, phone number or email address, main concerns and priorities for this person.



Tip: When contacting a legislative office ask to speak to the legislative aid for health. They are the experts on this topic within the office.

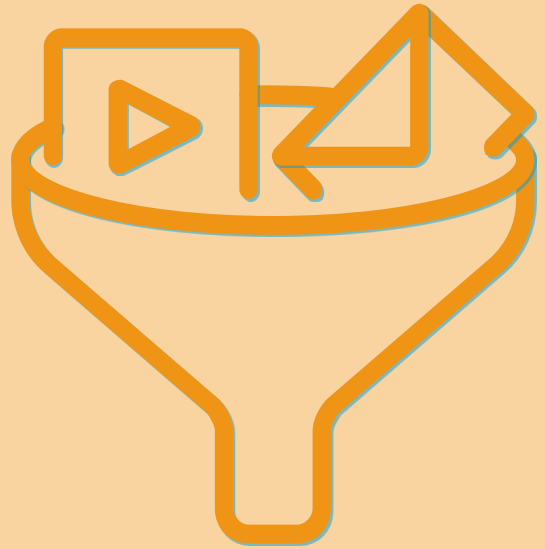
Now you are aware of what you need to know about your audience.

WHERE will you find this information?

Before the Meeting:

How do I contact my legislator?

LEGISLATORS



Contact their office via email or phone to schedule an appointment with the Representative or Senator. If they are unavailable, ask to speak with the legislative health aide.



Tip: easier get attention from a Legislator from your district or state!

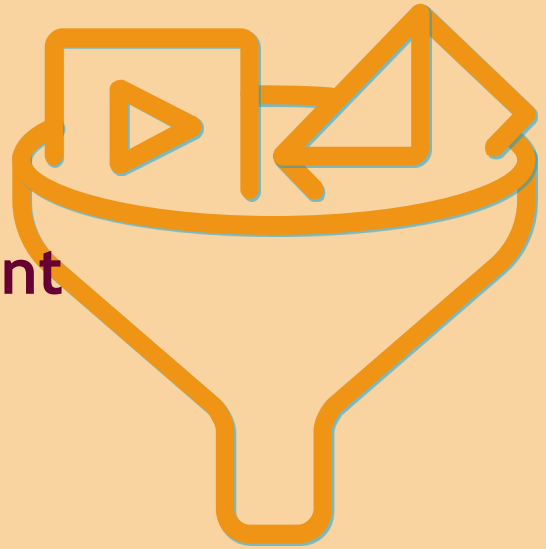


Click [here](#) to find your **State Representative**.

Click [here](#) to find your **Congressperson**.

Before the Meeting:

How to contact my
local Health Department
or Hospital?



DEPARTMENT
OF HEALTH

Click [here](#) to find the contact for your State.

HOSPITALS

If you have identified
hospital, check out their
homepage to contact for
patient involvement groups
or board member offices.



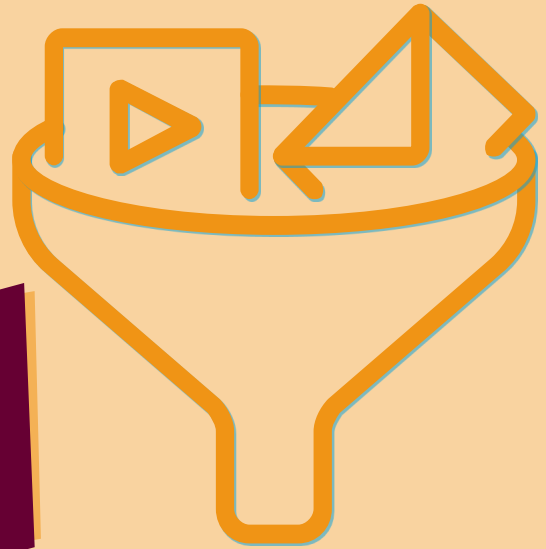
Tip: you CAN file your concerns/
complaints through a hospital's webpage.
All of them have this option!



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Before the Meeting:



**OTHER WAYS TO
GET ATTENTION**



- Post your story on your own social channels



- Contact local & national influencers.

Ask them to share your story!



- Contact press, media & editors. Tell them your story!



You matter, your voice matters, each mother matters, each FAMILY matters!

Before the Meeting:

How to prepare
yourself:



**OVER
60%** Of maternal deaths
and even more near
miss events are
preventable

The person you will meet can
help **YOU** to solve the
problem!

Be prepared to make an
ask.

How?

Before the Meeting:

How to prepare yourself for the meeting



Visit [MARCH FOR MOMS](#) to find helpful resources, data, to and prepare yourself to speak on the following:

- Data about maternal mortality/morbidity for your state
- See if your state has a mortality review committee
- Know about the quality of care your hospital provides

During the Meeting

Share a
personal story!



Whether you are a parent or family that struggled with pregnancy or postpartum period or someone who is passionate about the issue, it does not matter!

Legislators and their aides love to get to know YOU! They are elected to serve your community.

Journalists, writers, people on social channels, ALL of us connect with family stories.



If **you are passionate** about a certain topic it **raises your chances of being heard**.

During the Meeting

Tell your story & show why the issue matters to you



INTRODUCTION

Identify who you are & the reason why you are concerned about maternal health.

Show why it matters to your community

MIDDLE

Highlight the rates of maternal mortality or near miss events for your state or hospital

Explain what you expect during your meeting

CONCLUSION

Make your request!
Specify what this person can do to reduce poor outcomes.
Ex:support legislation as a co-sponsor



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During the Meeting



Tip: the steps used to prepare your speech can also be used to write a letter or a post on social channels





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**MAKE YOUR
VOICE HEARD**

After the Meeting

Keep involved & follow up!



- Send a thank you note and a message to summarize information from the appointment
- Follow up on the discussed next steps (i.e. co-sponsoring legislation, forming a committee)
- Keep sharing your voice (editors, social channels, press/media)
- Connect with the local perinatal groups
- Attend meetings of hospital patient advisory boards
- Ask for a follow up meeting



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**MAKE YOUR
VOICE HEARD**

KEEP IN TOUCH!

- <https://marchformoms.org/>
- <https://www.facebook.com/marchformoms>
- <https://twitter.com/MarchForMoms>
- <https://www.instagram.com/marchformoms/>
- <https://www.youtube.com/channel/UCNkhyztL5mHl-7Pb0mFxuUQ>





MARCH WITH US IN 2020

Our 4th annual march will take place on May 3, 2020 in Washington, D.C. on the National Mall. Like previous marches, it will feature speakers from numerous partner organizations and policymakers. There will also be musical performances.

This is an all-ages, family-friendly event - so feel welcome to bring the whole family!

DATE

Sunday,
May 3, 2020

TIME

1:00 PM

LOCATION

National Mall
Washington, D.C

REGISTER [HERE](#).



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