



# The Gathering

A COMMUNITY OF SUPPORT FOR YOUR SELF-CARE DURING  
PREGNANCY AND AFTER HAVING YOUR BABY

**CAMPAIGN GUIDELINES**



## CAMPAIGN GUIDELINES

EverThrive Illinois is inviting organizations to participate in this important campaign called “The Gathering” to address maternal mortality and morbidity in Black communities. Your organization is an integral part of the success of this campaign, and we hope you can participate and help increase healthy outcomes for Black birthing people in Chicago.

The following information contains simple guidelines and examples for EverThrive Illinois’ “The Gathering” campaign. Please refer to them as you develop communications in support of this campaign. The more consistent we can be across our communications, the stronger our message will be, allowing us to cut through the clutter.

Thank you for helping make our maternal health campaign a great success!

## THE OVERVIEW

EverThrive Illinois is committed to saving lives as co-lead with AllianceChicago and our partners through the Chicago Collaboration for Maternal Health (CCMH). Research shows that Black women in Chicago are six times more likely to die while pregnant, having a baby, or in the year after pregnancy than their white counterparts. The vast majority of these deaths are preventable.

We believe that through community-centered education, we can address the root causes of the maternal mortality and morbidity crisis in Chicago, including the systemic racism within the health care ecosystem that breeds mistrust.

## THE FRAMEWORK

All our promotional, marketing, and communication efforts must help people—during and after pregnancy—feel seen, cared for, and supported through evidence-based information, practical tips, and simple, actionable steps towards awareness and self-care. Our efforts should help educate and close the gap between pregnant people, their support systems, and healthcare providers.

## THE OBJECTIVES

- Create alignment among stakeholders.
- Engage in dialogue with stakeholders and targeted audiences.
- Provide culturally relevant, evidence-based information on identifying postpartum warning signs contributing to maternal mortality through a custom-made, user-friendly, and interactive landing page, fact sheets, and social media ads that the general population can utilize.
- Create an understanding that pregnancy and postpartum support need to come from people’s own choices, communities, and families.
- Increase awareness of local resources.

## THE CAMPAIGN START & END DATE



## THE AUDIENCES



### BIRTHING PEOPLE

These are people whose lives are about to change because of having a baby. They have so much to do, their bodies are changing, and they may not have the time and energy for self-care. They trust their doctors to help them understand and navigate this season, but they don't know what they say because doctors use technical language that only makes sense to other doctors.

We want to affirm them by recognizing the hardships of this season, answering some of their questions, outlining their priorities, and bringing awareness to the warning signs they should pay attention to.



### POSTPARTUM PEOPLE

These are people who had their babies and are facing many challenges, including worrying about COVID-19, their whole family, and the violence in their neighborhood. Tending to their needs with so much to take care of may seem impossible. We want to make self-care a little easier by providing them with a checklist of essential information and practical tips that can help maintain their health during this time.



### FAMILY AND FRIENDS

These are the people surrounding those who are pregnant or have already had their babies. They are encouraged to come alongside and protect the pregnant persons' lives and promote healthier, safer pregnancies and childbirths. We want them to learn from this campaign, be confident in asking questions, and support their loved ones to minimize risks during pregnancy, childbirth, or after delivery.



### HEALTH CARE PROVIDERS

These are the people who are responsible for working to end maternal mortality and supporting Black birthing people's choices. We want to ignite a sense of urgency and ownership in mitigating some of the disparities Black pregnant people face today by listening better, using more straightforward language, and engaging in conversations where they can learn about Black people's cultural nuances.

## THE TONE

- Messages for these audiences should be in an educational, relatable, and non-judgmental voice. These should also be based on factual, trusting, and compelling information.
- Messages must increase awareness and create understanding of what self-care is and the ways to reduce stress and risks during pregnancy and after the delivery of a baby. We also want them to pass the word about the campaign and the landing page (<https://thegathering.everthriveil.org>) to family, friends, community members, leaders, and social networks.
- Messages should highlight the complications of pregnancy or having a baby and the role each person has in determining the best choices for their health and well-being and the health and well-being of the ones they love and care for.
- Messages must help increase awareness of community-based resources that can be accessed for support.

## THE KEY MESSAGES

Feel free to use these core messages throughout the campaign to see which ones generate the most engagement.



### BIRTHING PEOPLE

1. Pregnancy is life-changing. This season can be emotional and unpredictable. Through The Gathering, a community of support for your self-care during pregnancy, you will find practical tips for a healthier and more enjoyable pregnancy. Begin your journey at <https://thegathering.everthriveil.org>.
2. In Chicago, Black women are six times more likely to die while pregnant, having a baby, or in the year after pregnancy than white women. The vast majority of these deaths are preventable. Learn what you can do at <https://thegathering.everthriveil.org>.
3. EverThrive Illinois is your Champion for a healthier pregnancy. We are committed to saving lives through educational experiences like The Gathering. Start your self-care journey with us now at [www.https://thegathering.everthriveil.org](https://thegathering.everthriveil.org).
4. Pregnancy changes you. Wondering what's happening with you, what is expected and what's not? Learn more about these changes and the warning signs you need to watch for at <https://thegathering.everthriveil.org/>.
5. Loving and protecting your baby begins with loving yourself and making your health and safety your priority. At <https://thegathering.everthriveil.org/> you will find practical information on caring for yourself during pregnancy and after your baby is born.



### POSTPARTUM PEOPLE

1. Now that you have your baby, life seems even busier. With so much going on, including COVID-19 and the violence around you, it is easier to focus on everyone else but yourself. Learn why and how you must take care of your own needs and self-care at <https://thegathering.everthriveil.org>.
2. Although the changes in your body are temporary and should disappear over time, you really need to pay attention to the warning signs that can cause severe illness and even death. Feeling exhausted is one of them. Click <https://thegathering.everthriveil.org> to learn more.
3. Regular visits to your doctor are part of your self-care. Particularly, seeing your doctor six weeks after your baby is born is critical since severe illnesses and even death are likely to occur during this time. Access more information and resources at <https://thegathering.everthriveil.org>.
4. You must become your own champion and advocate. What happened to Serena Williams, and what happened to others who almost died or who have died from not being heard is tragic. Don't let it happen to you. Get informed at <https://thegathering.everthriveil.org>.
5. Have more questions? Asking questions is the best way to find and understand your options. To access the answers that may give you the information you need about what to do next, go to <https://thegathering.everthriveil.org>.



## FAMILY AND FRIENDS

1. The death of a loved one during pregnancy, delivery, or after birth is a tragedy for families and their community. As a family member or friend, you have the responsibility to come alongside to protect their lives and promote healthier, safer pregnancies and childbirths. Learn what you can do at <https://thegathering.everthriveil.org>.
2. Learn about the common concerns, medical health issues, and self-care tips for Black people during their pregnancy, delivery, and after childbirth at <https://thegathering.everthriveil.org>.
3. Black pregnant people have the right to give birth on their terms. With your support, they can help minimize risks during their pregnancy, childbirth, or after delivery by monitoring red flags like racial bias from their healthcare providers or if they are not prioritizing medical appointments. Click <https://thegathering.everthriveil.org> to learn more.
4. Become a champion for healthier pregnancy, childbirth, or after deliveries for your loved ones. You have influence. Increase your awareness and understanding of the warning signs by asking questions, reading credible sources, and speaking with experts. Start here: <https://thegathering.everthriveil.org>.
5. Have more questions? Asking questions is the best way to find and understand your options. To access the answers that may give you the information you need about what to do next, go to <https://thegathering.everthriveil.org>.

## SOCIAL MEDIA

Organic social media content for the EverThrive Illinois “The Gathering” campaign is focused on creating understanding and increasing the urgency around the urgent need to combat the maternal mortality and morbidity crisis in Chicago.

IMPORTANT: Facebook may flag words such as “death,” “die,” or “pregnancy.” If these words do get flagged, we will adjust the copy to be softer. For example, instead of death we can say lose their life. And instead of pregnancy we can say expecting a child.

Creative assets and messaging content have been designed and developed for Facebook, Instagram, Twitter, and LinkedIn. These meet social media platform requirements, and you can find them here.

## SOCIAL MEDIA COPY EXAMPLES



### BIRTHING PEOPLE

- During your pregnancy, an unpredictable and emotional time, we stand with you. Find support at <https://thegathering.everthriveil.org>.
- Use your voice and ask questions if you feel physically or mentally off. Listen to your instincts and body, and speak up. We have helpful and clear information at <https://thegathering.everthriveil.org>.
- In Chicago, Black women are six times more likely to die while pregnant, having a baby, or in the year after pregnancy than white women. The vast majority of these deaths are preventable. Don't be one of them. Learn what to do at <https://thegathering.everthriveil.org>.



### POSTPARTUM PEOPLE

- Be aware of your own needs, express them on your terms, and take good care of yourself so you can take care of your baby. Learn how at <https://thegathering.everthriveil.org>.
- Schedule your six-week after-birth visit to your doctor. If you don't have one, choose one. See a list of resources at <https://thegathering.everthriveil.org>.
- In Chicago, Black women are six times more likely to die while pregnant, having a baby, or in the year after pregnancy than white women. The vast majority of these deaths are preventable. Don't be one of them. Learn what to do at <https://thegathering.everthriveil.org>.



### FAMILY AND FRIENDS

- Don't make assumptions. Ask questions. Become a champion for the birth experience pregnant people want and need. Learn how at <https://thegathering.everthriveil.org>.
- Be supportive and accommodating with the pregnant Black birthing people you care for by minimizing risk factors and contributing to a healthy, confident experience. Learn how at <https://thegathering.everthriveil.org>.
- In Chicago, Black women are six times more likely to die while pregnant, having a baby, or in the year after pregnancy than white women. The vast majority of these deaths are preventable. Come alongside and protect your loved ones. Learn how at <https://thegathering.everthriveil.org>.

## KEY CONSIDERATIONS

- Include a link to the campaign's landing page <https://thegathering.everthriveil.org> in the copy of your communications.
- Use tools like bit.ly to shorten your URL/link address.
- Use #TheGathering to unify and build the conversation during the campaign timeframe.

## OUR ASK TO YOU

Based on your ongoing support, we ask that you specifically join us in this campaign by considering the following:

- Creating four (4) to five (5) posts per week based on the content of this guide.
- Using Facebook, Instagram, Twitter, and LinkedIn (preferable) to distribute your content.
- When developing your content and messaging, consider:
  - o Use the content provided in this guide to create the content of your social media posts.
  - o Content needs to be on-brand and authentic. You can learn more about EverThrive Illinois at [www.everthriveil.org/about/](http://www.everthriveil.org/about/).
  - o Content should include a clear call to action. For example: Click here to learn more: (<https://thegathering.everthriveil.org>.)
  - o Content should integrate the campaign's landing page - <https://thegathering.everthriveil.org>.
  - o Use the tagline #TheGathering.
- When distributing your content, consider:
  - o When creating your own content, or if you have questions, please send them to EverThrive Illinois for review. Allow three days after submission for review and approvals. Send an email to Diana Pando ([dpando@everthriveil.org](mailto:dpando@everthriveil.org)) with the subject line: "The Gathering Campaign."

## SUCCESS MEASURES

To track, measure, and evaluate the success of your engagement during the campaign, you are invited to join EverThrive Illinois' social media efforts. As such, you can develop goals and benchmarks to assess the success of your support, including the below measurements:

- **Engagement:** It is crucial to monitor the social media posts about this campaign. You can measure the quality of the content through social media engagement (likes, comments, shares, and clicks) by examining the post engagement rate. Take the total number of interactions your content receives divided by your total number of followers, multiplied by 100%.
- **Impressions:** Tracking impressions is significant for this campaign since EverThrive Illinois' goal for social media is to increase brand awareness and perception and increase the number of people who engage with the campaign. Impressions are how many times a post shows up in someone's timeline.
- **Frequency:** Frequency helps you know how many times each person has seen your post. You can track this by using your impressions divided by reach.
- **Reach:** You also want to track the reach of your social media posts, as reach can provide a more accurate number of how many people are actually seeing your content than followers.
- **Account mentions:** Organic mentions, like @mentions (TheGathering) that aren't part of a reply, or tagging a brand in an Instagram story without prompting, indicate good brand awareness.
- **Click-Through Rate:** This shows how many people who saw your post clicked the link in your post to go to the landing page. This metric is found by taking clicks divided by impressions, multiplied by 100%.

EverThrive Illinois is taking a stand with our partners participating in the Chicago Collaboration for Maternal Health (CCMH). Black pregnant people are dying. The vast majority of these deaths are preventable. At EverThrive Illinois, we ensure people from communities most impacted by injustice have the access, resources, healthcare, and choice to create and sustain healthy families on their own terms. [Join us.](#)