

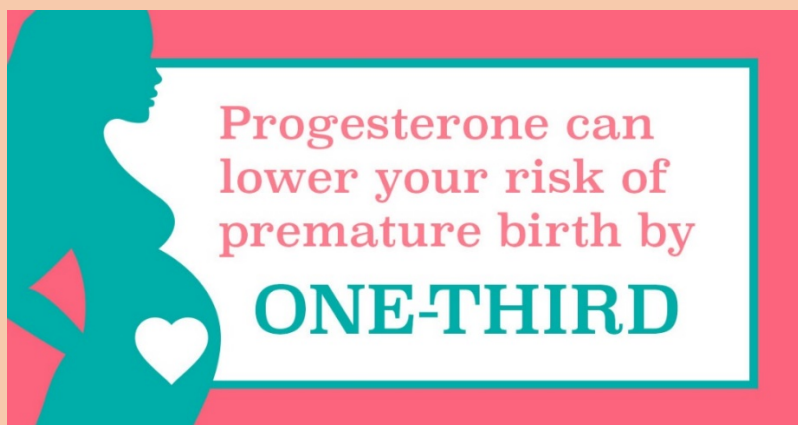
Progesterone Social Media Sample Messages

These messages are intended to be shared on social media. Pre-made graphics after each block were designed to accompany any of the previous messages. More messages are included at the end of this document. You can simply copy and paste the bulleted messages for your social media account, and then attach one of our graphics to help catch the viewer's eye.

For Consumers:

“What is progesterone” messages:

- Progesterone is a natural and important hormone because of the role it plays in getting pregnant and carrying the baby to full term. Ask your prenatal care provider about progesterone. <https://www.marchofdimes.org/complications/progesterone-treatment-to-help-prevent-premature-birth.aspx>
- Ask your prenatal care provider about whether progesterone is right for you. It could save your baby's life. For more information go to: <https://www.marchofdimes.org/complications/progesterone-treatment-to-help-prevent-premature-birth.aspx>
- Progesterone is safe for Mom and safe for Baby. For more information go to: <https://www.marchofdimes.org/complications/progesterone-treatment-to-help-prevent-premature-birth.aspx>
- Progesterone is the hormone of pregnancy. It is naturally produced during pregnancy and FDA approved. For more information go to: <https://www.marchofdimes.org/complications/progesterone-treatment-to-help-prevent-premature-birth.aspx>
- Progesterone can be taken as a nightly vaginal medication or as a shot once a week. Is progesterone right for you? Ask your prenatal care provider. For more information go to: <https://ohiobetterbirthoutcomes.org/obbo-resources/>





What is progesterone?

Messages aimed at prematurity and Infant Mortality:

- Best for babies to be born after 39 weeks. Every week matters! Ask your prenatal care provider about progesterone. For more information go to: <https://opqc.net/patients/preterm-birth-and-prevention>
- Prevent prematurity. Talk with your prenatal care provider about progesterone. For more information go to: <https://ohiobetterbirthoutcomes.org/obbo-resources/>
- Progesterone can reduce the risk of prematurity by one-third. For more information go to: <https://opqc.net/patients/preterm-birth-and-prevention>
- Prematurity is the leading cause of infant mortality. Progesterone can help. Ask your prenatal care provider. For more information on preventing premature birth go to: <https://opqc.net/patients/preterm-birth-and-prevention>
- Prematurity (a baby born before 37 weeks of pregnancy) is the leading cause of infant mortality. For more information go to: <https://opqc.net/patients/preterm-birth-and-prevention>
- Ohio's infant mortality rate is among the worst in the nation; and African American babies are more than twice as likely to die before their first birthday than white babies. For more information go to: <https://opqc.net/patients/preterm-birth-and-prevention>

✓ Babies born before 32 weeks

✓ Babies born in at-risk neighborhoods

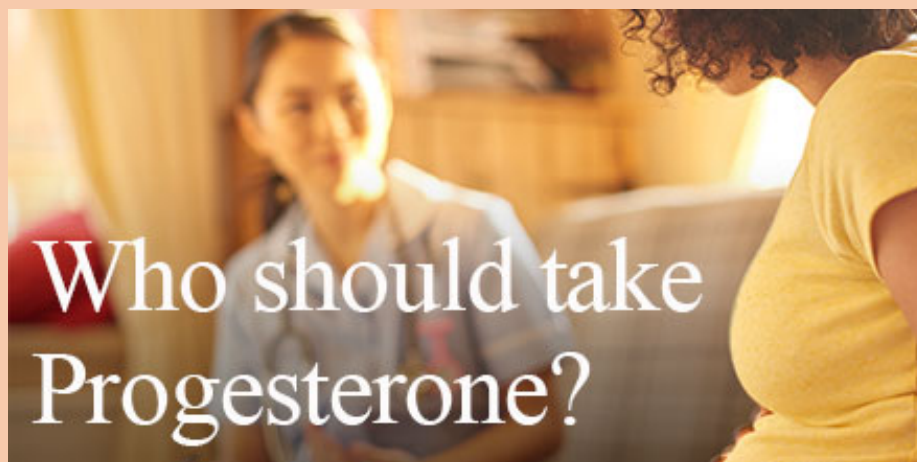
✓ African-American babies



Babies more likely to die before their first birthday

Is progesterone right for you:

- Already had a baby that was born too soon? You may need extra progesterone in a next pregnancy. Ask your prenatal care provider if it is right for you. For more information go to: <https://ohiobetterbirthoutcomes.org/obbo-resources/>
- Are you pregnant with one baby? Have you had a baby more than 3 weeks early? Or have you used progesterone before? Or do you have a short cervix? Talk to your prenatal care provider today, to see if progesterone is right for you. <https://www.marchofdimes.org/complications/progesterone-treatment-to-help-prevent-premature-birth.aspx>



Who should take
Progesterone?

- ✓ Babies born before 32 weeks
- ✓ Babies born in at-risk neighborhoods
- ✓ African-American babies



Babies more likely to die before their first birthday

Is progesterone
right for me?

Go When You Know:

- Go for prenatal care as soon as you know you are pregnant and ask your prenatal care provider about progesterone. For more information go to: <https://www.marchofdimes.org/complications/progesterone-treatment-to-help-prevent-premature-birth.aspx>
- Progesterone must be started early in pregnancy, so go when you know you're pregnant and talk with your prenatal care provider to see if progesterone is right for you. <https://ohiobetterbirthoutcomes.org/obbo-resources/>
- Progesterone treatment should be started at 16-24 weeks and continued through week 36 in the course of a typical 40-week pregnancy. <https://opqc.net/patients/preterm-birth-and-prevention>



For Credible Messengers:

These messages are aimed at Credible Messengers to help prepare them to talk with women about progesterone. Credible Messengers are **community health workers, home visitors, local public health nurses, social workers, WIC staff and others** who are people from the community who pregnant women trust to provide them with helpful and accurate information.

- Learn more about talking with your clients about progesterone at gowhenyouknow.org
- 5 Steps to Get Ready to Talk with Your Clients About Progesterone. Find resources to help raise awareness at gowhenyouknow.org
- 5 Steps for a Successful Client Visit When Talking About Progesterone. Find resources to help raise awareness at gowhenyouknow.org
- Are you ready to talk with your clients about progesterone? Find resources to help raise awareness at gowhenyouknow.org
- Want to talk with your clients about progesterone? Find some helpful tools at gowhenyouknow.org
- Your voice can make a difference in preventing babies from being born too soon. Find out how at gowhenyouknow.org
- Find the Progesterone Messaging Toolkit with free videos, flyers, social media posts and other resources at gowhenyouknow.org

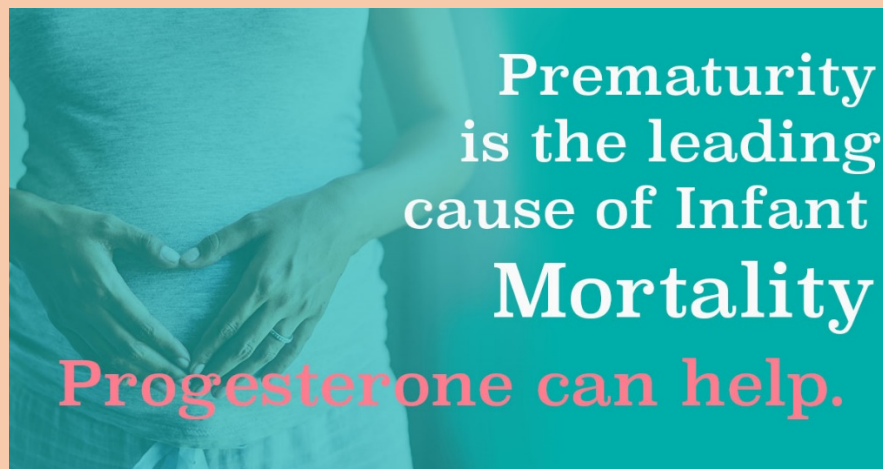
- ✓ Babies born before 32 weeks
- ✓ Babies born in at-risk neighborhoods
- ✓ African-American babies



Babies more likely to die before their first birthday

Who should take
Progesterone?





Complete Graphics Library

The graphics can be saved and used across all social media sites to accompany the included messages, or messages of your own.

A teal rectangular background featuring several faint, circular icons related to pregnancy and childcare, including a stethoscope, a baby, a pregnant woman, a baby in a crib, a baby bottle, and a baby in a stroller.

When should I
start progesterone?

A photograph showing a pregnant woman in a yellow shirt sitting on a couch, facing a doctor in a white lab coat who is leaning forward and talking to her. The scene is indoors with warm lighting.

Who should take
Progesterone?

A teal rectangular background featuring several faint, circular icons related to pregnancy and childcare, including a stethoscope, a baby, a pregnant woman, a baby in a crib, a baby bottle, and a baby in a stroller.

What is
progesterone?

- ✓ Babies born before 32 weeks
- ✓ Babies born in at-risk neighborhoods
- ✓ African-American babies



Babies more likely to die before their first birthday

Is progesterone
right for me?


It could save
your baby's life



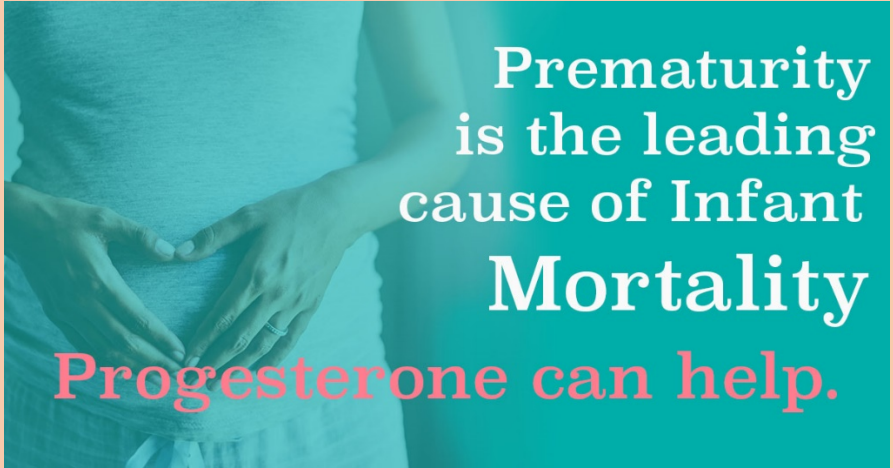


Progesterone

- ✓ Naturally produced during pregnancy
- ✓ FDA Approved
- ✓ Hormone of pregnancy



Progesterone
could save
your baby's life



Prematurity
is the leading
cause of Infant
Mortality

Progesterone can help.

