

Maternal Health Empowerment & Literacy Work Group

Objective

Equip providers, organizations, community members, and birthing persons with access to resources that enhance maternal and perinatal health literacy and empower informed decision-making

Strategies

Improve tailored print and web materials with linkages to resources*

Support the development and distribution of a mobile maternal health application*

Support and expand the CDC Hear Her Campaign and its use across partnerships and community organizations*

Encourage non-traditional partnerships to improve maternal health knowledge and support for initiatives

Support the utilization of social media to provide evidence-based maternal health education

Create perinatal advisory council*

Support language equity through the expansion and improvement of translation and interpretation services

Support early health literacy initiatives

