

Talking Points for Brand Ambassadors

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How to Use This Document

We are all brand ambassadors for HealthConnect One. On a daily basis, we find ourselves presenting the work of HealthConnect One to different audiences--funders, partners, friends, family, and prospective champions. The following is a framework with talking points that you can use during formal as well as informal presentations and conversations. Craft your message by selecting a talking point bullet or two from each category. Make your selections based on what you know of your audience and what you believe will move them into action. Remember always lead with the "why" and the values behind the work--why do you do what you do? Why does HealthConnect One exist?

For support or questions, please contact Communications Manager RoiAnn Phillips.

SHARED VALUE:

Start with the "why"—the universally shared values that (should) guide us

- **Healthy births are the cornerstone of a healthy community.** Our society will do well, only when our children are healthy and thriving, starting at birth.
- **We believe every baby, mother and family has the right to thrive** and reach their highest potential -- including parents and families from every race, income and background.
- **Support for mothers and children should come from all corners of a community**, from the hospital to the workplace. Everyone should have equal access to these support services and systems.
- **Mothers and children in low-income communities and communities of color face significant health disparities.** We partner with people, organizations and institutions in these communities to remove barriers.
- **A strong relationship between mother and newborn helps to lay the groundwork for more effective parenting and child development** – impacting school readiness, early learning and healthy behavioral patterns – according to multiple studies.

CHALLENGE:

Name the problem, or what's standing in the way

- **We need the policies and practices designed by our decision makers to support healthier families.** This includes elected officials, government agencies, healthcare systems and corporations.
- **Poverty and systemic racism have contributed to long-term dis-investment in people of color and low-income communities,** which means many women cannot access hospitals or clinics that provide quality maternal and child health services or else the costs are so prohibitive that mothers and families in these communities cannot afford the services that may exist.
- **Disparities in maternal and child health equity go further than access to quality care and services.** Mothers from low-income communities and communities of color are less likely to access paid maternity leave, are more likely to be forced to return to work soon after they give birth and are more vulnerable to exploitative employers who will not respect their rights or provide a supportive environment for working mothers.
- **Health inequity results in higher maternal and child mortality rates, higher C-section rates and lower breastfeeding rates among women of color and low-income women in the U.S.,** which means millions of children and families experience poorer health and well-being outcomes.

SOLUTION:

Show how HealthConnect One—our approach and our partners—creates a better world

- **HealthConnect One transforms how babies are born and cared for in their crucial first few months of life.**
- **For 30 years—across more than 50 communities in 20 states—**our efforts have helped healthier babies be born with fewer C-sections, mothers increase breastfeeding rates and mothers and families receive expanded support in the crucial first few months of a child's life.
- **We design programs** that provide support to mothers before, during and after birth, in close partnership with hospitals, clinics and community organizations. Our programs are designed to offer women support to make their own informed decisions about pregnancy, birth and early parenting. Empowering women in this way helps them make informed decisions across all aspects of their lives.
- **We train community members** to run these programs, because they are the best experts on their families and neighborhoods.
- **Our programs generate community support, financial resources and new jobs in local communities.**

- **Our approach also helps expand the conversation on maternal and child health equity.** By focusing on community assets and all the ways in which mothers live and work in our society, we help broaden the conversation on what it looks like to build support for mothers within healthcare systems, schools, government policy, labor laws and in their homes and communities. Our vision is to work toward both health and economic security for mothers and families.

ACTION:

Ask our audience to join us in the vision for change by providing a concrete way for people to get involved

[EXAMPLE FOR INDIVIDUAL DONORS]

Join us by throwing a house party to raise \$500. This will allow mothers in your community the opportunity to access a training to become a community-based doula—a respected community member trained to support families before, during and after childbirth—or a breastfeeding peer counselor who can be a source of inspiration and support for breastfeeding and creating long-lasting connections between mothers and their children.

\$500 will:

- Cover stipends and travel costs for community health workers to participate in training
- Supplement the cost of training supplies, or the salary of a HealthConnect One trainer
- Provide a data collection system to one of our community-based doula programs to demonstrate outcomes to local funders and policymakers