

AIMM Study Social Media Toolkit



Thank you for your interest in helping to raise awareness of the AIMM study.

Please consider sharing with your community using social media like Facebook, Twitter, Pinterest, and Instagram, or via email.

Facebook

Sample posts:

New research finds that in states where families have greater access to midwifery care, mothers and babies tend to have better outcomes, including lower cesarean rates, fewer premature births, fewer newborn deaths, and higher breastfeeding rates.

Link to: <http://www.birthplacelab.org/mapping-collaboration-across-birth-settings/>

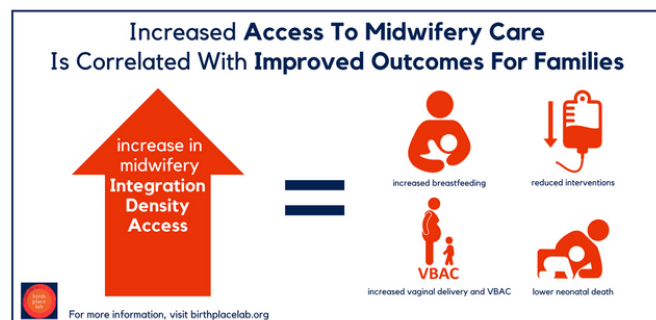
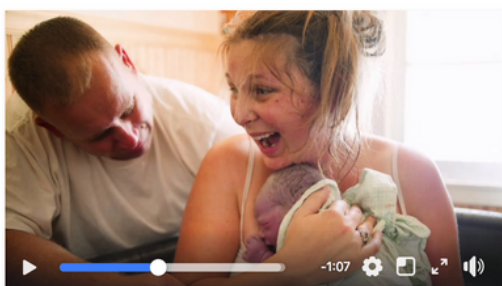
New research finds that improving access to and integration of midwives could have powerful positive benefits for African American families. Learn more about the key findings here:

Link to: <http://www.birthplacelab.org/key-findings/>

You are also welcomed to share our video, How Does Midwifery Care Impact Outcomes?, which can be found here on Facebook here. Share on your page and groups by clicking the “share” button:

Click here to share
the video on Facebook:

Click here to download
this graphic for sharing:



Birth Place Lab

UNIVERSITY OF BRITISH COLUMBIA
UBC MIDWIFERY, BC WOMEN'S HOSPITAL
SHAUGHNESSY BUILDING E416
4500 OAK STREET, VANCOUVER, BC, V6H 3N1 CANADA



Twitter

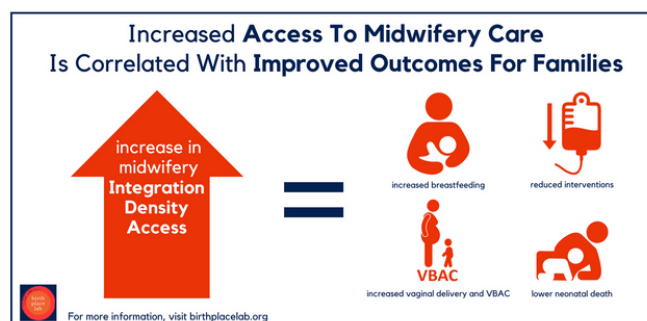
Log in to your Twitter account and click [here](#) to Tweet this:

New research finds that in states where families have greater access to midwifery care, mother and babies tend to have better outcomes. Learn more and explore the maps: <http://www.birthplacelab.org/mapping-collaboration-across-birth-settings/>

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Pinterest

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YouTube

[Click here to share the video on YouTube:](#)



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