



Social Media Toolkit

Mistreatment article release

IMPORTANT: Please do not share social media content or press release until the article is released on June 11th.

Sample Facebook posts:

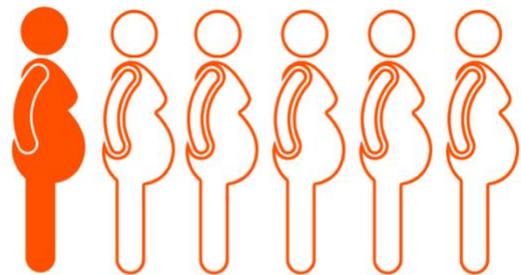
POST ONE:

One in six women experience mistreatment in birth. The rate of mistreatment is even higher for women of color.

Hear the voices of birthing families and learn more about the findings of this new research released today by the Birth Place Lab in partnership with [list your institution here]: <https://www.birthplacelab.org/mistreatment>

#endbirthmistreatment
#respectfulbirthcarenow
#mybodymybirth

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**1 IN 6 WOMEN
EXPERIENCE MISTREATMENT
DURING
CHILDBIRTH**

MOST COMMON:

- Being shouted at or scolded by a health care provider
- Health care providers ignoring women, refusing their request for help, or failing to respond to requests for help in a reasonable amount of time



www.birthplacelab.org/mistreatment



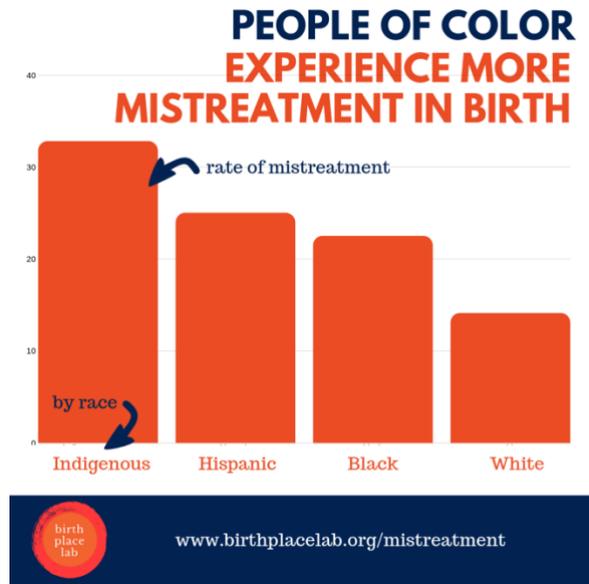
POST TWO:

One in six women - regardless of race - experience mistreatment in birth. Women of color experience the most mistreatment.

Learn more about new research released today by the Birth Place Lab in partnership with [list your institution here]: <https://www.birthplacelab.org/mistreatment>

#endbirthmistreatment
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POST THREE:

One in six women experience mistreatment in birth. Delays and refusals are particularly significant given that Black birthing people and their babies have the highest rate of death from pregnancy-related complications.

Learn more about new research released today by the Birth Place Lab in partnership with [list your institution here]: <https://www.birthplacelab.org/mistreatment>

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#mybodymybirth

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TOP 4 TYPES OF MISTREATMENT DURING CHILDBIRTH BY HEALTH CARE PROVIDERS

Being shouted at or scolding

Ignoring women, **refusing their request for help**, or failing to respond to requests for help in a reasonable amount of time

Violation of physical privacy

Threatening to withhold treatment or forcing them to accept treatment they did not want





Sample INSTAGRAM posts:

POST ONE:

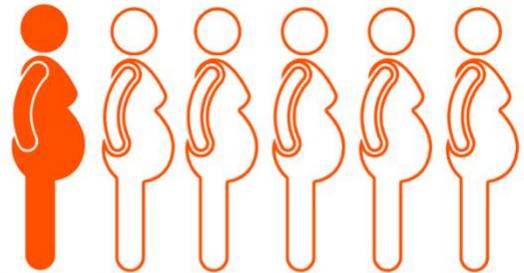
One in six women experience mistreatment in birth, according to new research released today by the Birth Place Lab in partnership with [fill in your institution here].

Families of color experience high rates of mistreatment by health care providers during birth, finds this first-ever look at the birth experiences of people of color and the first ever community led study on experience of childbirth care in the United States.

Hear the voices of birthing families and learn more about new research. (link in bio) **

#endbirthmistreatment
#respectfulbirthcarenow
#mybodymybirth
#blackbirthmatters
#saveourmoms

[Download visual here](#)



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www.birthplacelab.org/mistreatment



POST TWO:

One in six women experience mistreatment in birth, and women of color experience the most mistreatment, according to new research released today by the Birth Place Lab in partnership with [fill in your institution here].

Top experiences of mistreatment included physical, sexual and verbal abuse, stigma and discrimination, and delays and refusals in care.

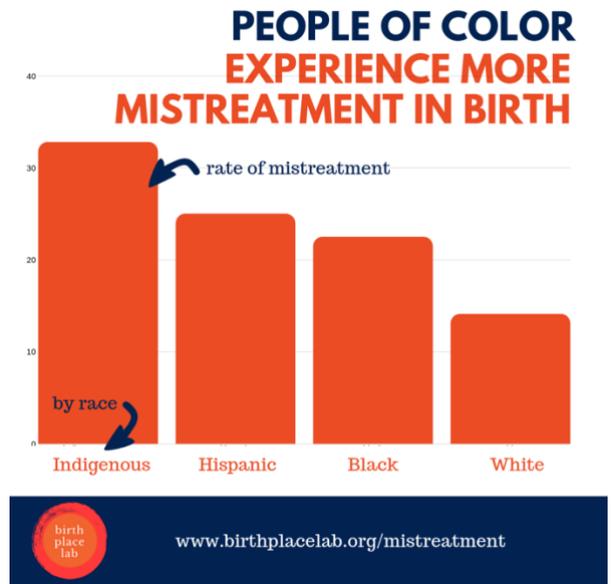
Delays and refusals are particularly significant given that Black birthing people and their babies have the highest rate of death from pregnancy-related complications.

Hear the voices of birthing families and learn more about new research released today. (link in bio)

#endbirthmistreatment
#respectfulbirthcarenow
#mybodymybirth
#blackbirthmatters
#saveourmoms

[Download visual here.](#)

** As Instagram is not link friendly, you may opt to update your bio to include this link:
<https://www.birthplacelab.org/mistreatment>



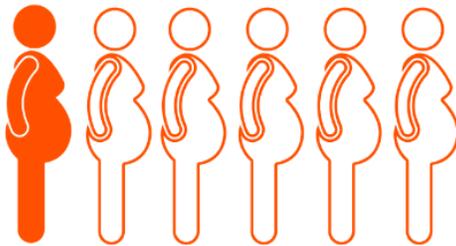


SAMPLE TWEETS:

TWEET ONE:

1 in 6 women experience mistreatment in birth & women of color experience the most mistreatment, finds new research released today by @birthplacelab [and your twitter handle here]. <https://www.birthplacelab.org/mistreatment> #endbirthmistreatment #respectfulbirthcarenow #blackbirthmatters #saveourmoms

1 IN 6 WOMEN EXPERIENCE MISTREATMENT DURING CHILDBIRTH



MOST COMMON:

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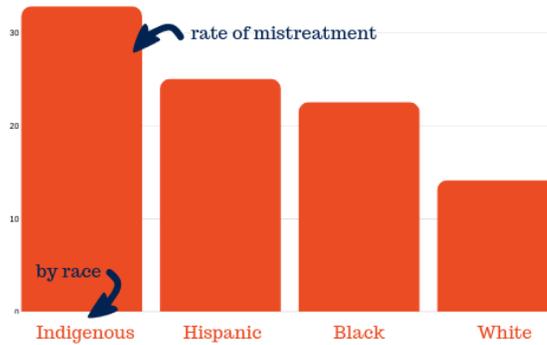
[Download visual here](#)

TWEET TWO:

New research from @birthplacelab and [your institution here]: Mistreatment in birth in the US includes verbal abuse; stigma & discrimination; and delays & refusals of care. <https://www.birthplacelab.org/mistreatment> #endbirthmistreatment #respectfulbirthcarenow #blackbirthmatters #saveourmoms



PEOPLE OF COLOR EXPERIENCE MORE MISTREATMENT IN BIRTH



www.birthplacelab.org/mistreatment

[Download visual here](#)

HASHTAGS:

We are hoping to build on existing hashtags to build awareness of the research. Please let us know of other hashtags you would like us to include:

#blackbirthmatters
#saveourmoms

We have also developed the following hashtags based on community input. Please consider sharing as a part of your social media outreach.

#endbirthmistreatment
#respectfulbirthcarenow
#mybodymybirth