



SAMPLE MESSAGING FETAL SYNDROME AWARENESS MONTH

Sample Announcement for Newsletter, Listserv, or Media Release

Cut and paste this text into your newsletter, listserv, or media release. Add details/quotes from your organization.

The leading causes of high-risk pregnancies include preeclampsia, gestational diabetes, and fetal syndromes. More than 800,000 pregnancies are affected by a fetal syndrome each year. There are currently 4,000 known syndromes; the causes are largely unknown. Help spread the word about fetal syndromes to increase overall awareness around the fact that it can happen to any pregnancy, regardless of mother's age, race or background, etc.

During National Fetal Syndrome Awareness Month in August, [your organization] is working with the Fetal Health Foundation, a national non-profit patient advocacy group, among other fetal health community members to help create awareness around fetal syndromes. We encourage you to learn more about what to know if facing a diagnosis, where to receive treatment, and how to make the best decision for you and your baby.

Even if you are not planning to have children or are past that phase in your life, YOU can still make a difference! Knowing more about fetal syndromes and how they impact parents during an already turbulent time, may allow you to pass on lifesaving information to someone down the road. Below are a few ways to get involved:

- August 19-25, 2019: Hope=Life, Virtual Remembrance Event. Registrants will receive a t-shirt prior to the week of August 19th and then plan individual remembrance/awareness events (i.e. a run/walk, balloon release, candle lighting ceremony). Share photos via social media with the hashtag #HopeEqualsLife. Registration is \$35, with a discount for groups of 4+, and is available at <http://bit.ly/2FyFhz6>.
- [Add details about any activities your organization may be doing.]
- [Include quote(s) from your organization.]

For more information, visit [insert your organization information] or www.fetalhealthfoundation.org.

Sample Social Media Posts

It's National Fetal Syndrome Awareness Month! Learn more about fetal syndromes and what you need to know if faced with a diagnosis. #FSAMonth {<https://www.fetalhealthfoundation.org/story/coping-with-the-unexpected/>}

800,000 pregnancies are affected by a fetal syndrome each year in the US. You are not alone. There is hope. #FSAMonth {www.fetalhealthfoundation.org}

A fetal syndrome diagnosis leaves parents scared and confused for their unborn baby and their future as a family. One family shares their story of the diagnosis, delivery and where they are today. #FSAMonth {https://www.fetalhealthfoundation.org/myelomeningocele/spina-bifida/spina-bifida_fetoscopic-surgery/}

DYK? 200 unborn babies will die as a result of a fetal syndrome today. A diagnosis isn't always the end. Empowered with information and proper treatment, more babies' lives can be saved. #FSAMonth {<https://www.fetalhealthfoundation.org/fetal-syndromes/>}

The Fetal Health Foundation is the only organization of its kind to support research across the fetal medicine spectrum. Ensure this research continues by pledging your support today! #FSAMonth {<https://www.fetalhealthfoundation.org/donate/>}

