



# 2024-2025 Digital Toolkit

SACRAMENTO COUNTY PUBLIC HEALTH



# Unequal Birth Digital Toolkit

PRESENTED BY SACRAMENTO COUNTY  
DIVISION OF PUBLIC HEALTH

This toolkit has been created to bring awareness to the health disparities faced by Black families. With your help in spreading the word, we can work together to raise awareness of these issues and make an effort to create change for Black women and families in Sacramento County.

**YOUR HELP IS CRUCIAL IN RAISING AWARENESS ABOUT THE FIGHT FOR RACIAL EQUITY IN BLACK MATERNAL HEALTH.**

Within this Toolkit, you will find the following resources to learn about birth disparities and take steps toward making a change:

- About the Unequal Birth campaign
- Downloadable printable flyer
- Shareable social media posts and graphics
- Email content and graphic for emails and e-newsletters



# What is the Sacramento County Unequal Birth campaign?

Sacramento County Public Health (SCPH) developed the Unequal Birth campaign to raise awareness about the disparities in Black infant and maternal mortality. One of the goals is to educate key decision makers on how to shift the unequal birth gap.

Black women experience 2x the rate of infant deaths compared to other racial and ethnic groups in the community. Black women are also 3 - 4x more likely to die from pregnancy-related causes than White women. The campaign's mission is to make these alarming facts more visible.



**78.8%**

HIGHER

Pregnancy-related deaths for Black birthing people in CA<sup>1</sup>

**37.3%**

HIGHER

Black infant death rate in Sacramento County<sup>2</sup>

**51.6%**

HIGHER

Black fetal death rate in Sacramento County<sup>3</sup>

**33.9%**

HIGHER

Preterm birth rate for Black birthing people in Sacramento County<sup>4</sup>

1 [https://www.google.com/url?q=https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Pregnancy-Related-Mortality.aspx&sa=D&source=docs&ust=1730771747083581&usq=AOvVaw1YrdRQeVISPc0Gf\\_q5zvrN](https://www.google.com/url?q=https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Pregnancy-Related-Mortality.aspx&sa=D&source=docs&ust=1730771747083581&usq=AOvVaw1YrdRQeVISPc0Gf_q5zvrN)  
2 <https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Infant-Mortality.aspx>  
3 <https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Fetal-Mortality.aspx>  
4 <https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Preterm-Birth.aspx>



## Why Get Involved?

You can help make a difference.

### **PREGNANCY-RELATED DEATH IS PREVENTABLE.**

The intent is to inspire action to bring change. Addressing systemic racism in maternal health care can significantly improve birth outcomes and reduce disparities. We can create a more equitable maternal health care system for Black families.



## Campaign Social Media Links

Please use the following information when posting about the campaign on social media to help us keep a consistent message and look. Make sure to tag your posts with our hashtag!

### CAMPAIGN HASHTAGS

#UnequalBirth

#BlackMaternalMortality

### CAMPAIGN URL

[unequalbirth.com](https://unequalbirth.com)

### CAMPAIGN FACEBOOK

[/unequalbirthsac](https://www.facebook.com/unequalbirthsac)

### CAMPAIGN INSTAGRAM

[@unequalbirth](https://www.instagram.com/unequalbirth)



## Printable campaign Flyer

Download and use the printable flyer to educate the Sacramento County community on the health disparities faced by Black women and families in Sacramento County.

[DOWNLOAD FLYER HERE](#)



### Join the Fight for Equity in Maternal Health.

Black women and families experience higher rates of maternal and infant deaths.

<b>78.8%</b> HIGHER Pregnancy-related deaths for Black birthing people in CA <sup>1</sup>	<b>37.3%</b> HIGHER Black infant death rate in Sacramento County <sup>2</sup>	<b>51.6%</b> HIGHER Black fetal death rate in Sacramento County <sup>3</sup>	<b>33.9%</b> HIGHER Preterm birth rate for Black birthing people in Sacramento County <sup>4</sup>
---	---	--	--

#### Pregnancy-Related Death is Preventable.

**IMPORTANT POINTS**

- More than 50% of maternal deaths occur after childbirth and the majority of deaths are preventable.
- Black women face significantly higher maternal mortality rates.
- State-by-state data reveals significant differences in maternal mortality rates.

**TO ADDRESS THESE ISSUES, WE MUST:**

- Tackle racial inequalities in maternal health care.
- Provide quality, unbiased maternal care.
- Address the lack of health care providers that reflect the population being served.

Join us in the fight for maternal health equity. Get involved and share this message.



1 [https://www.epocle.com/ur/fo=https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Pregnancy-Related-Mortality.aspx&sa=D&source=docs&ust=1730771747083581&use=AOvVawYydrOeVSPc0Gf\\_c5zvrN](https://www.epocle.com/ur/fo=https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Pregnancy-Related-Mortality.aspx&sa=D&source=docs&ust=1730771747083581&use=AOvVawYydrOeVSPc0Gf_c5zvrN)  
2 <https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Infant-Mortality.aspx>  
3 <https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Fetal-Mortality.aspx>  
4 <https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Preterm-Birth.aspx>



# Social Media Content

Encourage others to spread the message about the health disparities faced by Black women and families. Share the following posts on all your social media channels to promote the Unequal Birth campaign.

[DOWNLOAD POSTS HERE](#)

## 1 | Post Graphic



## 1 | Post Caption

Black women are 3-4 times more likely to die from pregnancy-related causes than White women. ❤️

Let's work together to raise awareness and fight for #BlackMaternalHealth #UnequalBirth #BlackMaternalMortality

## 2 | Post Graphic



## 2 | Post Caption

Systemic racism in healthcare is costing Black women their lives. We need a change, NOW.

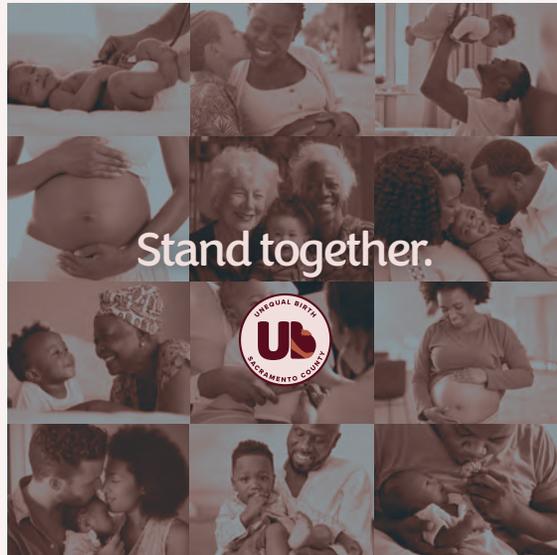
Follow along to learn how you can help. #BlackMaternalHealth #HealthcareEquity #UnequalBirth #BlackMaternalMortality

## Social Media Content

Encourage others to spread the message about the health disparities faced by Black women and families. Share the following posts on your social media channels to promote the Unequal Birth campaign.

[DOWNLOAD POSTS HERE](#)

### 3 | Post Graphic

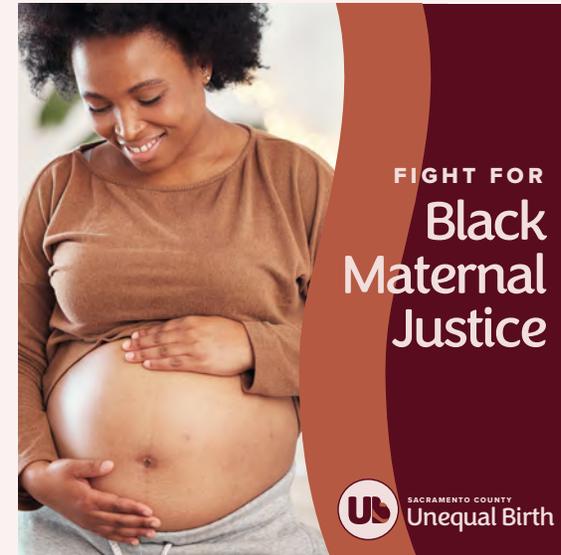


### 3 | Post Caption

Access to quality prenatal care should be a right, not a privilege.

It's time to address the disparities in maternal health care. #BlackMaternalHealth #EndMaternalMortality #UnequalBirth #BlackMaternalMortality

### 4 | Post Graphic



### 4 | Post Caption

Black women deserve safe pregnancies and healthy births.

Black women are experiencing higher rates of preventable complications during pregnancy and childbirth. #MaternalJustice #HealthEquity #UnequalBirth #BlackMaternalMortality

## Social Media Content

Encourage others to spread the message about the health disparities faced by Black women and families. Share the following posts on your social media channels to promote the Unequal Birth campaign.

[DOWNLOAD POSTS HERE](#)

### 5 | Carousel Graphics



### 5 | Carousel Caption

The statistics tell the alarming story. Racism and its stressful effects have a devastating impact on maternal and infant health outcomes.

Join us in the fight for better maternal health care for all. #BlackMaternalHealth #UnequalBirth #BlackMaternalMortality

#### SOURCES:

[https://www.google.com/url?q=https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Pregnancy-Related-Mortality.aspx&sa=D&source=docs&ust=1730771747083581&usg=AOvVaw1YrdRQeViSPc0Gf\\_q5zvrN](https://www.google.com/url?q=https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Pregnancy-Related-Mortality.aspx&sa=D&source=docs&ust=1730771747083581&usg=AOvVaw1YrdRQeViSPc0Gf_q5zvrN)

<https://www.cdph.ca.gov/Programs/CFH/DMCAH/surveillance/Pages/Preterm-Birth.aspx>



## Email Blast Content

Download and use the eblast content and graphic to educate the Sacramento County community on these health disparities, and what they can do to increase awareness of these issues.

[DOWNLOAD GRAPHIC HERE](#)

### Email Content

**Join the movement to bring equity to Black Maternal Health care.**  
*Unequal Birth campaign educates the Sacramento Community on Health Disparities faced by Black mothers and families.*

Black women and families experience higher rates of maternal and infant deaths, often due to differences in healthcare access and treatment.

#### Important Points:

- More than 50% of maternal deaths occur after childbirth and the majority of deaths are preventable.
- Black women face significantly higher maternal mortality rates.
- State-by-state data reveals significant differences in maternal mortality rates.

#### To address these issues, we must:

- Provide quality unbiased maternal health care.
- Tackle racial inequalities in maternal health.
- Address the lack of health care providers that reflect the population being served.

#### Amplify the Message

Spread the word about the Unequal Birth campaign. We aim to foster understanding and drive necessary changes in our healthcare system. Our goal is to ensure equitable treatment and care for Black families.



## Contact Information

For more information regarding the Unequal Birth campaign for Sacramento County Public Health, please use the contact below.

### Leesa Hooks

**MCAH DIRECTOR**

Sacramento County Public Health

E [hooks1@saccounty.gov](mailto:hooks1@saccounty.gov)

W [unequalbirth.org](http://unequalbirth.org)

### Donyale Abe

**PERINATAL EQUITY INITIATIVE  
BLACK INFANT HEALTH COORDINATOR**

Sacramento County Public Health

E [abed@saccounty.gov](mailto:abed@saccounty.gov)

W [unequalbirth.org](http://unequalbirth.org)

