

**Social media toolkit: Launch of Lancet Stillbirth Series**  
**January 2016**

The launch of the new Lancet Series on Stillbirths on 19<sup>th</sup> January 2016 offers a unique opportunity to create sense of global consensus around the need for action to end preventable stillbirths.

As organisations working across the Maternal, Newborn, Child, Adolescent and Reproductive health agenda, we will use social media outlets including Twitter, Facebook and blogs, to call on key targets, including governments, CSOs and local parent groups to sign up to the 2016 Call to Action on Stillbirths. This page be hosted on the White Ribbon Alliance website, to be launched on the 19<sup>th</sup> January alongside the link to the Lancet series at the following link:  
<http://whiteribbonalliance.org/join-us/stillbirth/>

We will harness high profile voices to build momentum in the call to end preventable stillbirths, including through blogs, Facebook and Twitter.

**The information below should not be posted on social media before the embargo is lifted on 18<sup>th</sup> January at 23.30.**

**Key weblinks**

*The Lancet* Ending preventable stillbirth series <http://bit.ly/1P398QB>  
2016 Call to Action on Stillbirths <http://bit.ly/1Q7UNPX>

**Materials**

- 2016 Call to Action on Stillbirths (hosted on WRA) to be posted on 19<sup>th</sup> January alongside the Lancet series link: <http://bit.ly/1Q7UNPX>
- *The Lancet* Ending preventable stillbirth series: access papers and executive summary: <http://bit.ly/1P398QB>
- Sample tweets and facebook messages (see below)
- Live Lancet series launch at the London School of Hygiene & Tropical Medicine on Tuesday 19 Jan at 17.00-18.45 GMT: <http://bit.ly/1ZmH2zm>
- LSHTM Files: This film tells the stories of two women, in the UK and Malawi, and their common search to come to terms with losing a baby.
  - o Video (English) Ending preventable stillbirths  
<https://www.youtube.com/watch?v=ZGvMWnO1008>
  - o Video (Spanish) Evitando muertes intrauterinas prevenibles  
<https://www.youtube.com/watch?v=cxfWAGYAlwA>
- Every Woman Every Child hub which will include photos, infographics, launch toolkit and messages to promote <http://www.ewechub.org/#!the-lancet-stillbirths-series-2016/he30k>
- International Stillbirth Alliance resources including lay summary in 9 languages (Arabic, English, Hindi, French, Italian, Greek, Spanish, Portuguese & Chinese) available at <http://stillbirthalliance.org/research/lancets-2016-stillbirths-series/>
- MamaYe Resource Hub: <http://www.mamaye.org/en/stillbirths>
- MamaYe Infographics:
  - [MamaYe Infographic on Stillbirths 2016: Stillbirths Globally](#)
  - [MamaYe Infographic on Stillbirths 2016: Stillbirths Disparity](#)

- [MamaYe Infographic on Stillbirths 2016: Life Saving Interventions](#)

### **Planned Blogs/Op Eds**

- **Blog from the Bill and Melinda Gates Foundation, for Impatient Optimists** with support from GMMB
- **Blog by Robin Gorma, Executive Director, PMNC:** *Why we must break the silence around stillbirths to fulfil our pledge to women and children*
- **Blog by Gary Darmstadt, Stanford University:** *Ending preventable stillbirth: Q&A with global health expert Gary Darmstadt* [www.scopeblog.stanford.edu](http://www.scopeblog.stanford.edu)
- **Blog by Bernadette Daelmans, World Health Organization**
- Op ed from global syphilis/malaria leaders on addressing stillbirth.

### **1. Twitter**

#### **Main Hashtag**

Please use this hashtag in your tweets about the Series so we can track easily:

- #endstillbirths

Additional hashtags:

**#CalltoActionStillbirths**

**#GlobalGoals**

**#EWECisMe**

#### **Handles**

- CIFF- @CIFFchild
- E4A - @Evidence4Action
- Every Newborn - @every\_newborn
- Every Woman, Every Child - [@UnfEWEC](#)
- GAPPS - @gappstweets
- Girls Globe- @GirlsGlobe
- Health Newborn Network - @HealthyNewborns
- International Stillbirth Alliance: @ISASTillbirth
- Joy Lawn - @joylawn
- The Lancet - @thelancet
- MamaYe - @MamaYeAfrica
- MARCH Centre - @MARCH\_LSHTM
- Maternal Health Taskforce - @MHTF
- PMNCH - @PMNCH
- Richard Horton - @richardhorton1
- Save the Children - @SavetheChildren
- UNFPA - @UNFPA
- UNICEF - @UNICEF

## ALL DATA INCLUDED IN TOOLKIT EMBARGOED UNTIL 18 JANUARY 2016 23:30 GMT

- USAID Global Health - @USAIDGH
- World Health Organization - @WHO
- White Ribbon Alliance- @WRAglobal

Please retweet messages from all these organisations/individuals, who will be tweeting on the day of the launch.

### For main tweet messages on 19<sup>th</sup> January (embargoed until 18 Jan 23.30 GMT)

#### General

- Slow progress on stillbirth prevention leaves parents of 2.6 million babies suffering in silence each year #endstillbirths @thelancet
- Half of all stillbirths occur during labour and birth. @thelancet shows most could be prevented. #endstillbirths
- Globally, 98% of all stillbirths occur in low- and middle-income countries. Read more @thelancet <http://bit.ly/1P398QB> #endstillbirths
- More than 160 yrs before African woman has same chance of her baby being born alive as woman in high-income country #endstillbirths
- #Stillbirth is a key indicator for quality of care for maternal newborn health. Let's count them #endstillbirths
- New research in @thelancet by @MARCH\_LSHTM + @UNICEF shows 10 countries account for two-thirds of stillbirths #endstillbirths
- New estimates in @thelancet suggest at least 4.2m women are living with depression due to stillbirth #endstillbirths <http://bit.ly/1P398QB>
- Parent voices are critical to unlocking stigma and taboos around #stillbirths. Read more at <http://bit.ly/1P398QB> #endstillbirths
- Solutions to #endstillbirths will also end #maternalmortality and save #everynewborn so they #thrive – a quadruple return on investment
- Implementation of #GlobalGoals & updated Global Strategy #EWECisME will be maximised by acting to #endstillbirths
- New infographics by @MamaYeAfrica show that quality care is key to #endstillbirths <http://bit.ly/1RxsBt4>

#### Call to Action

- We know what is needed to #endstillbirths – sign the #CalltoActionStillbirths here: <http://bit.ly/1Q7UNPX>
- Sign the #CalltoActionStillbirths <http://bit.ly/1Q7UNPX> to #endstillbirths through leadership, resources, stronger voices, research and action
- Implementation plans for women's children's and adolescents' health need targets to #endstillbirths: <http://bit.ly/1Q7UNPX>
- More support needed for community groups to raise their voices to #endstillbirths. Sign the #CalltoActionStillbirths <http://bit.ly/1Q7UNPX>
- Time to ensure stillbirth prevention is integrated in health programming + specific interventions to #endstillbirths <http://bit.ly/1Q7UNPX>

## ALL DATA INCLUDED IN TOOLKIT EMBARGOED UNTIL 18 JANUARY 2016 23:30 GMT

- Join call to address the data gap by tracking stillbirths and ensure effective coverage of quality care to #endstillbirths <http://bit.ly/1Q7UNPX>
- Invest in the research agenda on what works to #endstillbirths. Sign the #CalltoActionStillbirths at <http://bit.ly/1Q7UNPX>
- Many stillbirths are not counted, and many are preventable. Let's fix this. Sign #CalltoActionStillbirths <http://bit.ly/1Q7UNPX> #endstillbirths

### **2. Thunderclap**

Please support the Thunderclap for action to end stillbirths which will post on 19<sup>th</sup> January at 19.00 GMT:

<https://www.thunderclap.it/projects/36656-endstillbirths?locale=en>

### **3. Facebook**

Please post the Lancet Series link: <http://bit.ly/1P398QB> alongside Call to Action sign on link <http://bit.ly/1Q7UNPX> on 19<sup>th</sup> January (data is embargoed until 18 Jan 23.30 GMT)

Suggested text:

Research published the Lancet Stillbirth Series today shows that more than 2.6 million stillbirths continue to occur globally every year. Half of all stillbirths occur during labour and birth. Yet most of these 1.3 million deaths could be prevented with improved quality of care. Read more here: <http://bit.ly/1P398QB>

Join the Call to Action demanding the international community, governments and communities to support:

- **INTENTIONAL LEADERSHIP: Ensure efforts to address stillbirths are at the centre of implementation plans** for women's, children's and adolescents' health.
- **INCREASED VOICE: Empower community groups, including women's groups and affected families, to raise their voices to** formulate plans to reduce stillbirths and hold decision-makers to account.
- **IMPLEMENTATION: Ensure stillbirth prevention is integrated into programming for women's and children's health with specific interventions on stillbirths** to improve quality care in pregnancy and childbirth.
- **INDICATORS TO MEASURE IMPACT: Address data gaps** by tracking stillbirths and ensure effective coverage of quality care
- **INVESTIGATION: Invest** in more research to end stillbirths and care for affected families.

Read the full Call to Action and show your support at: <http://bit.ly/1Q7UNPX>