

LET'S CELEBRATE

#BumpDay

AUGUST 3, 2016

#BumpDay celebrates beautiful bumps and healthy pregnancies, while calling attention to the risks and challenges that make pregnancy and childbirth life-threatening for too many moms and babies around the world – and calling for action to overcome those challenges.

WHY

Healthy futures start with healthy beginnings. A healthy mom, a healthy pregnancy, and a safe delivery not only help ensure the healthiest start in life for a baby – but the healthiest, happiest and most successful future for both mother and child. There is no more pressing global issue affecting our collective future than maternal health – and yet it has remained a low priority around the world. Let's change that this year. Our future depends on it.

WHO

What to Expect, the world's best-known and best-loved pregnancy and parenting brand, is bringing together organizations equally devoted to maternal health, along with corporate and media partners, and the global community of moms (and those who love them) for a day of celebration and action to promote healthy pregnancies, safe deliveries, and healthy futures.

HOW TO CELEBRATE

- Invite moms from around the world to share their bumps on social media in a show of celebration and solidarity for their sister moms. All bumps are welcome: current bumps, bump blasts from the past, bumps of all sizes, shapes, and colors, from different cultures, backgrounds, and ethnicities. Partners can show their love for bumps with their arms wrapped around them. Siblings and other loved ones invited, too. **Hashtag: #BumpDay**
- Groups can post, too! Form a flash mob of bumps – at a prenatal yoga session, a prenatal clinic, a workplace, a park, a pregnancy or childbirth class, or with pregnant friends.
- Spread the word. Use social media, your networks, and signage to share vital facts, stats, and a call to action to promote healthy pregnancies and safe deliveries around the world.
- Hold a special #BumpDay celebration or incorporate messaging into events leading up to it.
- Speak up for bumps. Urge your Congressperson or Senators to support programs that invest in healthy bumps around the world.