**EMBARGOED FOR RELEASE Contacts:** TBD

Thursday, February 7, 2013

4:00 p.m. EST

***Show Your Love* Campaign Highlights Importance of Healthy Habits Before Pregnancy**

*Becoming Healthy Before Pregnancy Benefits Moms and Babies*

[**Customizable Space to Insert Your Organization’s Real Life Story – see the following sample**] *(Name) has always known that children were in her plans for the future. Two years ago, she and her husband, (name) began planning for their first baby. “A friend told me that getting as healthy as possible before becoming pregnant could help me have a healthier pregnancy and baby.” (Name) spoke with her doctor and began taking steps to improve her health. “(husband and I) began walking after dinner every evening, and eating healthier. I started taking folic acid every day. (Name and husband) welcomed a healthy (pounds/ounces) baby (gender) this past (month).*

***Show Your Love*** is a new national campaign developed by the Preconception Health and Health Care Initiative (PCHHCI), in partnership with (**INSERT** **NAME OF YOUR ORGANIZATION**). Launched today, Valentine’s Day, its goal is to help women prepare for healthy pregnancies and babies by adopting healthy habits well before becoming pregnant. By adopting healthy habits, women are showing their love to their future babies and also to themselves.

“While most women know that improving their health once they become pregnant is important, many women don’t know that improving their health *before* pregnancy is beneficial to them and their babies. Taking steps to become as healthy as possible – even before pregnancy is being considered – plays an important role in the health of the mother-to-be and her future baby.” (**INSERT NAME OF DIRECTOR/SPOKESPERSON, PCHHCI**)

According to the U.S. Centers for Disease Control and Prevention (CDC), preconception health is the health of women and men during their reproductive years. As part of their preconception health, women can take steps now to protect their health and the health of the family they may want to have sometime in the future.

(**INSERT NAME OF YOUR ORGANIZATION**) is pleased to be a part of this important effort, which reflects our mission to (**INSERT YOUR ORGANIZATION’S MISSION**). We want every woman to know that taking a few steps toward becoming healthier before pregnancy, such as working with her doctor to control and treat medical conditions, quitting smoking, and avoiding alcohol if trying to get pregnant, can bring a lifetime of benefits to her and her future babies,” commented (**INSERT NAME OF YOUR ORGANIZATION’s SPOKESPERSON AND THEIR TITLE**). And for those women who don’t want to start a family, our message is that they should be healthy and love and take care of themselves —so they can achieve their goals and dreams ”. (Organization representative).

The ***Show Your Love*** campaign focuses on women during their childbearing years. As part of the campaign, the Initiative has developed a series of educational materials including video and radio public service announcements, posters, a checklist of healthy habits, as well as online ads and a kit for organizations interested in supporting the campaign and helping to spread the word about the importance of preconception health.

“In support of the campaign, (**INSERT NAME OF YOUR ORGANIZATION**) is (**Use this space to include activities your organization is undertaking to promote the campaign and distribute materials.** *For example: “XXXX is making these materials available to women for free through our website and local chapters...)”*, said **(INSERT NAME OF ORGANIZATION’S SPOKESPERSON)**. Our message to women who want to become mothers some day is that by taking important steps to improve their health before pregnancy, they can begin showing love for themselves and their babies before they’re born. Their bodies and their babies will thank them for it.”

**(Boilerplate)**

Members of the Preconception Health and Health Care Initiative represent national, state, and local organizations, including (**INSERT NAME OF THE ORGANIZATION DISTRIBUTING THE PRESS RELEASE**) the Centers for Disease Control and Prevention (CDC), March of Dimes, National Healthy Mothers Healthy Babies Coalition, the National Healthy Start Association, state health departments, and local affiliates of national organizations.

For more information on the Show **Your Love** campaign visit the website at www.cdc.gov/showyourlove or call 1-8xx-xxx-xxxx

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