**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**

*Women’s Health before Pregnancy Important for Future Health of Mother and Baby*

***Show Your Love****,* is a new national campaign developed by the Preconception Health and Health Care Initiative (PHHCI) in partnership with (NAME OF ORGANIZATION), to help women prepare for healthy pregnancies. Launched today, Valentine’s Day, the campaign’s message points out that if a woman chooses to have a child, she can show love for her child by first loving herself by adopting healthy habits well before before becoming pregnant. “Living a healthy lifestyle is a way to show love to yourself and your future baby, long before a baby is in the plans. By taking a few simple steps toward becoming as healthy as possible before pregnancy, women can experience long-lasting benefits for herself and her future children” said (PHHCI Director/Spokesperson). .

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. Preconception healthfocuses on women taking important steps now to protect their health and the health of the family they may want to have sometime in the future. These steps include working with their doctors to control and treat medical conditions, e.g. diabetes and high blood pressure, quitting smoking, drinking less alcohol, becoming physically active, and making healthy food choices.

 “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 – even long before it’s a consideration – is also important for the health of a mother-to-be and her baby.” (Dr. NAME of health department or other official/Title.)

As part of the ***Show Your Love*** campaign, the Initiative has developed a series of educational materials for women 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.

(NAME OF ORGANIZATION) is working with the PHHCI to spread the campaign’s message and materials to women nationwide. “Name of Organization is (describe your organization’s activities to promote the campaign and make campaign materials available to women).

The ***Show Your Love*** campaign focuses on women during their childbearing years, between the ages of 18 and 44. The campaign is designed to speak both to women who are currently planning to become pregnant, as well as those for whom pregnancy may not be in their immediate plans.

The PHHCI is focused on promoting healthy habits among women of childbearing age. Members represent national, state, and local organizations, including the Centers for Disease Control and Prevention (CDC), March of Dimes Foundation National Healthy Mothers Healthy Babies Coalition, the National Healthy Start Association, state health departments, and local affiliates of national organizations.

“Our goal is to ensure that every woman who hopes to become a mom one day understands the importance of preconception health. By taking steps to improve her health before pregnancy, a woman will be her very best self and her family will thank her for it. And for those women who don’t want to start a family, our message is that they should be healthy, love and take care of herself—for her, so she can achieve the goals and dreams she has for herself”. (Organization representative).

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

Boilerplate:

Name of Organization’s mission is to…

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