

## INTRODUCTION

---

October is Pregnancy Loss and Infant Death Awareness Month. Over 1,000 Hoosier families endure the loss of a child to stillbirth or infant death each year, leaving parents and loved ones grieving an unimaginable loss. While not all stillbirths can be prevented, research shows that awareness, education, and supportive care can help reduce risks and improve outcomes for families.

This Stillbirth Awareness & Prevention Social Media Toolkit can help partners, health professionals, and community organizations share clear, consistent, and compassionate messages. By working together, we can raise awareness, provide support to grieving families, and share evidence-based information about steps that may help reduce the risk of stillbirth.

Inside this toolkit, you will find ready-to-use social media posts, graphics, and key messages designed to promote awareness and spark important conversations.

## ADDITIONAL RESOURCES:

IDOH Bereavement Guide - [LINK](#)

Postpartum Support International Grief Support - [LINK](#)

Financial Support (funeral, burial costs) - [LINK](#)

Riley Children's Health Stillbirth Assessment - [LINK](#)

The Milk Bank Lactation Support - [LINK](#)

Resources for Grieving Dads - [LINK 1](#) [LINK 2](#)

# SOCIAL MEDIA

Copy and paste content in this toolkit directly into social media, emails or on the web. Feel free to edit the copy to fit your voice and style. If you have local initiatives you'd like to promote, update content as needed.

## VERTICAL VIDEOS:

Testimonies from Indiana parents - [LINK](#)

## SOCIAL MEDIA POSTS:



[Click for graphic](#)

October is Pregnancy Loss and Infant Death Awareness Month. Over 1,000 Hoosier families endure the loss of a child to stillbirth or infant death each year.

If you or a loved one has endured the heartbreak of loss, the Indiana Department of Health has resources available.

Please reach out to [IDOHGrief@health.in.gov](mailto:IDOHGrief@health.in.gov) to get connected.



[Click for graphics \(5\)](#)

These steps do not guarantee a successful pregnancy, but each one has the potential to limit complications.

Remember, you are your baby's biggest advocate. Always speak up if something feels wrong.



[Click for graphic](#)

We know that finding resources during your grief journey can be overwhelming. If you or a loved one is experiencing pregnancy or infant loss, please reach out to [IDOHGrief@health.in.gov](mailto:IDOHGrief@health.in.gov) for local, state and national resources including:

- Bereavement guides
- Financial support options
- Lactation after loss resources
- Resources for dads

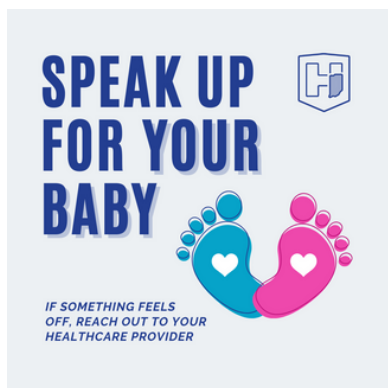


[Click for image](#)

To all dads who've faced the heart-wrenching loss of a child through stillbirth: You are not alone.

Your grief is valid, and it's OK to feel a wide range of emotions. Let's create a space where dads can share their stories.

If you are a dad experiencing loss, visit [firstcandle.org/2019/06/05/when-a-baby-dies-dads-are-often-forgotten/](http://firstcandle.org/2019/06/05/when-a-baby-dies-dads-are-often-forgotten/)



[Click for graphic](#)

Be an advocate for your baby.

- Keep all prenatal appointments: Regular checkups help your provider catch potential problems early
- Track your baby's movements: You know your baby best
- If something feels off, call your healthcare provider. You are not bothering them, they have the same goal in mind -- protecting the health of you and your baby.