



# Welcome to the Progesterone Messaging Toolkit

**This Toolkit is a collection of resources to help prepare Credible Messengers to talk with women about progesterone.**

Credible Messengers, such as community health workers, home visitors, local public health nurses, social workers, WIC staff and others are people from the community who pregnant women trust to provide them with helpful and accurate information.

**Ohio's infant mortality rate is among the worst in the nation; African American babies are more than twice as likely to die before their first birthday than white babies.** Preterm birth is the leading cause of serious health problems and death for newborn babies in Ohio. Progesterone can help reduce the chances of a premature birth for some women.

**But many women do not know about progesterone and have not talked with their prenatal care providers about whether it could benefit them.** Other women have heard about progesterone but have received inaccurate information that may prevent them from considering it. By providing the tools in this Progesterone Messaging Toolkit, we hope that Credible Messengers across Ohio will feel confident and prepared to talk with their clients about progesterone. Your voice can make a difference between a baby being born full-term and healthy versus being born too soon.



**Progesterone can help reduce the chances of a premature birth for some women.**

Early entry into prenatal care is important for a variety of reasons. Talking with the provider about progesterone is one of them. **As a Credible Messenger you have a unique role in encouraging your clients to seek prenatal care as soon as she knows she is pregnant.** The **Go When You Know** campaign slogan can help you share the importance of seeking early prenatal care and talking with the provider about progesterone.

*The Progesterone Messaging Toolkit was developed by the Ohio Collaborative to Prevent Infant Mortality with special support from the Ohio Department of Health, Ohio Department of Medicaid, Government Resource Center, March of Dimes, and the Ohio Perinatal Quality Collaborative. The Toolkit is a collection of resources to help prepare Credible Messengers to talk with women about progesterone.*

**To learn more about how you can talk with your client, visit:**

[gowhenyouknow.org](http://gowhenyouknow.org)

# Progesterone Messaging Toolkit Tools



## Videos

### Let's Talk About Progesterone: What You Need to Know

*Description:* In a four minute video, Dr. Jeffrey Marable, Director of Primary One Health and Columbus Public Health, shares with credible messengers what they need to know to talk with their clients about progesterone.

### Talking With Your Clients About Progesterone

*Description:* In this video Credible Messengers talk with their clients about the benefit of progesterone in three different scenarios:

**Scenario #1** – A woman has just found out she is pregnant and has had a previous premature birth.

**Scenario #2** – A pregnant woman has been receiving progesterone, but is wanting to discontinue getting the weekly injections.

**Scenario #3** – A woman recently had a premature baby and is going soon to her postpartum visit.



## Flyers

### Welcome to the Progesterone Messaging Toolkit

### Promotional flyer for Progesterone Messaging Toolkit Website

### 5 Steps To Get Ready to Talk with Your Client About Progesterone

### 5 Steps For a Successful Client Visit When Talking About Progesterone

### Progesterone Messaging Resources

### Having another baby? Ask about progesterone. (flyer for client)



## Social Media Posts

A collection of social media posts that Credible Messengers, agencies, and organizations can use to share information about progesterone with their followers on Facebook, Twitter, and Instagram.



## Go When You Know Logo

The logo is available to be used to support the resources available in the Progesterone Messaging Toolkit. Various formats are available for download. A Style Guide instructing how to use the logo is available online.



## Resources For Credible Messengers

A collection of additional resources to further inform the Credible Messenger about the benefits of progesterone. The resources also may be used by Credible Messengers to share additional information about progesterone with their clients. The various resources, made available by the March of Dimes, the Ohio Perinatal Quality Collaborative (OPQC), Ohio Better Birth Outcomes (OBBO), the American College of Obstetricians and Gynecologists (ACOG), and others include:

- Bullet points about progesterone
- Videos about progesterone
- Printed materials about progesterone to share with clients