



Mothers First Toolkit  
Story 1: Implicit Bias  
September 1, 2020

**Release Date**

September 1, 2020

**Mothers First Landing Page on Houston Public Media**

<https://www.houstonpublicmedia.org/mothersfirst/>

**Story 1 Direct Link on Houston Public Media**

<https://www.houstonpublicmedia.org/articles/series/mothers-first/2020/09/01/380856/episode-1-implicit-bias/>

**Story 1 YouTube Video Direct Link**

[https://youtu.be/q\\_wpolhLwDQ](https://youtu.be/q_wpolhLwDQ)

**Suggested Hashtags**

#maternalhealth #blackmaternalhealth #improvingmaternalhealth #imhhouston

**Sample Social Media and Newsletter Copy**

Implicit bias causes African American women to experience more stress throughout their lifetimes, which adversely affects their health. Deborah D.E.E.P. Mouton, former City of Houston Poet Laureate, shares her pregnancy and birth story of her son, where she was dismissed. <http://houstonpublicmedia.org/mothersfirst>

Harris County has one of the highest rates of maternal morbidity among metropolitan areas in the United States. Those affected are more than a statistic. Deborah D.E.E.P. Mouton shares her experience as a Black woman giving birth to her son. <http://houstonpublicmedia.org/mothersfirst>

One in six pregnant or postpartum women report experiencing one or more types of mistreatment such as: loss of autonomy; being shouted at, scolded, or threatened; and being ignored, refused, or receiving no response to requests for help. Dr. Carla Ortique, OBGYN and Co-Chair of Improving Maternal Health Houston, sheds light on the role that implicit bias plays in maternal mortality and morbidities. <http://houstonpublicmedia.org/mothersfirst>

**Social Media Handles** (should you wish to tag)

Deborah D.E.E.P. Mouton

- Facebook: @ LivingLifeDEEP
- Instagram: @livelifedeep
- LinkedIn: @deborah-mouton-14366841
- Twitter: @livelifedeep

Improving Maternal Health Houston

- Facebook: @imhhouston
- Instagram: @imhhouston
- LinkedIn: @imhhouston
- Twitter: @imhhouston

#### Houston Public Media

- Facebook: @houstonpublicmedia
- Instagram: @houstonpubmedia
- LinkedIn: @houstonpublicmedia
- Twitter: @HoustonPubMedia

If you have any questions, please contact Alicia Lee, Director, Improving Maternal Health at [alicia@imhhouston.org](mailto:alicia@imhhouston.org).

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#### **Improving Maternal Health**

*Harris County has one of the highest rates of maternal mortality and morbidity among metropolitan areas in the United States. Further, between 2008 and 2015, Harris County's incidence of maternal morbidity increased 53 percent, compared with a 15 percent increase for Texas overall. The Improving Maternal Health initiative addresses the various and complex drivers of maternal mortality and other adverse outcomes through a comprehensive, long-term strategy. The initiative is funded with support from Houston Endowment, Episcopal Health Foundation, Cullen Trust for Health Care and others, and includes more than 100 area maternal medical leaders and community leaders committed to increasing maternal survival and improving women's pre- and postpartum wellness by shifting healthcare norms and societal attitudes. More at [www.imhhouston.org](http://www.imhhouston.org).*