

**Communications Messaging Tools  
Women and Their Support Systems  
Draft August 3, 2019**

Overall Attribute (What we offer)

Pregnancy and caring for a baby is a team effort

Core Attributes

- A woman's team consists of everyone in her support system: family, partner, significant other, community members and health care professionals
- The relationships developed with your medical providers allows a woman to have a healthy pregnancy and post-delivery period
- The community social support system provides resources to the woman and her team

Overall Benefit (What women gain)

I have a community to support me and I don't have to go through pregnancy, delivery and beyond alone

Core Benefits

- Asking questions makes you empowered, be stronger and have a healthy pregnancy
- Everyone should ask questions
- While pregnancy is an everyday occurrence, it has risks and you will experience change