



OFFICE OF THE
**CALIFORNIA
SURGEON GENERAL**

Strong Start & Beyond: Social Media Toolkit

Overview

Maternal mortality affects all of us, and the disparities are stark—80% of maternal deaths in California are preventable. For Black and Hispanic mothers, the risks are even higher. Understanding the causes and solutions is critical to saving lives, but the topic can be complex.

That's why we've created a series of resources and engaging content designed to simplify these important issues and spread awareness. These materials, available in English and Spanish, are ready for use across social media, presentations, and community events. Together, we can work towards reducing maternal mortality 50% by 2026.

CA-OSG Social Accounts:

- X/Twitter: [@CA_OSG](#)
- Instagram: [@CASurgeonGeneral](#)
- Facebook: [CA Surgeon General](#)

CA-OSG Strong Start & Beyond Hashtags:

- #StrongStartAndBeyond
- #MaternalHealth
- #HealthEquity

CA-OSG Social Media Mandatories:

- Tag CA-OSG Social Accounts and Strong Start & Beyond Hashtags.
- Redirect to website: Learn more & join the movement at [StrongStartAndBeyond.org](#).
- Use alt text for images.

How to Schedule:

- [Instagram](#)
- [Facebook](#)
- [X/Twitter](#)

Start Strong and Beyond Partnership - Caption #1 -
English Image & Spanish Image

	English:	Spanish
Instagram & Facebook	<p>We're excited to support the launch of Strong Start & Beyond, a movement from the Office of the California Surgeon General focused on reducing maternal mortality in California 50% by December 2026.</p> <p>Through innovative solutions & community-driven care and empowering mothers & pregnant people with the resources they need, we are working together to create healthier, safer outcomes for families across the state.</p> <p>Learn more & join the movement at StrongStartAndBeyond.org. #StrongStartAndBeyond #MaternalHealth #HealthEquity</p>	<p>Estamos emocionados de apoyar el lanzamiento de Strong Start & Beyond, un movimiento de la Oficina de la Cirujana General de California enfocado en reducir la mortalidad materna en California en un 50% para diciembre de 2026.</p> <p>A través de soluciones innovadoras y atención impulsada por la comunidad, y empoderando a las madres y personas embarazadas con los recursos que necesitan, estamos trabajando juntos para crear resultados más saludables y seguros para las familias en todo el estado. Obtén más información y únete al movimiento en StrongStartAndBeyond.org.</p> <p>#StrongStartAndBeyond #MaternalHealth #HealthEquity</p>
X (Twitter)	<p>We're excited to support the launch of Strong Start & Beyond, a movement from @CA_OSG to reduce maternal mortality in CA 50% by 2026. Learn more & join the movement at StrongStartAndBeyond.org. #StrongStartAndBeyond</p>	<p>Estamos emocionados de apoyar el lanzamiento de Strong Start & Beyond, un movimiento de @CA_OSG para reducir la mortalidad materna en CA en un 50% para 2026.</p> <p>Obtén más información y únete al movimiento en StrongStartAndBeyond.org.</p> <p>#StrongStartAndBeyond</p>

Alt Text: Two women embrace a newborn baby wrapped in a soft blanket. The text on the image reads, “Empowering safer pregnancies.” The image has a warm, caring tone, with the two women displaying protective and nurturing expressions as they look at the baby.

**Start Strong and Beyond Partnership - Caption #2 -
[English Image](#) & [Spanish Image](#)**

	English:	Spanish
Instagram & Facebook	<p>We are proud to stand with @CASurgeonGeneral for the launch of Strong Start & Beyond.</p> <p>Together, we are committed to reducing maternal mortality 50% by 2026 through innovative solutions, partnerships & empowering all Californians to take an active role in their reproductive health.</p> <p>Learn more and join the movement at StrongStartandBeyond.org. #StrongStartAndBeyond #MaternalHealth #HealthEquity</p>	<p>Estamos orgullosos de apoyar a @CASurgeonGeneral en el lanzamiento de Strong Start & Beyond.</p> <p>Juntos, estamos comprometidos a reducir la mortalidad materna en un 50% para 2026 a través de soluciones innovadoras, asociaciones y empoderando a todos los californianos para que tomen un papel activo en su salud reproductiva.</p> <p>Obtén más información y únete a nuestro movimiento StrongStartandBeyond.org. #StrongStartAndBeyond #MaternalHealth #HealthEquit</p>
X (Twitter)	<p>We're proud to stand with @CA_OSG for the launch of #StrongStartAndBeyond. Together, we can reduce maternal mortality 50% by 2026. Learn more and join the movement at StrongStartandBeyond.org.</p>	<p>Estamos orgullosos de apoyar a @CA_OSG en el lanzamiento de Strong Start & Beyond para reducir la mortalidad materna en un 50% para 2026. Obtén más información y únete a nuestro movimiento en StrongStartandBeyond.org. #StrongStartAndBeyond</p>

Alt Text: A pregnant woman sits smiling as a young girl rests her head affectionately on the woman's belly. The text on the image reads, "Change starts with us." The logos for Strong Start & Beyond and the Office of the California Surgeon General are displayed at the bottom. The scene conveys a sense of warmth, family connection, and anticipation of the baby's arrival.

**Strong Start & Beyond Partnership - Custom Caption -
[English Image](#) & [Spanish Image](#)**

=	English:	Spanish
<p>Instagram & Facebook</p>	<p>We're honored to be part of the Strong Start & Beyond movement, driven by our belief that [insert your why here].</p> <p>Whether it's [reducing maternal health disparities], [advocating for equitable healthcare], or [ensuring all mothers receive the support they need], we're joining forces to make real change.</p> <p>Together, with @CASurgeonGeneral & other partners, we're committed to reducing maternal mortality 50% by 2026.</p> <p>Our "why" keeps us motivated every day, and we know that by working together, we can create safer, healthier outcomes for families across California.</p> <p>Learn more and join the movement at StrongStartandBeyond.org.</p> <p>#StrongStartAndBeyond #MaternalHealth #HealthEquity</p>	<p>Estamos honrados de ser parte del movimiento Strong Start & Beyond, impulsados por nuestra creencia de que [inserta tu motivo aquí].</p> <p>Ya sea [reduciendo las disparidades en la salud materna], [abogando por una atención médica equitativa] o [asegurando que todas las madres reciban el apoyo que necesitan], estamos uniendo fuerzas para lograr un cambio real.</p> <p>Juntos, con @CASurgeonGeneral y otros socios, estamos comprometidos a reducir la mortalidad materna en un 50% para 2026.</p> <p>Nuestro "por qué" nos mantiene motivados cada día, y sabemos que trabajando juntos, podemos crear resultados más seguros y saludables para las familias en toda California.</p> <p>Obtén más información y únete al movimiento en StrongStartandBeyond.org.</p>

X (Twitter)	<p>We're honored to be part of the #StrongStartAndBeyond movement. Together, with @CA_OSG & other partners, we're committed to reducing maternal mortality 50% by 2026.</p> <p>Learn more and join the movement at StrongStartandBeyond.org.</p>	<p>os sentimos honrados de ser parte del movimiento Strong Start & Beyond, impulsados por nuestra creencia de que [inserta tu motivo aquí].</p> <p>Juntos, con @CASurgeonGeneral, estamos comprometidos a reducir la mortalidad materna en un 50% para 2026. Obtén más información y únete al movimiento en StrongStartandBeyond.org.</p>
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Alt Text: A diverse group of hands stacked together in a show of unity. The text on the image reads, "Join Our Movement." The logos for Strong Start & Beyond and the Office of the California Surgeon General are displayed at the bottom. The image conveys a message of solidarity, collaboration, and inclusivity.

**Strong Start & Beyond Fact - Caption #1 -
English Image & Spanish Image**

	English:	Spanish
Instagram & Facebook	<p>DYK: 80% of maternal deaths in California are preventable. It's time to take action.</p> <p>We're joining @CASurgeonGeneral for #StrongStartAndBeyond to reduce CA's maternal mortality 50% by 2026.</p> <p>Learn more & join the movement at StrongStartAndBeyond.org.</p>	<p>¿Sabías que el 80% de las muertes maternas en California son prevenibles? Es hora de tomar acción.</p> <p>Nos unimos a @CASurgeonGeneral para #StrongStartAndBeyond con el objetivo de reducir la mortalidad materna en CA en un 50% para 2026.</p> <p>Obtén más información y únete al movimiento enStrongStartAndBeyond.org.</p>
X (Twitter)	<p>DYK: 80% of maternal deaths in California are preventable. It's time to take action.</p> <p>We're joining @CA_OSG for #StrongStartAndBeyond to reduce CA's maternal mortality 50% by 2026.</p> <p>Learn more & join the movement at StrongStartAndBeyond.org.</p>	<p>¿Sabías que el 80% de las muertes maternas en California son prevenibles? Es hora de tomar acción.</p> <p>Nos unimos a @CA_OSG para #StrongStartAndBeyond con el objetivo de reducir la mortalidad materna en CA en un 50% para 2026. Obtén más información y únete al movimiento en StrongStartAndBeyond.org.</p>

Alt Text: A smiling family stands outdoors, with a pregnant woman in a yellow floral dress, a man smiling beside her, and a young girl laughing in his arms. The text on the image reads, "Safer pregnancies for all." The logos for Strong Start & Beyond and the Office of the California Surgeon General are displayed at the bottom. The image conveys a sense of happiness and family unity.

**Strong Start & Beyond Fact - Caption #2 -
English Image & Spanish Image**

	English:	Spanish
Instagram & Facebook	<p>Black mothers are 34 times more likely to die from pregnancy-related causes than any other group.</p> <p>#StrongStartAndBeyond is working to change that.</p> <p>Join us + @CASurgeonGeneral in their movement to reduce CA's maternal mortality rate 50% by 2026 at StrongStartandBeyond.org.</p>	<p>as madres negras tienen 34 veces más probabilidades de morir por causas relacionadas con el embarazo que cualquier otro grupo.</p> <p>#StrongStartAndBeyond está trabajando para cambiar eso.</p> <p>Únete a nosotros y a @CASurgeonGeneral en su movimiento para reducir la tasa de mortalidad materna en CA en un 50% para 2026 en StrongStartandBeyond.org.</p>
X (Twitter)	<p>Black mothers are 34 times more likely to die from pregnancy-related causes than any other group.</p> <p>#StrongStartAndBeyond is working to change that.</p> <p>Join us + @CA_OSG in their movement to reduce CA's maternal mortality rate 50% by 2026 at StrongStartandBeyond.org.</p>	<p>as madres negras tienen 34 veces más probabilidades de morir por causas relacionadas con el embarazo que cualquier otro grupo.</p> <p>#StrongStartAndBeyond está trabajando para cambiar eso.</p> <p>Únete a nosotros y a @CASurgeonGeneral en su movimiento para reducir la tasa de mortalidad materna en CA en un 50% para 2026 en StrongStartandBeyond.org.</p>

Alt Text: A bar graph displaying the "Maternal Mortality Ratio by Race/Ethnicity in California per 100,000 live births (2018-2020)." The data shows: Hispanic/Latina: 14.8, Asian: 15, White: 12.6, Black: 45.8. The logos for Strong Start & Beyond and the Office of the California Surgeon General are shown at the bottom, along with a source attribution to the California Department of Public Health. The chart highlights disparities in maternal mortality rates among racial and ethnic groups.

**Strong Start & Beyond Fact - Caption #3 -
English Image & Spanish Image**

	English:	Spanish
Instagram & Facebook	<p>DYK: California is working to reduce maternal mortality 50% by 2026?</p> <p>Through culturally centered care & early risk identification, @CASurgeonGeneral is taking bold steps to save lives.</p> <p>Together, we can make a difference. Join the movement now at StrongStartAndBeyond.org.</p>	<p>¿Sabías que California está trabajando para reducir la mortalidad materna en un 50% para 2026?</p> <p>A través de una atención centrada en la cultura y la identificación temprana de riesgos, @casurgeongeneral está tomando medidas audaces para salvar vidas.</p> <p>Juntos, podemos marcar la diferencia. Únete al movimiento ahora en StrongStartAndBeyond.org</p>
X (Twitter)	<p>DYK: California is working to reduce maternal mortality 50% by 2026?</p> <p>Through culturally centered care & early risk identification, @CA_OSG is taking bold steps to save lives.</p> <p>Together, we can make a difference. Join the movement now at StrongStartAndBeyond.org.</p>	<p>Sabías que California está trabajando para reducir la mortalidad materna en un 50% para 2026?</p> <p>A través de una atención centrada en la cultura y la identificación temprana de riesgos, @casurgeongeneral está tomando medidas audaces para salvar vidas.</p> <p>Juntos, podemos marcar la diferencia. Únete al movimiento ahora en StrongStartAndBeyond.org</p>

Alt Text: Text over a yellow outline of the state of California reads, "OUR GOAL: Reduce maternal deaths in California 50% by 2026." The website "StrongStartandBeyond.org" is also included. The logos for Strong Start & Beyond and Office of the California Surgeon General are displayed at the bottom. The image communicates a clear objective of reducing maternal mortality in the state by 2026.