



Preconception Medical Assessment (PreMA) Partner Toolkit

The Office of the California Surgeon General (OSG) invites you to help amplify the recently launched Preconception Medical Assessment (PreMA) online and across social media using this partner toolkit to reach Californians of reproductive age and their families. Let's work together to reduce maternal mortality.

What's included?

- [Video](#)
- [Social media posts](#)
- [Newsletter blurb](#)

Additional information and resources

- [Quiz](#)
- [Issue Brief](#)
- [Frequently Asked Questions](#) (FAQ)
- [Maternal health resources](#)
- [PreMAca.org](#)
- [Strong Start & Beyond](#)

Video

[California Surgeon General Dr. Diana Ramos highlights PreMA](#), a simple, eight-question quiz that helps people understand their health needs before pregnancy.

OSG social media accounts



- [Facebook](#): @CASurgeonGeneral
- [LinkedIn](#): @Office of the California Surgeon General
- [Instagram](#): @casurgeongeneral
- [X/Twitter](#): @CA_OSG



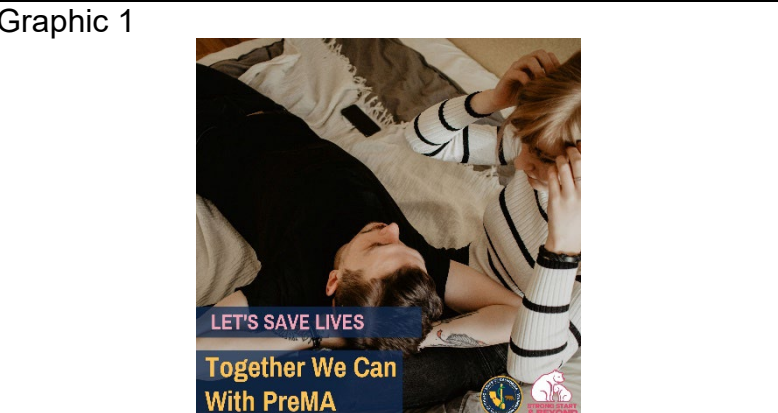
Access our content library



- 1) Browse and download all content via [Google Drive](#)
- 2) Select your favorite graphic for each post
 - a. Add the optional second graphic (graphics 40-42)
 - b. Alt-text is also provided for accessibility
- 3) Share the post with your audience



Social Media Posts

| # | Example graphic(s) | Facebook, LinkedIn + Instagram Copy | X/Twitter Copy |
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| 1. | <p>All graphics or video</p>  | <p>Facebook, LinkedIn + Instagram Copy</p> <p>Are you thinking about having a baby or trying to conceive? Your health & well-being are important.</p> <p>The Preconception Medical Assessment (PreMA) is a simple, eight question quiz developed by the Office of California Surgeon General that can help you assess your health before pregnancy & identify the need for more care during pregnancy.</p> <p>Let's make sure you are strong & ready, so when you do decide to get pregnant, you'll feel your best.</p> <p>Learn more and take the quiz now at PreMAca.org. #StrongStartAndBeyond #MaternalMortality</p> | <p>X/Twitter Copy</p> <p>Thinking about having a baby? Your health & well-being are important.</p> <p>#PreMA is a simple, eight question quiz developed by the CA Surgeon General that can help identify potential medical needs before pregnancy. 📱 PreMAca.org #StrongStartAndBeyond #MaternalMortality</p> |
| 2. | <p>All graphics or video</p>  | <p>The Preconception Medical Assessment, also known as #PreMA, is the first step toward a healthy pregnancy.</p> <p>Step into pregnancy well-informed about your health, supported with resources & empowered to advocate for you & your baby.</p> <p>With PreMA, let's change the conversation from "Why didn't anyone tell me?" to "Here's what I can do now" at PreMAca.org. #StrongStartAndBeyond #MaternalMortality</p> | <p>With the Preconception Medical Assessment (PreMA), step into pregnancy informed about your health, supported with resources & empowered to advocate for you & your baby.</p> <p>From "Why didn't anyone tell me?" to "Here's what I can do now," #PreMA is your start to a healthy pregnancy.</p> |
| 3. | <p>Graphics 4 & 5</p> | <p>Did you know that chronic conditions like high blood pressure are often undiagnosed in people of reproductive age?</p> <p>These conditions are major contributors to maternal mortality in California—but they don't</p> | <p>Chronic conditions like high blood pressure are often undiagnosed in people of reproductive age, which lead to high maternal mortality.</p> |

| # | Example graphic(s) | Facebook, LinkedIn + Instagram Copy | X/Twitter Copy |
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| |  | <p>have to be! Introducing the PreMA Quiz, your first step towards a healthier pregnancy.</p> <p>Conditions like high blood pressure are treatable and, in many cases, avoidable.</p> <p>Take the PreMA Quiz today at PreMAca.org to see if you need additional support with your journey to pregnancy. It's quick, easy & could make all the difference.</p> <p>#PreMA #StrongStartAndBeyond #MaternalMortality</p> | <p>Take the #PreMA Quiz to help identify potential medical needs before pregnancy now at PreMAca.org. #StrongStartAndBeyond</p> |
| 4. |  | <p>Developed by the Office of the California Surgeon General, the Preconception Medical Assessment (PreMA) is your partner in preparing for pregnancy.</p> <p>Thinking about having a baby?</p> <p>Assess your current health status & history before becoming pregnant to enter parenthood feeling your best.</p> <p>Learn more and take the #PreMA Quiz now at PreMAca.org. #StrongStartAndBeyond</p> | <p>Developed by the California Surgeon General, #PreMA is your partner in preparing for pregnancy.</p> <p>Assess your current health status & history before becoming pregnant to enter parenthood feeling your best. Take the quiz now at PreMAca.org. #StrongStartAndBeyond</p> |
| 5. |  | <p>Did you know that more than 80% of maternal deaths are preventable in California?</p> <p>Let's work together to reduce pregnancy related deaths and improve the reproductive & maternal health of all Californians.</p> <p>Know someone who's thinking about having a baby or trying to conceive?</p> | <p>In California, let's work together to improve maternal health & reduce preventable pregnancy related deaths.</p> <p>Know someone who's thinking about having a baby?</p> <p>Tell them about #PreMA, eight simple questions that could save the life of a mother & parent. 🇺🇸 PreMAca.org</p> |

| # | Example graphic(s) | Facebook, LinkedIn + Instagram Copy | X/Twitter Copy |
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| | | <p>Tell them about the Preconception Medical Assessment (PreMA), eight simple questions that could save the life of a new mother & parent.</p> <p>Learn more about the #PreMA quiz now at PreMAca.org. #StrongStartAndBeyond #MaternalMortality</p> | |
| 6. | <p>All graphics</p>  | <p>Are you thinking about having a baby? Know a loved one who's trying to conceive?</p> <p>Uncover potential health needs before pregnancy with the Preconception Medical Assessment (#PreMA), eight simple questions that could save a mother & parent's life.</p> <p>It's not complicated or overwhelming.</p> <p>Learn more and take the quiz now at PreMAca.org. #StrongStartAndBeyond</p> | <p>Thinking about having a baby or know someone who is?</p> <p>Uncover potential health needs before pregnancy with #PreMA, eight simple questions that could save a life.</p> <p>Not complicated or overwhelming.</p> <p>Take the quiz now at PreMAca.org. #StrongStartAndBeyond</p> |
| 7. | <p>Graphics 4 & 5</p>  | <p>Are you trying to conceive or thinking about having a baby?</p> <p>The Preconception Medical Assessment (PreMA) can help you identify potential medical needs before pregnancy at PreMAca.org.</p> <p>Answer yes to any question?</p> <p>You may want to schedule an appointment with your health care provider to ensure a healthy pregnancy & baby.</p> <p>#PreMA #StrongStartAndBeyond #MaternalMortality</p> | <p>Trying to conceive or thinking about having a baby?</p> <p>#PreMA can help you identify potential medical needs before pregnancy at PreMAca.org.</p> <p>Answer yes to any question?</p> <p>Consider making an appointment with your health care provider to ensure a healthy pregnancy.</p> |
| 8. | <p>All graphics</p> | <p>Because health care goes beyond the doctor's office, Californians of reproductive age thinking</p> | <p>Because health care goes beyond the doctor's office, Californians of reproductive age thinking</p> |

| # | Example graphic(s) | Facebook, LinkedIn + Instagram Copy | X/Twitter Copy |
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| | | <p>about having a baby can take the Preconception Medical Assessment (PreMA) anytime, anywhere to better understand their health needs before pregnancy.</p> <p>Developed by the Office of the California Surgeon General, #PreMA is easy-to-use, free & private. 📱 Available now at PreMAca.org.</p> | <p>about having a baby can take #PreMA anytime, anywhere to better understand their health needs before pregnancy. 📱 It's easy, free & private and available at PreMAca.org.</p> |
| 9. | <p>All graphics</p> | <p>Are you ready to take control of your health before starting a family?</p> <p>Empower yourself with information for a #StrongStartAndBeyond with the Preconception Medical Assessment (PreMA), a simple quiz that can help you avoid complications during pregnancy.</p> <p>Learn more about #PreMA and take the quiz now at PreMAca.org.</p> | <p>Ready to take control of your health before starting a family?</p> <p>Empower yourself with info for a #StrongStartAndBeyond with #PreMA, a simple quiz that can help you avoid pregnancy complications.</p> <p>Learn more & take the quiz now at PreMAca.org.</p> |
| 10. | <p>Graphics 2 & 3</p> | <p>After you've completed the Preconception Medical Assessment (PreMA) to better understand your health needs before pregnancy, discover maternal health resources available to help you before, during & after pregnancy.</p> <p>Take the #PreMA quiz now and find local, state & national resources to support you at PreMAca.org.</p> | <p>After completing the Preconception Medical Assessment (PreMA) to understand your health needs before pregnancy, discover maternal health resources available to help you before, during & after pregnancy.</p> <p>Take the quiz & find resources now at PreMAca.org.</p> |

Newsletter Blurb

The Preconception Medical Assessment, also known as PreMA, is an easy-to-use quiz developed by the [Office of the California Surgeon General](#) (OSG) that helps people understand how their current health status and history affects a future pregnancy.

As part of [OSG's movement](#) to reduce maternal mortality and educate and empower individuals of reproductive age, PreMA is a conversation starter, available in [English](#) and Spanish, that can be taken anytime anywhere and encourages early actions to prepare for a healthy pregnancy and baby.

We are excited to uplift this simple yet innovative tool that will not only improve the reproductive and maternal health of Californians across the state but, ultimately, help save lives. Join us in this effort to make PreMA available to individuals and families in your community! Learn more at [PreMAca.org](#).