



Strong  
Beautiful  
Future®

## Strong Beautiful Future

A digital campaign to reduce rates of low-birthweight among women of color.

### OVERVIEW

Strong Beautiful Future aims to reduce the prevalence of low birthweight babies in West Orange by equipping African American women between the ages of 18-35 with the knowledge, tools and confidence to improve their health and increase the odds of having a healthy pregnancy. One of the campaign's main goals was to build a strong, supportive community for Black women along all stages of pregnancy where they could access and engage trusted healthcare providers and other local women of color.

The campaign held three virtual events and produced nearly 100 short Q&A style videos with seven Black maternal healthcare providers from Central Florida. These videos were promoted across the campaign's social media channels through highly targeted ad buys on YouTube, Facebook, and Instagram. During the last two years, Strong Beautiful Future built relationships with more than 70 local influencers who regularly promote the campaign and participate in online discussions.

Strong Beautiful Future now has a large, **engaged local following of more than 2,000 people** and is one of only a few campaigns in the United States specifically focused on addressing low birthweight for African American women. The **healthcare provider videos have been viewed over 160,000 times and have a 91% viewer retention rate on YouTube**. Local Black women continue to be a driving force behind the growth of this campaign.

LEARN MORE ABOUT THIS CAMPAIGN

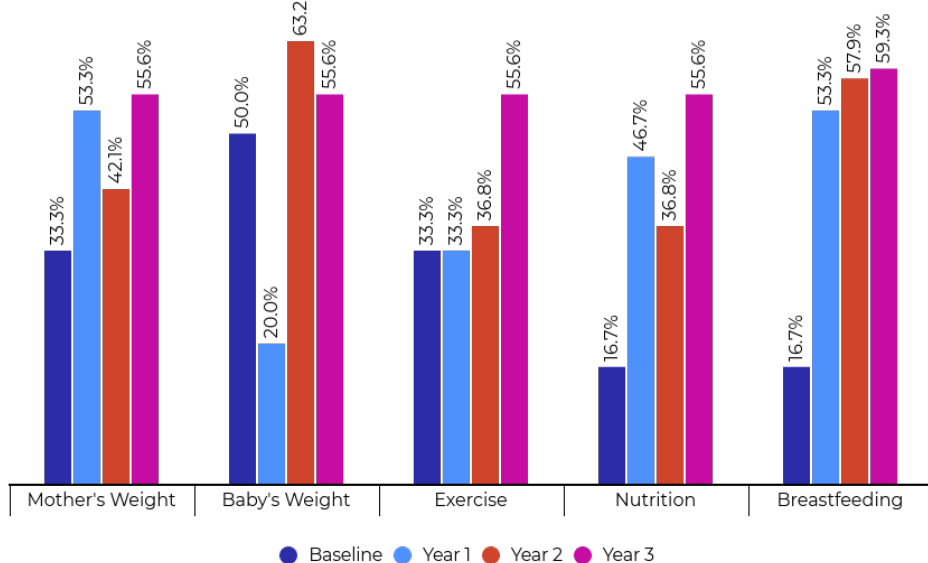
<https://fhwo.org/health-communications/strong-beautiful-future/>

## RESEARCH KEY FINDINGS

The campaign was evaluated using a cross-sectional survey after each year. Over the course of the campaign, west Orange respondents saw **significant decreases in feeling that there are health related topics one doesn't feel comfortable asking their doctor about**. Among those who intended to become pregnant, there were increases in intentions to speak with providers about important prenatal topics.

## Pregnancy Intention

*During my pregnancy, I intend on talking to my doctor or prenatal care provider about....*



Campaign awareness rose steadily from Year 1 to Year 3, especially among the target audience where **36.9% were aware of the campaign following the third year**. Moreover, **53.3% of the target audience felt there was a community of Black women who are talking about pregnancy on social media**. Based on the following measures, those aware of the campaign had greater degrees of pregnancy-related knowledge and better attitudes towards engagement with healthcare providers.

