**Preconception Health Social Marketing**

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Preconception health refers to the health and well-being of women of childbearing age. Preconception care is comprised of consumer education, clinical, public health and community interventions that identify and modify biomedical, behavioral and social risks to a woman's health.\(^1\,^2\) In tandem, these domains highlight the importance of women's health and wellness throughout their lives with a special emphasis on the years in which a woman can have children. Women's health is of critical importance during this time because of the impact it can have on the health of babies she may have. Half of all pregnancies are unplanned (3) which underscores the need to educate all young women and men about the importance of preconception health and pregnancy planning. To date, there has been no national education campaign among consumers to promote the bundle of behaviors involved in achieving preconception health.

National Preconception Health Consumer Workgroup has sought to fill this gap by developing a multi-organizational preconception health social marketing plan with a focus on 5 P’s: Product, Price, Place, Promotion and Partners. During this session participants will learn about the steps taken to develop the preconception health social marketing plan as well as the timeline for campaign implementation and evaluation. The session will also include breakout time in which participants will explore ways they can be a catalyst for launching the campaign in their state. They will be introduced to tools they can use to plan implementation activities.
