

AFE Awareness Day

Engagement Toolkit

Take the pledge to help make AFE:

~~UNPREVENTABLE~~, ~~UNPREDICTABLE~~, ~~UNSURVIVABLE~~, ~~UNTREATABLE~~

o Post

Share these toolkit graphics and engage on social channels (Instagram, Facebook, LinkedIn, X).

o Provide

Help fund our educational program. A gift of any size allows us to provide life-saving education to healthcare providers.

o Participate

Submit your case to the registry, join our support groups, donate blood, share our educational resources with a healthcare provider.

AFE Awareness Day is a day to unite our community to raise awareness, honor or remember our connection to the cause and inspire others to take meaningful action.

What is an Amniotic Fluid Embolism?

Amniotic fluid embolism (AFE) is a sudden and unexpected life-threatening birth complication that can affect both mother and baby. Although poorly understood, it is thought to be the result of an allergic-like reaction to the amniotic fluid that enters the mother's bloodstream, a normal part of the birth process. It most often occurs during labor or shortly after delivery.

Why Raise Awareness?

AFE affects an estimated 1 in 40,000 pregnancies. Even though it is considered rare, the CDC lists AFE as one of the top causes of maternal death. Most hospitals will not be prepared for a birth complication this severe, or even recognize the symptoms. Raising awareness is important not only for other mothers but for healthcare providers and hospitals to receive the education they need to **#ENDAFE**.

Key Messages

- Amniotic Fluid Embolism (AFE) involves sudden drops in blood pressure and oxygen levels and widespread blood clotting issues.
- AFE is rare, affecting about 1 in 40,000 pregnancies.
- Despite ongoing research, the exact cause of AFE is not fully understood, but it's believed to involve a strong immune reaction to amniotic fluid entering the mother's bloodstream.
- Treatment primarily focuses on providing supportive care.
- AFE is diagnosed by ruling out other possible conditions.
- Medical professionals, patients, and their families are encouraged to report cases to the AFE Registry.

Spread awareness using our unique hashtags, and key messages.

#ENDAFE #AmnioticFluidEmbolism #AFEAwarenessDay @afefoundation

SOCIAL MEDIA RESOURCES

Change Your Profile Photo

Click on the title you identify with below to add your own photo.



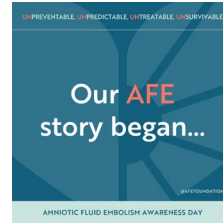
[In Memory](#)

[AFE Survivor](#)

[Helping To End AFE](#)

Invite Conversation

If you feel comfortable, share your AFE story in the caption with this graphic. Close your story with this call to action:

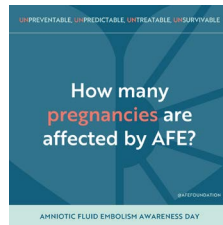


"In honor of AFE Awareness Day I am asking people to join me in making a donation to an organization that has helped us and is leading the efforts to make AFE preventable, predictable, treatable, and survivable. If you can't donate, please consider sharing this on social media to help us raise awareness."

Post Graphics & Captions *Click on an image below to download the shareable graphics. These make great carousel posts!*



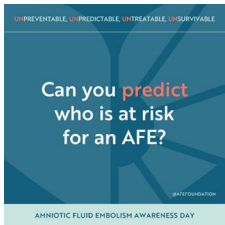
Posting by itself? Use the caption: Amniotic fluid embolism (AFE) is a sudden and unexpected life-threatening birth complication that can affect both mother and baby.



Posting by itself? Use the caption: AFE affects 1 in 40,000 pregnancies.



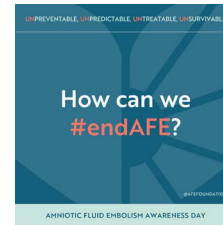
Posting by itself? Use the caption: The exact cause of AFE remains unknown.



Posting by itself? Use the caption: There is no test to predict or diagnose an AFE.



Posting by itself? Use the caption: There is no specific treatment - only life saving measures.



Posting by itself? Use the caption: Research is needed to better understand the cause to develop a way to predict, prevent, and treat to save lives of moms and their babies.



JOIN OUR ANNUAL CANDLELIGHT VIGIL

Join us for a time to reflect, remember and acknowledge the impact AFE has had on our community.

📅 March 27th

🕒 9:15pm EST

📍 Facebook Live, Instagram Live, afesupport.org/vigil

FUNDRAISING

AFE Awareness Day is our largest fundraising event. Donations are critical to support our mission to #EndAFE. Below are ways you and your family and friends can contribute.

1. Donate now, [click here](#)
2. [Round Up](#) everyday purchases
3. Create a [Tribute Page](#)
4. Plan a community fundraising event like a walk, golf tournament, car wash, or lemonade stand
5. Create a [social fundraiser](#)
6. Employee Matching: Send us [a message](#) to see if your employer offers matching
7. Estate Planning: Send us [a message](#) to learn more

Spread awareness using our unique hashtags and key messages.

#ENDAFE #AmnioticFluidEmbolism #AFEAwarenessDay @afefoundation