

HOPE for HIE

awareness • education • support



# 2021 HIE Awareness Month Toolkit

HIEAWARENESSMONTH.COM

# Welcome

## WELCOME TO 2021 HIE AWARENESS MONTH!

Every April, we work together as a global TEAM of families, clinicians, researchers, partners, supporters and fans, to spread awareness into the world about neonatal and childhood acquired Hypoxic Ischemic Encephalopathy. This year, the community theme is TEAM HOPE.

Our team is filled with dedicated members, and over 6,000 strong, across all ages and outcomes.

We both know all too well the isolation that can exist for our families. Each of us experienced HIE with our children, and we know when we connect as a community, we are Better Together.

HIE continues to be its own unique type of NICU experience, different innings, a culture of game play all its own, with many disparities in care, communication and connection that we must continue to work together on.

We are proud to assemble our team to make this happen, and need your help to bring more team members onto the roster, rounding the bases to decreasing the incidence of HIE (2-3 per 1,000 live births), and improving the quality of life for children and families impacted by HIE.

We've assembled all sorts of ways you can spread Awareness, Education and Support this April. We look forward to working together for a HOME RUN!



Always with Hope,

*Betsy*

Betsy Pilon  
Executive Director

*David*

David Ford  
President

# Game Day Program

In 2021, our theme of TEAM HOPE will provide some season must-do's while you're working to bring more fans into the stadium to promote Awareness, Education & Support for HIE families around the world. We look forward to the first pitch!

## KEY DATES & EVENTS

- April 1 - HIE Awareness Month Kick-Off
- April 1 - May 15 - Hustle for Hope 5K
- April 20 - HIE Remembrance Day

## MEDIA MATERIALS

- Press release
- Key Messages
- Drop-in Article
- April is HIE Month Proclamation

## SOCIAL MEDIA & WEB COMPONENTS

- Sample post language
- Social media banners
- Social media frames & filters
- Sharable facts and images
- Hashtags
- Links

## AWARENESS MONTH SWAG SHOP

- Bonfire
- CafePress

## OUTREACH IDEAS

## ABOUT HOPE FOR HIE



## Questions?

If you have further questions about HIE Awareness Month, please contact Betsy Pilon, Executive Director, at [betsy@hopeforhie.org](mailto:betsy@hopeforhie.org)

# Season Schedule

Throughout the month, we'll be adding to our Schedule of Events, and will keep you updated on [Hieawarenessmonth.com](http://Hieawarenessmonth.com), and through our social media channels.

## KEY DATES & EVENTS

- April 1 - HIE Awareness Month Kick-Off
- April 1 at 2 pm EST on Clubhouse app: HIE Awareness chat
- April 1 - May 15 - Hustle for Hope 5K
- April 6 - HIE, Cooling & New born Brains Educational Event
- April 14 - Bridging Care from the NICU to Post-Discharge Educational Event
- April 20 - HIE Remembrance Day
- April 21 - HIE & Seizures Educational Event
- April 21 - NICU Leadership Forum HIE Parent Panel
- April 22 - 12th Annual International Newborn Conference Participation
- April 27 - HIE Research & Long Term Outcomes, Mild HIE Educational Event



## JUST SAY HIE PODCAST

Look for the launch of our first ever podcast, Just Say HIE!



# Press Release

## FOR IMMEDIATE RELEASE

March 15, 2021

Contact: Annie Goeller

Email: [annie@hopeforhie.org](mailto:annie@hopeforhie.org)

Phone: 248-574-8099

Two to three of every 1,000 live births are impacted by Hypoxic Ischemic Encephalopathy, or HIE, a type of brain injury. More sustain an HIE injury after birth, due to multiple reasons, including near SIDS events. HIE often leads to diagnoses of cerebral palsy, epilepsy, learning disabilities, ADHD, and other developmental challenges.

That means thousands of families worldwide are impacted by HIE each year. Since launching World HIE Awareness month in 2016, more families are finding the psycho-social support they need to tackle the challenges their children may face as a result of HIE by finding a comprehensive network of peer-to-peer support through Hope for HIE.

World HIE Awareness Month focuses on the goal of promoting more awareness of what HIE is, who is affected and how HIE affects thousands of families worldwide. Hope for HIE shares the stories of families affected by HIE to show that hope is truly in the journey.

During the month of April, Hope for HIE will be making an annual push to promote World HIE Awareness Month online to promote awareness, education and, most importantly, support.

The theme this year is "TEAM HOPE." Community stories and pictures will be shared widely on social media and the Hope for HIE website. The community can join in by using the hashtags #TEAMHOPE and #HIEawarenessMonth, as well as tagging @HopeforHIE.

Hope for HIE's mission is focused on awareness, education, and support for HIE. In addition to providing a comprehensive peer-to-peer support network for families to connect, the organization partners with researchers and clinicians to build educational resources, and move forward research initiatives that decrease the incidence of HIE, and work to improve the quality of life for children and families.

A free, comprehensive toolkit is now available with social media graphics, talking points and infographics at [HIEawarenessmonth.com](http://HIEawarenessmonth.com).

Please help spread the word about World HIE Awareness Month, to maximize awareness efforts, and connect families to critical peer-to-peer support.

### **About Hope for HIE**

Hope for HIE is the premier global resource for neonatal and pediatric hypoxic ischemic encephalopathy (HIE) improving the quality of life for children and families affected by HIE through awareness, education and support. Hope for HIE is a registered 501c3 nonprofit organization, based in the United States, serving a global community of families, researchers and clinicians.

# Key Messages

**HIE - Hypoxic Ischemic Encephalopathy - happens in 2 to 3 of every 1,000 live births but many have no idea what it is.**

- HIE stands for Hypoxic Ischemic Encephalopathy, or lack of oxygen from restricted blood flow to the brain. It is a type of brain injury.
- HIE can cause cerebral palsy, epilepsy (including several rare epilepsies), hearing and vision impairments, learning and attention issues, feeding and GI issues, and other developmental delays and disabilities
- Most people haven't heard of HIE, because disparities continue to exist in care, communication and connection for HIE families. Too many families are still not even told the diagnosis in the NICU, exacerbating trauma and creating unnecessary barriers to important support and resources.
- HIE NICU experiences vary greatly from more well-known causes of NICU experiences like prematurity. HIE babies are typically born very very sick, and many qualify for a specific type of treatment called therapeutic hypothermic cooling, taking a babies body temperature to 91 degrees F to slow down the chain reaction of the brain injury.
- HIE can be caused by placental issues, uterine rupture, cord compression, cord issues such as a true knot, placental abruption, labor that takes too long or is not followed properly. In young children, near SIDS events, near drowning, cardiac arrest and other ways to cause a lack of oxygen cause HIE.
- Outcomes from HIE vary from unaffected/mildly impacted to loss of life, and everything in between.
- Organizations like Hope for HIE are working to improve the quality of life for children and families impacted by HIE through Awareness, Education and Support, connecting with top clinicians and researchers in HIE and newborn brain care to work to decrease the impacts of HIE.

# Drop-in Article

## Have you heard of HIE?

2-3 per 1,000 live births in the world are diagnosed with a type of neonatal and pediatric brain injury, Hypoxic Ischemic Encephalopathy. This diagnosis carries an array of outcomes, from unaffected through loss.

While you may think "preemie" when thinking of the NICU, HIE babies are typically near or full term, born very ill, and go through a unique NICU experience. HIE has a wide variety of causes - from placental issues to cord compression during birth - and has some pediatric causes like near-SIDS events.

HIE can lead to a variety of subsequent diagnoses, with the most common being cerebral palsy, epilepsy, learning and attention issues, hearing, vision and feeding issues, and other developmental delays and disabilities.

This April is HIE Awareness Month, and [insert organization name] is highlighting the work of the Hope for HIE foundation to bring worldwide awareness to this type of brain injury to bring awareness, education and support to the over 6,000 families connecting worldwide, and advocate for equity in care, communication and connection.

We also want to share the stories of the HIE community, and participate in HIE Remembrance Day on April 20th with the online Wave of Light to honor and remember HIE children gone too soon.

The more we know, the better care, communication and connection this incredible community of children and families can expect, bringing improved quality of life, dignity and respect.

For more information, visit [Hieawarenessmonth.com](https://hieawarenessmonth.com).

# HIE Awareness Month Declaration

DATE]

[ADDRESSEE TITLE] [ADDRESSEE FIRST NAME] [ADDRESSEE LAST NAME]

[ADDRESSEE STREET ADDRESS]

[ADDRESSEE CITY], [ADDRESSEE STATE] [ADDRESSEE ZIP CODE]

Subject: World HIE Awareness Month Proclamation/Letter of Support Request

Dear [ADDRESSEE SALUTATION] [ADDRESSEE LAST NAME],

Hope for HIE, the premier global resource for families whose children have been diagnosed with hypoxic ischemic encephalopathy (HIE), has designated April World HIE Awareness Month. Hope for HIE is a 501(c)3 non-profit registered with the IRS.

I am writing to request a proclamation or letter of support from the [NAME OF GOVERNMENTAL OFFICE OR LEGISLATIVE BODY] acknowledging World HIE Awareness Month on behalf of Hope for HIE and families, like mine, in [YOUR STATE] and around the world that have been impacted by HIE. The goal of World HIE Awareness Month is to increase awareness, education, and support among medical professionals, support providers, legislators, and the public.

HIE occurs in two to three per one thousand live births. Simply put, HIE means the following:

- Hypoxic = lack of oxygen
- Ischemic = restricting blood flow
- Encephalopathy = affecting the brain

When the brain is deprived of oxygen, brain cells are injured. Some may recover, some may die. The most common causes of oxygen deprivation to the brain are low levels of oxygen in the blood or a reduced flow of oxygen to the brain. This can happen in a variety of ways prior to birth, during the birth process, after birth, and during childhood.

HIE has many causes, including placental insufficiency, uterine rupture, placental abruption, true umbilical knots, cord compression, maternal blood clotting disorders, fetal maternal hemorrhage, extremely low maternal blood pressure, trauma during delivery, placental blood clots, shoulder dystocia, cord prolapse, aneurysm rupture, cardiac arrest and near Sudden Infant Death Syndrome (SIDS) events.

The only treatment that has shown clinical benefit immediately post-injury is therapeutic hypothermia (also known as cooling). Multiple studies have shown a reduction death and disability, depending on severity. Those affected may need other medical intervention to support their organs or to treat seizures as they recover.

Outcomes are wide-ranging. No two children will be the same. The impact of each child's injury is different based on multiple factors, including what parts of the brain were affected and how damaging the insult was to the brain.

- 75-80% survive
- 50-70% experience seizures
- 30-40% develop a developmental disability, such as cerebral palsy, epilepsy, vision loss, hearing loss, feeding issues, cognitive issues, speech delays or global delays

# *HIE Awareness Month Declaration*

I am requesting your support because World HIE Awareness Month is personally significant to my family and me.  
[OPTIONAL - INCLUDE A SUMMARY OF YOUR PERSONAL STORY]

Hope for HIE has been an invaluable resource for information and has helped me connect with other families around the world affected by HIE. With your support for World HIE Awareness Month, families will have a better chance of learning about Hope for HIE and other helpful resources more quickly.

I'd appreciate an opportunity to visit with you to personally thank you, share more about our story, and talk with you about how much your support for means to families like mine.

Please contact me at [PHONE NUMBER] or [EMAIL ADDRESS] to let me know if you have questions or need additional information.

Sincerely,

[YOUR NAME]

[YOUR STREET ADDRESS]

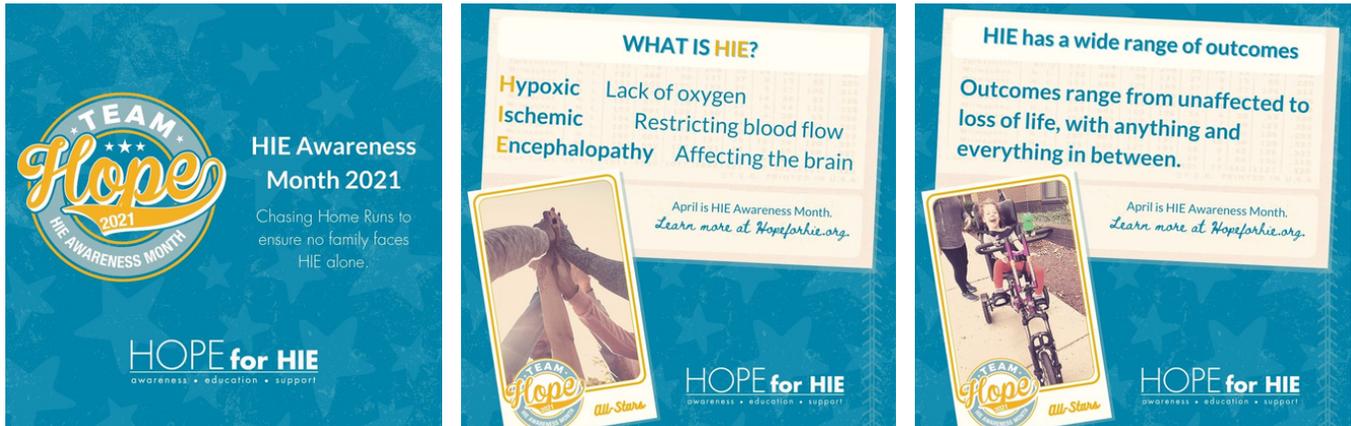
[YOUR CITY], [YOUR STATE] [YOUR ZIP CODE]

Ph: [PHONE NUMBER]

# Social Media Tools

## Social Media Graphics

A collection of downloadable graphics and templates are available at [Hieawarenessmonth.com](https://www.hieawarenessmonth.com), or shared from Hope for HIE's public Facebook page - [Facebook.com/hopeforhie](https://www.facebook.com/hopeforhie).



## Hashtags

- #HIEAwarenessMonth
- #TeamHope
- #HopeforHIE

## Social Media Channels - Follow, Like, Share @HopeforHIE

- **Facebook:** [Facebook.com/hopeforhie](https://www.facebook.com/hopeforhie)
- **Twitter:** [Twitter.com/hopeforhie](https://twitter.com/hopeforhie)
- **Instagram:** [Instagram.com/hopeforhie](https://www.instagram.com/hopeforhie)
- **YouTube:** [Youtube.com/c/hopeforhie](https://www.youtube.com/c/hopeforhie)
- **LinkedIn:** [Linkedin.com/company/hopeforhie](https://www.linkedin.com/company/hopeforhie)
- **TikTok:** [TikTok.com/@hopeforhie](https://www.tiktok.com/@hopeforhie)



## Links

- [Hieawarenessmonth.com](https://www.hieawarenessmonth.com)
- [HopeforHIE.org](https://www.hopeforhie.org)

# Social Media Tools

## Sample Posts

- April is #HIEAwarenesMonth! This year's theme #TeamHope focuses on the many ways we come together as a team to address the disparities that exist for children and families impacted with HIE, and celebrate their remarkable, and sometimes heartwrenching stories of hope, resiliency, and dignity and respect to all outcomes. Learn more and download the free #HIEAwarenesMonth toolkit at [Hieawarenesmonth.com](http://Hieawarenesmonth.com).
- It's #HIEAwarenesMonth and we're sharing our #TeamHope toolkit! HIE impacts 2-3 per 1,000 live births, worldwide, and this month is all about celebrating the teams surrounding our families, across all outcomes, and learning how we can improve care, communication and connection to improve quality of life for children and families facing HIE.
- This year's #HIEAwarenesMonth brings the whole team together. With educational moments, panel discussions from families and leading clinicians and researchers, we're showing what can be done when we come together and work to best support and celebrate the stories of the HIE community.
- You can support #HIEAwarenesMonth in April by sharing out tools from the [Hieawarenesmonth.com](http://Hieawarenesmonth.com) toolkit, showing that everyone is a part of #TeamHope!

## Facts to Share

- What is HIE? H - Hypoxic (Lack of Oxygen), I - Ischemic (Restricting Blood Flow), E - Encephalopathy (Affecting the Brain)
- HIE happens in 2-3 per 1,000 live births, and from different causes in childhood.
- HIE has a wide range of outcomes. Outcomes range from unaffected/minimally affected to loss of life, with anything and everything in between.
- How does HIE affect families? Most families who have a child with HIE experience trauma. Many need emotional and social support following their traumatic time in a NICU or PICU. PTSD and anxiety are common diagnoses for parents.
- HIE can be caused before, during and after birth. Placental abruption or other placental issues, uterine rupture, fetal-maternal hemorrhage, shoulder dystocia, cord compression and cord issues, mismanaged birth, near SIDS and cardiac arrest are just a few causes.
- HIE can cause other conditions. Cerebral palsy, epilepsy, vision and hearing loss, speech delays, learning and attention issues, feeding issues and global delays and disabilities are just a few of those conditions.
- Babies and children who experience HIE are typically very, very sick at the time of injury, or very soon after. Many experience seizures, floppy muscle tone, have a lack of respiratory effort, have absent reflexes and need various forms of life support to stabilize them.
- For HIE around birth, cord blood gases, MRIs, EEGs, CT scans and clinical presentation help medical professionals determine if HIE has occurred and, if so, the potential severity, which guides treatment decisions, such as implementing therapeutic hypothermic cooling.
- HIE NICU families have an interesting experience, unlike more common causes of a NICU stay. HIE babies are typically born near or full term, and yet typically very, very sick. It can feel very isolating to go through a neonatal brain injury, as most NICU resources and messaging is geared towards preemies who may just need to feed and grow.
- Building your team is essential. Peer-to-peer support, in conjunction with mental health support is crucial for families to work through their trauma and feel empowered in their parenting journey.
- Hope for HIE provides newly diagnosed family packages, educational materials, a comprehensive, worldwide network of over 6,000 families through over 100 age, topic and location-based support groups, a loss program and support, hosts family and parent/caregiver retreats, and continues to find new ways to support families all the time.

# Social Media Tools

## Frames, Filters & Stickers

Up your game and use our created Facebook Frames, Instagram Stickers, and SnapChat Filters. Search for Hope for HIE, HIE or HIE Awareness Month, or grab the links on our Facebook page.



# HIE Awareness Month Swag

*Are you swagged out with your favorite team merch?*

**Purchase HIE Awareness Month apparel and gifts**

- **Adult & Kid Apparel**

- Bonfire: <https://www.bonfire.com/team-hope-hie-awareness-month-2021>

- **Infant & Toddler Apparel, Stickers, Car Decals, Drinkware & More:**

- CafePress: <https://www.cafepress.com/hopeforhie/17237153>



10 Pack



# Outreach Ideas

## What can I do to support HIE Awareness Month?

### Help spread the word about HIE on Social Media

- Join our #HIEAwarenessMonth #TeamHope campaign.
- Share your connection to HIE, or what you appreciate about Hope for HIE
- Put **HIEawarenessmonth.com** in the bio of your Instagram profile for example
- Link to posts on Facebook, Twitter, Instagram, LinkedIn, TikTok and other platforms to **HIEawarenessmonth.com** and tag @HopeforHIE so people can access the different tools and messages.
- Use our social media frames and stickers on Facebook, Instagram, Snapchat and TikTok.
- Use the hashtags #HIEawarenessmonth, #HopeforHIE and #TeamHope so we can track reach

### Start a Facebook or Instagram Fundraiser

- Facebook Fundraisers (<https://www.facebook.com/fund/hopeforhie/>) are a quick and easy way to share awareness, your connection to HIE, and more.
- You can also add a donation to an Instagram post or story sticker.

### Get your local community involved

- Participate in the annual Hustle for Hope Virtual 5K. Sign up at [HopeforHIE.org/hustleforhope](https://www.hopeforhie.org/hustleforhope) and encourage your colleagues, friends and family, too.
- Print off any resources and share with your medical and educational teams and talk about the importance of serving our families
- Email this toolkit to your friends and families, or refer them to **HIEawarenessmonth.com**.
- Think about other community groups that may benefit from learning about HIE, or Hope for HIE, and getting involved to better support HIE families in your community.

### Get your employer involved

- Let them know that April is HIE Awareness Month and share why HIE is an important topic to you
- Offer speaking on the subject about your experience and connecting with any applicable employee groups.
- See if your employer matches donations

### Purchase HIE Awareness Month apparel and gifts

- Check out our campaign shops:
  - Bonfire: <https://www.bonfire.com/team-hope-hie-awareness-month-2021/>
  - CafePress: <https://www.cafepress.com/hopeforhie/17237153>



# About Hope for HIE



THANK YOU for your interest and involvement in making 2021's HIE Awareness Month a success!

## Get to know Hope for HIE

Hope for HIE was started in 2010 as a Facebook support group by three parents of children with HIE who connected online. It was founded as a nonprofit in 2013, confirmed in 2014, and has grown from a hundred families to now serving over 6,000 families, worldwide in 2021.

We have an all-volunteer Board of Directors, full time Executive Director, multidisciplinary Medical Advisory Board of the top clinicians, researchers and therapists dedicated to improving the quality of life for children and families impacted by HIE through Awareness, Education, and Support.

We are supported by our incredible community, Partners in Hope corporate support, and grants to help implement the programs and services aligned with our mission.

We believe that we are #BetterTogether when we can come together to reduce disparities in care, communication and connection from the very beginning of the HIE journey, finding and creating spaces to connect with other organizations, research collaborations and collectives.

Learn more at [HopeforHIE.org](http://HopeforHIE.org) and thanks for being a part of #TeamHope!

## *Ideas?*

If you have ideas about next year's HIE Awareness Month, or other ways to partner to move our mission forward, please contact Betsy Pilon, Executive Director, at [betsy@hopeforhie.org](mailto:betsy@hopeforhie.org)