



Welcome!

We are so excited for you to be a part of **The Maternal Hack4Equity: Health Equity for Georgia's Black Mothers!** Thank you so much for your help and support. This week-long innovation challenge is designed to bring together like-minded individuals to innovate solutions for Black maternal health equity in Georgia.

Taking place the week of September 20th and culminating in a weekend-long collaboration and team presentation (September 24th-26th), **The Maternal Hack4Equity: Health Equity for Georgia's Black Mothers** hackathon is a collaboration between Johnson & Johnson, Microsoft, Accenture and Healthy Mothers, Healthy Babies Coalition of Georgia.

To help you support the hackathon, enclosed please find **The Maternal Hack4Equity: Health Equity for Georgia's Black Mothers toolkit**. It includes:

- **Fact sheet** – to share with your network – a one-page summary of the problem and how the hackathon may help move the needle
- **Sample email** – to share with your network to help recruit hackathon participants and spread the word
- **Sample social posts** (including visual assets) - for use on your social channels to drive recruitment and engagement; don't forget to use **#Hack4EquityGA**
- **Key messages** – to help ground you in the story when having conversations about the hackathon

A reminder that additional event details can be found on the website maternalhack4equity.com. We are profoundly grateful for your support of the hackathon and Black mothers in Georgia and look forward to working with you to make this event a success!

Please do not hesitate to reach out with any questions.

Regards,

Maternal Hack4Equity Team