



BIRTHMARK™ Proclamation

Mayors and cities have a critical role to play in determining the future of maternal wellbeing across the United States. Square Roots' BIRTHMARK® City Initiative is built around a set of BIRTHMARK® Principles and Goals that can help make that future positive.

The BIRTHMARK® principles include:

- No mother should feel like she is going through pregnancy alone.
- Cities should offer maternal wellness information, tools and services leveraged from cross-sections of globally recognized academic and professional institutions.
- Mothers of every cultural and socio-economic circumstance at the heart of cities' efforts to improve maternal wellness.
- Pregnant and postpartum women are a unique population who make important contributions to the social good by creating new citizens
- Strengthening wellness and resilience in this population, through a holistic set of city programs and services, contributes to the economic, social and communal well-being of women, their families, workplaces and communities
- When women's maternal experience and outcomes are not well supported in a holistic manner, their health, and that of their infants, suffers.
 - Lack of holistic support for pregnant and postpartum women has a negative trickle-down effect on community well-being and population health.
 - Failure to support new mothers impacts the economy of a city through increased healthcare costs and reduced productivity in the workforce
- Cities are the points of greatest leverage for change at scale and ideal sites to:
 - Strengthen the interconnections between existing silos in national and state level sectors, including government, health, technology, and wellness
 - Encourage collaboration to provide information, care, and solutions for pregnancy and postpartum journeys across all demographics
- Pregnant and postpartum women are a unique population who make important contributions to the social good by creating new citizens
- Cooperation between public entities and private or non-profit organizations represents the most promising avenue to a nationwide future of Healthy Pregnancy.

BIRTHMARK® Goals

BIRTHMARK™ is a prenatal wellness program with the mission of reducing harmful stress that can affect women throughout pregnancy and birth. Over the next three years, Square Roots will sign a coalition of at least 40 cities with the goal of improving the pregnancy experience within member cities by empowering local governments, corporations, and communities to take ownership and better support pregnant women during this magical yet critical period. The mission is to improve health during pregnancy by introducing wellness interventions and experiences via products, technology and services to women nationwide by:

- Improving Nutrition
- Reducing Obesity
- Improving Fitness During Pregnancy
- Reducing Stress-Related Preterm and Low-Weight Births
- Reducing Unnecessary C-sections
- Reducing Racial and Socioeconomic Disparities in Pregnancy



- Improving Opioid Support for Expectant Mothers

This initiative, to create 'BIRTHMARK™ Cities' across our nation, aims to connect the "last mile" of the pregnancy continuum, which often has sufficient medical oversight but lacks social science input. BIRTHMARK™ is the first of its kind initiative, unifying public services and social tools into a single Playbook to support pregnant women and improve the health of expecting mothers. Of course, healthy pregnancies and healthy babies impact the economic vitality of cities. By creating healthier female workforces that are more productive and reducing healthcare costs associated with the staggering rates of unhealthy pregnancies and traumatic births we can improve the economy of our cities.

It goes without saying that increasing the number of healthy pregnancies and healthy babies will have a positive impact on the economic vitality of our cities. However, by creating a healthier, more productive female workforce, and reducing healthcare costs associated with the staggering rates of unhealthy pregnancies and traumatic births across the United States, we can deliver greater economic prosperity for our cities.

Member Cities

Columbia, South Carolina, Mayor Stephen Benjamin

Little Rock, Arkansas, Mayor Mark Stodola

Madison, Wisconsin, Mayor Paul Soglin

Miami, Florida, Mayor Tomas Regalado

Central Falls, Rhode Island, Mayor James Diossa