



Maternity Care Coalition Launches Digital Ad Campaign before 2016 Legislative Session

Coalition begins public awareness campaign with digital ad buy on Facebook and Pandora

For Immediate Release

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BALTIMORE, MD (November 24, 2015) Today, The Maryland Maternity Access Coalition launched a digital public awareness campaign to educate the public on the state of maternity care access in Maryland in advance of the 2016 legislative session. The digital campaign feature ads on Pandora Internet Radio, Facebook and other digital platforms statewide. The launch comes just over a week after the Coalition announced its advocacy priorities for the 2016 Maryland General Assembly legislative session.

“We have been truly amazed by the level of engagement on this important issue with thousands of interactions from supporters on social media,” said Beth Laverick, President of the Maryland Maternity Access Coalition. “Marylanders are deeply concerned about access to maternity care, they support the concept of a birth injury fund to address the looming crisis, and they want their legislature to act now.”

Suggested Page

 **Maryland Maternity Access Coalition**
Sponsored

Support a birth injury fund & more kids get quality care, not a lifetime of lawsuits.



Maryland Maternity Access Coalition
Community
4,126 people like this. 

Suggested Page

 **Maryland Maternity Access Coalition**
Sponsored

Join our coalition so more kids get lifetime care based on an injury, not a lawsuit.



Maryland Maternity Access Coalition
Community
4,126 people like this. 

The Coalition – comprised of mothers, doctors, nonprofit medical institutions and engaged citizens – plans to build upon the momentum of the 2015 session when the legislature adopted SB187 authorizing a workgroup of healthcare and legal experts to study access to obstetric services and make recommendations for legislation. The legislative workgroup is expected to publish its report and recommendations by December 1, 2015, ahead of the 2016 session. This effort follows a 2014 state health department taskforce report which urged the General Assembly to pursue the creation of a No Fault Birth Injury Fund – paid for by hospitals – to reduce medical liability risk in the field of obstetrics, in order to safeguard women’s access to maternity care ([State panel recommends creation of a birth injury fund](#), Baltimore Sun, 12/24/14)

The proposed fund, similar to ones that have been successfully in operation since the late 1980s in Florida and Virginia, enjoys bi-partisan support from voters across the state. A statewide poll of voters released earlier this year – conducted by OpinionWorks of Annapolis – found that Maryland voters support creating a birth injury fund by a 3-to-1 margin, with 62 percent in favor and only 21 percent opposed. In the poll, voters strongly support the concept of families giving up their right to sue in exchange for being guaranteed an award from the fund if a child suffers a permanent birth injury.

For more information on Maryland Maternity Access Coalition’s activities, visit the Coalition’s Facebook page and website at www.facebook.com/mdmaternityaccess and www.mdmaternityaccess.org.

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