



HIE Awareness Month 2018

Ensuring No Family Faces HIE Alone.



FOR IMMEDIATE RELEASE

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April is HIE Awareness Month worldwide. Two to three of every 1,000 live births are impacted by Hypoxic Ischemic Encephalopathy, or HIE. More sustain an HIE injury after birth, due to multiple reasons including near SIDS events. HIE often leads to diagnoses of cerebral palsy, epilepsy and other developmental challenges.

That means thousands upon thousands of families worldwide are impacted by HIE every year. Since launching HIE Awareness Month in 2016, we have reached over 1 MILLION people, and 40% more families are finding the psychosocial 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.

HIE Awareness Month goals include promoting more awareness of what HIE is, who is affected and how HIE affects thousands of families worldwide. We want to share the stories of families affected by HIE to show that hope is truly in the journey.

During the month of April, we will be making a push to promote HIE Awareness Month on social media and online to promote awareness, education and, most importantly, support. Our theme this year is “Hope is an Adventure.” You’ll find stories and pictures of our community shared widely on social media and our website.

At Hope for HIE, our mission is to support the families affected by HIE with resources, information and by connecting with other families like theirs. Through Hope for HIE, families can get advice, support and a place where they feel they fit in -- no matter their child’s outcome. We support all families affected by HIE, from the children who show no effects of their injury, to others who face more challenges and to the families who have endured the devastating loss of their little one.

HIE Awareness Month will be highlighted by our community and important partners like you, across your social media channels using the hashtags #HopeisanAdventure and #HIEawareness. Please help us spread even further by recognizing HIE Awareness Month throughout your social media channels. Your partnership is crucial in helping our mission of connecting more families to support.

A free, comprehensive toolkit is now available with social media graphics, talking points and infographics at HopeforHIE.org/HIEawarenessmonth. We will also be sharing stories from families affected by HIE throughout the month of April on our website and social media channels.

Please help us spread the word about World HIE Awareness Month, so we can connect families and show them that hope is in the journey.

About Hope for HIE

Hope for HIE, the premier resource for families whose children have been diagnosed with hypoxic ischemic encephalopathy (HIE), is a 501(c)3 non-profit registered with the IRS. We provide support, resources and outreach for families affected by HIE through an active online community, resources for medical professionals and multiple ways for families to connect. www.hopeforhie.org

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