

# AFE Awareness Day

## Engageent Toolkit

Take the pledge to help make AFE:

~~UN~~PREVENTABLE, ~~UN~~PREDICTABLE, ~~UN~~SURVIVABLE, ~~UN~~TREATABLE

### o Post

Share these toolkit graphics and engage on social channels (Instagram, Facebook, LinkedIn, X).

### o Provide

Funding for education, research and support. Help us reach our goal of \$25,000.

### o Participate

Take our course, implement our AFE Simulation Toolkit, submit a case, or invite us to speak.

AFE Awareness Day joins the affected community to raise awareness, honor their connection to the cause, and inspire meaningful action.

### What is an Amniotic Fluid Embolism?

An amniotic fluid embolism (AFE) is an obstetric emergency characterized by acute hypotension, hypoxia, and coagulopathy. It is thought to be a result of an anaphylactic-like reaction to amniotic fluid or fetal components in the maternal circulation, a normally benign result of the birthing process. Although rare, it is often-fatal and remains a leading cause of maternal morbidity and mortality in the United States. It may also be referred to as anaphylactoid syndrome of pregnancy.

### Why Raise Awareness?

AFE is a rare and catastrophic event affecting 1 in 40,000 pregnancies with nearly 40% experiencing a cardiac arrest as the first symptom. Most healthcare staff who encounter a patient with AFE will likely have no actual AFE patient care experience and limited practice in how to respond. Raising AFE awareness is crucial for early recognition and prompt intervention to improve outcomes for mothers and babies.

### Key Messages

- AFE is characterized by sudden hypotension, hypoxia, and disseminated intravascular coagulopathy.
- AFE is estimated to affect 1 in 40,000 pregnancies.
- AFE remains poorly understood but is thought to involve a severe immune response to amniotic fluid in the maternal circulation.
- Treatment is entirely supportive.
- AFE is a clinical diagnosis of exclusion.
- Clinicians, patients or family members are encouraged to submit cases to the AFE Registry.
- Specimens taken before and during an AFE are needed for clinical research.

Spread awareness using our unique hashtags and key messages.

#ENDAFE #AmnioticFluidEmbolism #AFEAwarenessDay @afefoundation

# SOCIAL MEDIA RESOURCES

## Change Your Profile Photo



Click on this image to add your own picture and create your custom profile photo.

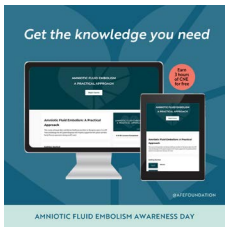
## Primary Campaign Graphic



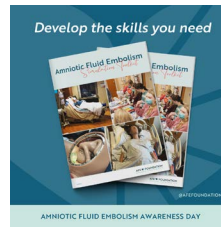
Click on this image to download.

*Caption:* Learn more about AFE and how you can be prepared. (Offer [amnioticfluidembolism.org](http://amnioticfluidembolism.org) or your preferred AFE educational offering).

## Supporting Graphics & Captions *Click on the images below to download each graphic. These make great carousel posts!*



*Posting by itself? Use the caption:* Take the free on-demand AFE: A Practical Approach Course ([afe.mykajabi.com/offers/us2P3FfP/](http://afe.mykajabi.com/offers/us2P3FfP/) checkout)



*Posting by itself? Use the caption:* Download the free AFE Simulation Toolkit at [amnioticfluidembolism.org/education/simulation-toolkit](http://amnioticfluidembolism.org/education/simulation-toolkit)



*Posting by itself? Use the caption:* Learn how to submit cases and specimens for AFE research. Learn more at [amnioticfluidembolism.org/registry-biorepository](http://amnioticfluidembolism.org/registry-biorepository)



*Posting by itself? Use the caption:* Have a case? If you suspect an AFE, call the AFE crisis line at 307-END-AFES to get access to immediate support and timely research information.



## JOIN OUR ANNUAL CANDLELIGHT VIGIL

If you have treated or lost a patient to an AFE, join us for our annual candlelight vigil, a special time of reflection and remembrance.

📅 March 27th

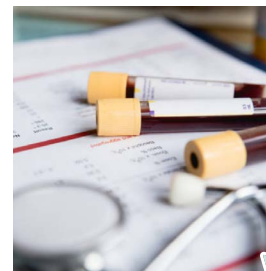
🕒 9:15pm EST

📍 Facebook Live, Instagram Live, [afesupport.org/vigil](http://afesupport.org/vigil)

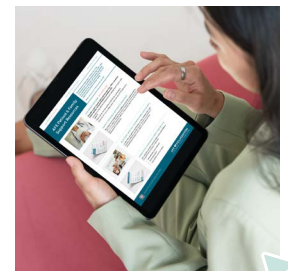
## EDUCATIONAL DOWNLOADS



AFE Checklist



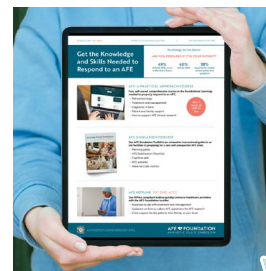
Registry & Biorepository



AFE Support Resources



Clinical Fact Sheet



AFE Education



Click here to join our email list and receive updates on AFE news, events, and research.

Spread awareness using our unique hashtags and key messages.

#ENDAFE #AmnioticFluidEmbolism #AFEAwarenessDay @afefoundation

