

Dear Health Partner:

Have you met Liv? She's the pregnancy mobile app for Indiana women who want the best information and resources to help them take charge of their reproductive health.



To introduce as many women as possible to the app, the Indiana State Department of Health (ISDH) is **offering FREE promotional materials** to providers, hospitals, community centers and other public-facing organizations. Promo materials include: business cards, tear-off note pads, bookmarks, wall posters, and flyers. If you'd like to order promo materials, please email us at Laboroflove@isdh.in.gov, and we will send them to you at no charge.

Created by the ISDH, Liv is for females of any age who are:

- Planning to be pregnant
- Trying to avoid or time pregnancy
- Already pregnant
- Parenting an infant

Liv's searchable library is filled with dozens of articles, checklists and quizzes in easy-to-understand terms. Available in both English and Spanish, Liv content is continuously updated and expanded. All content is based on medical best practices.

The app also offers interactive resource locators with GPS maps, calculators for due date and baby weight, an interactive journal, an appointment calendar, one-touch phone connection to the MOMS Helpline operated by ISDH and an "Ask Liv" feature for getting answers to personal questions. Unlike other pregnancy apps, the resource content is focused on Indiana resources and updated regularly to reduce the user's chances of getting outdated information or broken links.

Liv works on all mobile devices and can be downloaded at the iTunes or Google Play stores. Best of all, she's **FREE!** To download from an app store, search the term "Liv a Pregnancy App." Don't have a mobile device? Liv is also available on the internet at www.askliv.com.

Thank you for partnering with us to improve the health of Indiana women and children. Feel free to email Martha Allen at marallen@isdh.in.gov if you have any questions or feedback.

Yours in Health,



Kristina Box, MD, FACOG
State Health Commissioner

Enclosures

