

2026

# HIE AWARENESS

## TURNING HOPE INTO ACTION

.. —◆— .. Social Media Toolkit .. —◆— ..



**MACIE JO**  
FOUNDATION

Supporting families impacted by HIE

# About HIE Awareness Month



## April is HIE Awareness Month.

Parents, families, clinicians, and researchers from around the world come together during the month of April to raise awareness about hypoxic ischemic encephalopathy (HIE)—a type of brain injury that can occur before, during, or shortly after birth.

Through advocacy, education, and community events, HIE Awareness Month shines a light on the experiences of affected children and families, promotes early intervention and prevention efforts, and fuels critical research aimed at improving outcomes and finding hope for the future.

Our motto **“turning hope into action”** recognizes the profound heartache that follows an HIE diagnosis. The pain caused by HIE often stays with us for a lifetime. It takes remarkable strength to channel our anguish into building a world without HIE. The Macie Jo Foundation is working tirelessly to accelerate research, raise awareness, and build a world without HIE by keeping babies and families centered in everything we do.

**Why does April make sense for HIE Awareness Month?** Because our hope, courage, and inspiration come from one little girl with remarkable strength. Macie was born on April 8th, and although her life began with unimaginable challenges, her bravery continues to light the way for families affected by hypoxic ischemic encephalopathy. April is more than a month of awareness—it’s a celebration of Macie’s life and a rallying call to prevent futures from being lost to HIE.

[www.maciejofoundation.org](http://www.maciejofoundation.org)

# HIE Awareness Colors



**Blue** and **yellow** are the colors of HIE awareness.

Blue represents the **grief, trauma, and heaviness** that families experience after a child is affected by HIE.

Yellow represents the hope for a world without HIE, and the **light of our children in our arms and in our hearts**.

When blue and yellow come together, we have a path toward a world without HIE through research, education, and advocacy. Together, our community of families, clinicians, scientists, and advocates work tirelessly on behalf of babies and children so that one day every child will be protected from the devastation of hypoxic ischemic encephalopathy.



[Download Ribbon Here](#)

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# HIE Awareness Logos



Presented by the Macie Jo Foundation

**HIE Awareness Month**

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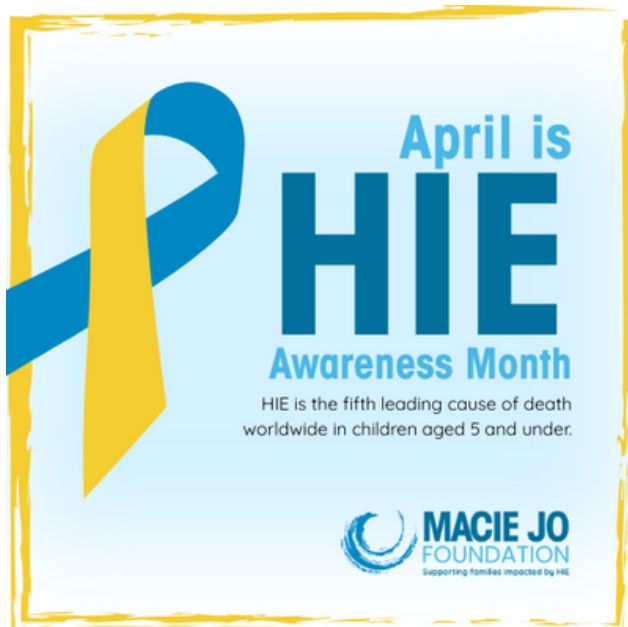
# Graphics



We invite you to share our pre-made graphics and videos on your social platforms to help raise awareness for HIE Awareness Month and Day!

By using our ready-to-go materials and suggested captions (below), you can help maintain consistency in messaging and imagery, amplifying the impact of our efforts.

The more unified and recognizable our message, the greater our collective power in building a world without HIE.



## What is HIE?

HIE is a devastating brain injury that primarily affects premature infants. HIE can also affect full term babies, especially when there are complications during labor and delivery—such as reduced oxygen or blood flow to the baby's brain—caused by events like placental abruption, uterine rupture, cord prolapse, or prolonged labor.



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Pictured: Macie, an HIE survivor

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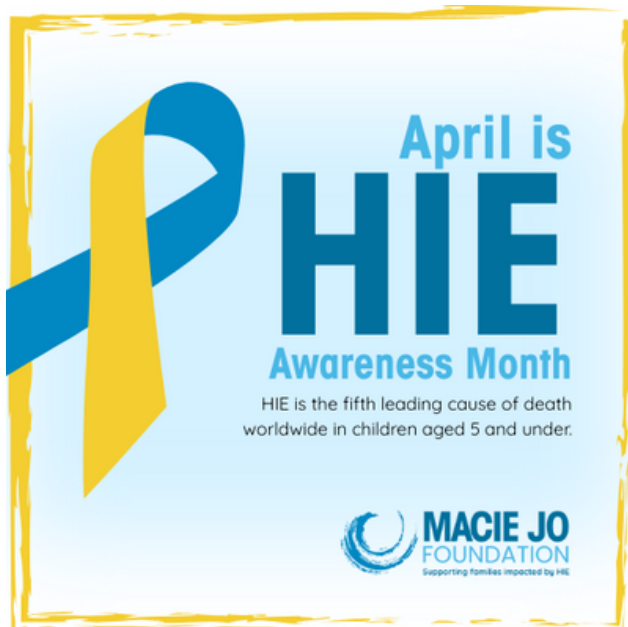
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**Together, we  
can build a  
world without  
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