AIM Program Badge Use Guide

The AIM program provides digital badges for state team use. These badges are intended to allow state and hospital team, as well as individual clinicians to highlight their involvement and engagement in the AIM program in enrolled states.

Please note:
- Digital badge files are intended for use as prescribed by individual state teams. Use of digital badges **does not** verify accreditation, certification, or validation of successful bundle implementation by ACOG or the AIM National team.
- We request that all users consider linking to the AIM website by embedding the link to www.aimformaternalsafety.org in badges. This allows for increased visibility and awareness of AIM.

Designed for use by AIM state program lead organizations, such as perinatal quality collaboratives, hospital associations, and other entities to show their involvement in AIM work. May be placed on websites, email signature blocks, and used in promotion materials and social media content as desired.

Designed for use by birthing facilities that are engaged in their state AIM Program and are implementing AIM bundles. May be placed on websites, email signature blocks, and used in promotion materials and social media content as desired.

Designed for use by facility-level and AIM supportive staff to use in email signature blocks or other methods to promote individual commitment and involvement with AIM.

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Bundle Related Badges

AIM patient safety bundle badges are provided for state team distribution to engaged facilities and collaborative partners. These badges are for use as needed in the process of bundle implementation and are not intended to show completion of that process, but can be used on certificates, websites, social media, slide presentations, and other materials as needed. Consideration should be given to linking the badges to the associated bundle webpage on the AIM website when used digitally (as done here). Badges exist for each of the 4 core AIM Bundles and will be updated as new bundles are developed.

Obstetric Hemorrhage

Safe Reduction of
Primary Cesarean Birth

Severe Hypertension in Pregnancy

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