

Healthy Baby

Issue and audiences

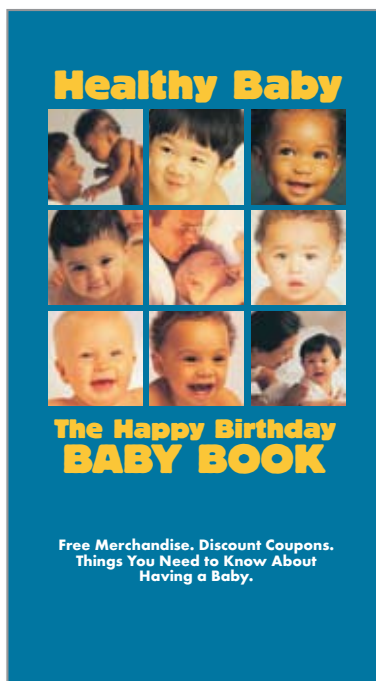
Healthy Baby (formerly known as Campaign for Healthier Babies) is a prenatal health outreach program designed to encourage pregnant women to get early and continuous prenatal care, with the ultimate goal of reducing the percentage of babies born too soon and too small. Low birth-weight births cost the state between \$50,000 to \$150,000 per baby, while the average cost of a normal weight baby is \$3,500 to \$5,000. This cost containment program saves the state thousands of dollars and provides quality pregnancy information to expectant mothers.

Our charge with Healthy Baby is to educate multiple audiences in Arkansas and West Tennessee about the importance of early and continuous prenatal care. Audiences include physicians, pregnant women, family members and friends of pregnant women, social service providers, counselors, school nurses, media, expectant fathers, childbirth educators and others.

Campaign components the past 17 years have included:

Materials

- TV spots
- Radio spots
- Outdoor boards
- Provider relations events
- *Happy Birthday Baby Book* – English and Spanish
- Volunteer kits
- Mom’s direct mail piece
- Stop smoking postcards
- Mom’s brochure with coupons
- Mailing envelopes
- Picture-frame magnets
- Physician validation stamps
- Fulfillment services



About You... Month 2

Your Lifestyle
Unfortunately, many women think that wearing a seat belt during pregnancy could harm the baby in an accident. This is simply not true. You should always wear your seat belt in a car, van or truck, even during the late months of your pregnancy. To provide the best protection for you and your baby, the shoulder harness should go between your breasts and the lap belt should go snugly (yet comfortably) under your abdomen.

Your Body
Your breasts get larger and the area around your nipples may begin to darken. As your uterus grows, it begins to push on your bladder, causing you to use the bathroom more often. You will probably feel very tired in the first few months of pregnancy. Rest when you

can to protect yourself and your baby during pregnancy.

Eating Well
If you are nauseated, the thought of eating well might sound impossible. Call your healthcare provider for help if your nausea is severe. Try eating crackers or dry toast before you get out of bed. Avoid greasy or spicy foods and cut back on caffeine in teas, coffee and soft drinks.

Doctor's Appointment

Questions to Ask

- What can I do to relieve morning sickness? How long will it last?
- What changes to my body can I expect from pregnancy?


Month 2

Monday	Tuesday	Wednesday	Thursday	Friday
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Weekend Plans

Gaining Weight
Where the Weight Goes
Baby (full term)..... 7 to 8 lbs.
Increased weight of your uterus or womb..... 2 lbs.
Body Fluid..... 4 to 6 lbs.
Increased weight of your breasts..... 1 to 2 lbs.
Placenta or afterbirth..... 1 to 2 lbs.
Amniotic fluid (fluid inside womb)..... 2 lbs.
Increased blood volume..... 2 to 4 lbs.
Fat (stored energy)..... 4 to 6 lbs. or more
Average weight gain... 25 to 35 lbs.

Your Baby
By the end of the second month, your baby's arms and legs have begun to form. All the major internal organs including the kidneys, heart and liver are developing. Your baby's facial features are becoming more defined. Overall, your baby is still only about two inches long.



The heart of a mother is a deep abyss at the bottom of which you will always find forgiveness. — Honoré de Balzac.

Happy Birthday Baby Book

- Campaign stationery
- Coupon solicitation business cards

Activity/Events

- Local provider relations events around state
- Vendor relations
- Coupon solicitation
- Human resource manager communications
- Creative testing

Media

- Guaranteed one-for-one media matching
- Targeted affiliate television in Arkansas and Tennessee
- Radio
- Direct mail
- Outdoor boards
- News programming
- Special promotions and give-aways on KATV
- Educational vignettes for television
- Appearances by campaign representatives on KATV's Good Morning Arkansas
- Sponsor relations
- Media relations in five markets
- MPACT Planning™ session and strategic marketing plan
- Public transit bus signage
- Movie theatre preview slides

Performance indicators

- Calls requesting *Happy Birthday Baby Books*
- Post cards requesting *Happy Birthday Baby Books*
- Number of *Happy Birthday Baby Books* distributed
- Media leverage
- Media reach and frequency



Healthy Baby
TV Spot



To view the Healthy Baby *Happy Birthday Baby Book* tv spots, click the portfolio icon on our Web site.

- Target audience sees and hears message on a regular basis

Program results

- Over 1,600 monthly requests from pregnant women for a *Happy Birthday Baby Book* – the campaign's incentive and educational piece.
- Over 356,000 *Happy Birthday Baby Books* have been sent to pregnant women since 1992.
- Guaranteed one-for-one media match has been successfully delivered and most years the match has exceeded one-for-one.

- Culturally appropriate message and media schedules have been developed and run in a market where 60 percent of the births are African American (East Arkansas/West Tennessee).
- A successful and unique partnership between public and private healthcare providers has been created for dissemination of campaign materials and educational outreach.
- Findings from a behavioral research project we conducted led the campaign to address psychological barriers to prenatal care, getting beyond the rational excuses of “I can’t get to the clinic,” “I can’t afford the visit,” etc.
- Incidence of first trimester prenatal care has increased in Arkansas from 64 percent to 77 percent since the program started.
- Coalition of partners has been active and financially supportive for nearly two decades, one of the longest-running programs of its kind in Arkansas.
- Over 30 communities have hosted events targeting physicians and nurses who receive program information and professional education.
- 2.4 million people see or hear Healthy Baby messages every 90 days.
- On average, over 75 percent of our target audience – women 18 to 49 years of age – see or hear Healthy Baby messages six times every 90 days.
- Healthy Baby has been recognized nearly every year since 1992 with awards from the Public Relations Society of America and the International Association of Business Communicators for excellence in print and broadcast materials and in public relations activity .
- Healthy Baby has been recognized by the NPHIC for the *Happy Birthday Baby Book*.

- Healthy Baby received a national “Telly” Award for a television spot.
- Arkansas WIC program (Women, Infants and Children) received a national award for enrollment and gave partial credit to the campaign for this achievement.

To view the *Healthy Baby Happy Birthday Baby Book* tv spots, click the portfolio icon on our Web site.



Healthy Baby TV Spot

