

Healthy pregnancy, healthy baby

A toolkit for an employee awareness campaign for healthy pregnancies



Educating employees on healthier pregnancies

Pregnancy is often a big part of a company's daily life. Expectant and new mums can bring employees together through a shared, exciting experience. Pregnancies can also be a source of worry, which is where education and a supportive workplace environment can make a big difference. That's why MetLife developed *Healthy Pregnancy, Healthy Baby*.

What's in the Toolkit?

This toolkit provides all of the materials needed to deliver a successful campaign:

- Campaign Objectives
- Marketing Materials (articles, email campaign, flyers, etc.)
- Pregnancy Booklet (best practices for distribution of the booklet)

Campaign Objectives

- Motivate and educate employees about making lifestyle changes to help ensure healthier pregnancies
- Empower women to make personal choices regarding the delivery of their baby
- Demonstrate a supportive and encouraging environment for expecting parents in the organisation

Marketing Materials

1. Articles

- Is This Good For My Baby and Me?
- Becoming Knowledgeable About Your Pregnancy

2. Campaign Emails

- Kick-off: A Healthy & Safe Pregnancy
- Week 1: A Healthier Lifestyle Before Pregnancy
- Week 2: Taking Care of Yourself During Pregnancy

3. Flyers

- Preparing for Pregnancy
- Mode of Birth

Pregnancy Booklet (interactive, downloadable PDF)

- Attach the interactive, downloadable PDF to an email and send it out to your employees when you kick off the Healthy Pregnancy, Healthy Baby campaign. Don't worry about sending it to those who aren't personally interested in healthy pregnancy, they may find they have friends or family who could benefit from the information.
- Include an electronic link to the booklet in an email so your employees can click to open and save the document for their reference.
- Print and distribute copies of the booklet.
- Refer your employees to pick up a copy at:

What is MetLife 360Health?

MetLife 360Health defends you against serious illness, so you can live healthier for longer. MetLife recognises that we all need support, not just when faced with an accident or illness, but at all stages of our life.

A holistic, integrated suite of solutions covering tools, services and resources, MetLife 360Health complements our insurance products. It focuses on customers as both individuals and employees, taking into account mind, body, environmental and work factors.

It also aims to facilitate better health literacy, improve health support and deliver on improving health outcomes.

MetLife 360Health, your health partner.



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