

Speak with a midwife



The West Yorkshire and Harrogate Local Maternity and Neonatal System (WY&H LMNS) have developed a new communications campaign; **Speak with a midwife**.

The aim of the campaign is to encourage women and pregnant people in the region to book a midwife appointment as soon as they find out they're pregnant. The campaign will give audiences accurate information in a way that's supportive, reassuring, and judgement-free.

What is pregnancy care?

Pregnancy care is the care an individual receives while pregnant and helps to make sure that they and their baby are as healthy as possible. At early pregnancy care appointments specifically, a midwife will share useful information, discuss options and choices, as well as answer any questions. Speak with a midwife has been co-produced with local women representative of our diverse communities.

Whilst the campaign is targeted at all women of childbearing age across West Yorkshire and Harrogate, special focus will be given to groups data tells us are least likely to access pregnancy care before 10 weeks.

The campaign will include:

- A campaign landing page with prominent booking information – speakwithamidwife.co.uk
- A paid digital campaign to reach the target audience.

The campaign has been developed using behavioural insights to identify relevant barriers and facilitators that influence early pregnancy care decisions and will launch on 18 September 2023, it aims to:

1. Support individuals' to better understand the benefits to mum and baby of early booking in a warm, trustworthy, and empathetic way
2. Share practical information about what pregnancy care entails
3. Promote choice and options that comes from starting a conversation with a midwife
4. Show how to book an appointment with a midwife in a straightforward way.



Pregnant and feeling prepared?

Speak with a midwife



Campaign toolkit

The campaign toolkit includes:

- A4 posters (digital and print-ready versions)
- Social media graphics and copy to sit alongside the posts
- Graphics to use on platforms including WhatsApp and Facebook
- A pregnancy pathway infographic
- A guide for developing creative content with organisations such as community radio stations
- Suggested website and newsletter content
- Media release (this has been shared regionally ahead of the launch)
- Website banners for you to add to your own websites and link through to: speakwithamidwife.co.uk
- A branded PowerPoint template that can be adapted for local use
- Artwork to follow for digital screens

We'll be in touch soon with additional social media content that makes use of real-life photography and lived experience testimony of women who did book early, plus midwife photography that will be phase two of the paid for digital campaign (expected November 2023).



Pregnant and feeling prepared?