

Healthy pregnancy, healthy baby

A toolkit designed to help your employees have healthier pregnancies



Educating employees on the importance of a healthy pregnancy

Pregnancy is often a big part of a company's daily life. Expectant and new moms 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.

What's in the toolkit?

In this toolkit, you'll find all the information needed to deliver a successful campaign:

- Campaign objectives
- Suggested campaign timeline
- Campaign kick-off event ideas
- Employee evaluation
- Campaign content

Suggested campaign timeline

The total campaign is designed to last four weeks, but can be shortened or extended if desired. See the suggested timeline for distribution of handouts, flyers, emails and additional campaign documents below.

Articles and flyers

Two types of educational information are provided for use during the campaign. Articles are intended to provide information about an aspect of pregnancy. Flyers are generally more interactive and provide opportunities for employees to apply information about healthy pregnancies in their everyday lives – at home and at work. In addition to articles and flyers we also provide a campaign evaluation form to distribute at the end of the wellness campaign, as outlined in the email schedule on the next page.

	Articles	Flyers	Booklet
Week 1: Making good choices for you and your baby	N/A	Preparing for pregnancy	You're pregnant: Now what?
Week 2: Have a healthy pregnancy	Is this good for my baby and me?	N/A	N/A
Week 3: Making informed decisions about your pregnancy	Becoming knowledgeable about your pregnancy	N/A	N/A
Week 4: Understanding your delivery options	N/A	Mode of birth	N/A

Campaign objectives

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

Email campaign

The email campaign, included in this toolkit, is conveniently provided to you in the form of a Word document, making it easy to simply copy and paste the provided subject line and email body to a message to your employees.

Pre-launch email – Deploy this email the week before the campaign launch date.

Week 1 kick-off email – Deploy this email on Monday morning of Week 1. This will be the official campaign launch date. In this email, attach the Week 1 flyer and booklet noted in the table above.

Week 2 email – Deploy this email on Monday morning of Week 2. In this email, attach the Week 2 article noted in the table above.

Week 3 email – Deploy this email on Monday morning of Week 3. In this email, attach the Week 3 article noted in the table above.

Week 4 email – Deploy this email on Monday morning of Week 4. In this email, attach the Week 4 flyer noted in the table above.

Follow-up email – Deploy this email on the Monday morning following the last week (Week 4) of the campaign. In this email, attach the employee evaluation form.

Campaign kick-off event

We strongly recommend an onsite or virtual event to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to introduce the campaign theme to employees and to encourage them to participate in the challenge.

If you are unable to arrange a formal kick-off event, we recommend setting up a table in a common area, such as the entrance to the employee cafeteria, for the distribution of materials. Keep materials restocked for the duration of the campaign. Making the campaign materials available online is another option.

Employee evaluation

A brief evaluation survey is available to collect feedback, ideas and information from employees who participated in the campaign. Participant feedback will be valuable for planning future campaigns.

Campaign content

1. Making good choices for you and your baby

Preparing for your pregnancy

- When you thrive, your baby thrives
- Making healthy lifestyle changes

Booklet

- Preparing yourself for a healthy pregnancy
- Being pregnant
- Giving birth (labor and delivery)
- After delivery

2. Have a healthy pregnancy

Is this good for my baby and I?

- Prenatal care

3. Making informed decisions about your pregnancy

Becoming knowledgeable about your pregnancy

- Know your body, know your baby

4. Understanding your delivery options

Mode of birth

- Having a safe delivery

5. Employee evaluation

The information and materials included here as well as in MetLife's Health and Wellness Information Library, including all toolkits, modules, template communications, text, charts, graphics and other materials, (collectively, the "Content") are intended to provide general guidance on health and wellness matters and do not constitute medical advice. While the Content is based on resources that MetLife believes to be well-documented, MetLife cannot vouch for the accuracy of the Content, and you rely on the Content at your own risk. Each person's condition and health circumstances are unique, and therefore the Content may not apply to you. The Content is not a substitute for professional medical advice. You should always consult your licensed health care professional for the diagnosis and treatment of any medical condition and before starting or changing your health regimen, including seeking advice regarding what drugs, diet, exercise routines, physical activities or procedures are appropriate for your particular condition and circumstances.