# Kick-off Email

**Subject: *Healthy Pregnancy, Healthy Baby:* What Every Woman Wants- A Healthy Pregnancy**

It’s true: your health plays an important part in having a healthy baby.

There are some wonderful surprises and discoveries in the pregnancy experience. However, when it comes to staying healthy, knowledge is the best way to care for both yourself and your baby.

There are still a lot of myths and misunderstandings about getting pregnant and giving birth. Fortunately, today there is an abundance of great scientific research about healthy pregnancies. There are many things you can do to take care of yourself now (even before you become pregnant). We’d like to share some of that information with you. Even a few changes can help you feel more comfortable during your pregnancy and be better prepared for giving birth.

Please take a moment to access your free copy of *Healthy Pregnancy, Healthy Baby* by <insert instructions here>.

# Week 2

**Subject: *Healthy Pregnancy, Healthy Baby:* A Healthier Lifestyle Before Pregnancy**

Are you planning to get pregnant in the near future? It may be too soon to pick out baby names, but it’s not too soon to start preparing your body. The healthier your body is, the better it can nurture and nourish your baby.

These actions can also be good for you, the mom-to-be. That’s right—you can have a safer, more comfortable pregnancy. Here’s an example of something you can start doing today:

* **Intake of a vitamin called *folic acid*** **every day.[[1]](#footnote-1)**

Studies have called folic acid a “pregnancy superhero!”1 It’s a prenatal vitamin that some suggests starting taking even before you’re pregnant. It’s a man-made form of a B vitamin called *folate*, which helps in the production of red blood cells.1 Why take folic acid when you’re thinking about getting pregnant? Research suggests that birth defects occur within the first 3-4 weeks of pregnancy and folic acid can help support proper development of your baby’s brain and spinal cord.1 Studies have recommended taking 400 micrograms (mcg) of folic acid daily before you even try to conceive. 1

Want to learn more healthy ideas about preparing for your pregnancy? Please access your free copy of *Healthy Pregnancy, Healthy Baby* by <insert instructions here>.

# Week 3

**Subject: Healthy Pregnancy, Healthy Baby: Taking Care of Yourself during Pregnancy**

Getting ready for a new baby is an exciting time. But let’s face it: it can also be tiring and uncomfortable for you, the mom. However, with some lifestyle changes, you may feel less fatigued and healthier overall.

Here are a few ideas to try:

1. Talk to your healthcare provider about any medications you’re taking now—make sure they’re safe for your baby.
2. If you’re not exercising now, consider starting a modest exercise program, like a daily walk with friends or co-workers. Before you actually start or change your exercise, however, make sure you check with your healthcare provider to ensure that it’s safe for you.[[2]](#footnote-2)
3. Start thinking in terms of nutrition, not just eating. You’ve heard the term “empty calories.” Those foods may just add weight without really supporting a healthy pregnancy. Making better food choices can actually help you feel better, as well as providing better nourishment for your developing baby.[[3]](#footnote-3)

To find out other ideas for taking care of yourself while you’re pregnant, please access your free copy of *Healthy Pregnancy, Healthy Baby* by <insert instructions here>.

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1. The American Journal of Clinical Nutrition, “Folic acid: influence on the outcome of pregnancy,” May 2000 [↑](#footnote-ref-1)
2. World Journal of Diabetes, “Prescribing physical activity to prevent and manage gestational diabetes,” December 2013 [↑](#footnote-ref-2)
3. Ministry of Health, “Guidance for Healthy Weight Gain in Pregnancy,” 2014 [↑](#footnote-ref-3)