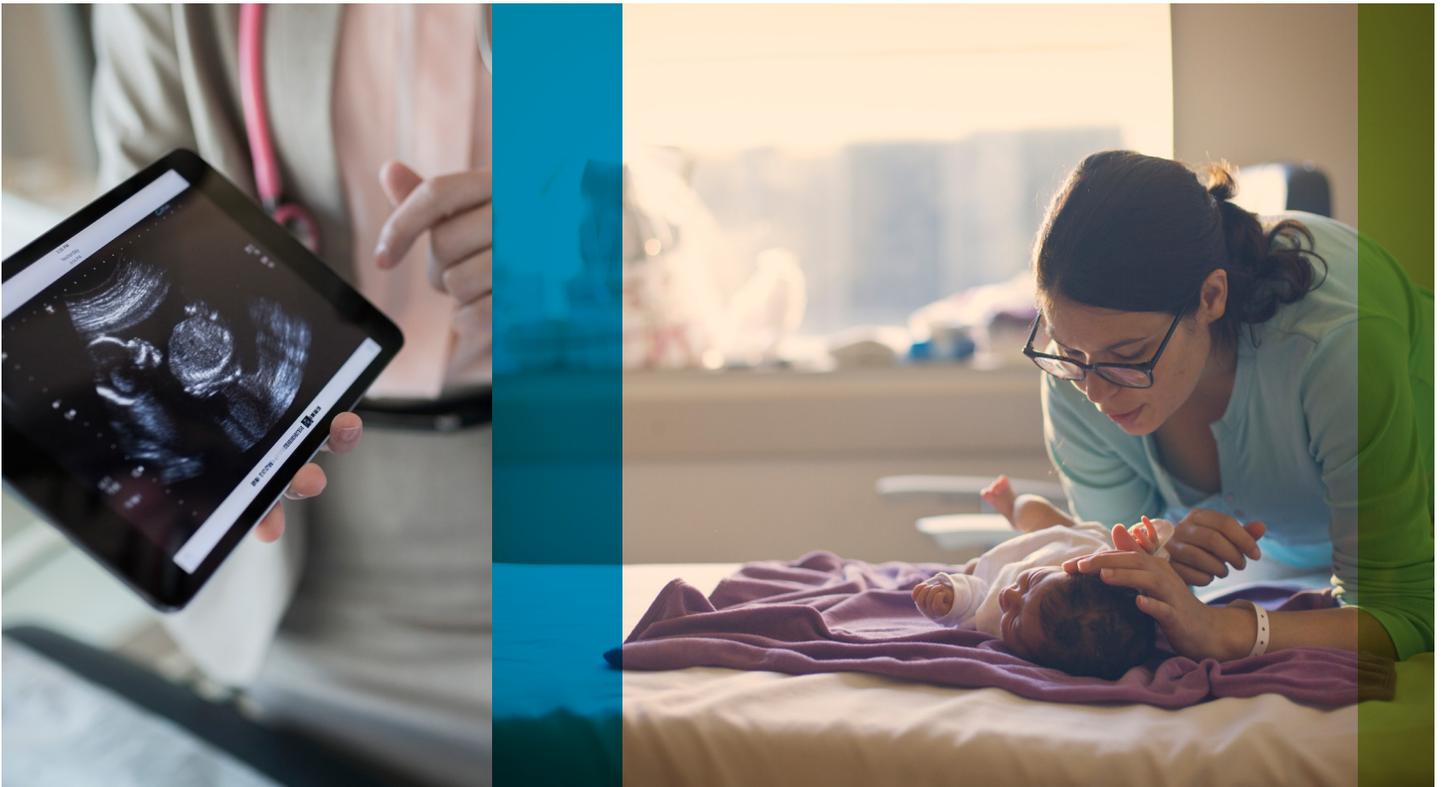


# Healthy Pregnancy, Healthy Baby

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 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. 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 organization

## 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:

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