make a connection

Informed moms-to-be can make healthier choices

A woman who is pregnant or thinking about becoming pregnant may be overwhelmed by how much she needs to learn about taking care of herself and her developing baby. But when she is properly educated and feels supported in her wellness journey, she can make healthier decisions for both herself and her child. So it’s essential that all moms-to-be understand the importance of following their health care provider’s direction and recognizing what’s “normal” during pregnancy.

You can play a vital role before, during and after pregnancy by providing your members with resources they can trust. These materials will not only encourage them to make informed, healthy choices, but will also help them understand their personal health risks and the warning signs they should watch out for. The ultimate goal is to help foster a safe experience with the best possible outcome for both mom and baby.

Tools to motivate your members

UMR’s Maternity CARE communications campaigns can help you make a healthy connection. Inside this interactive guide, you’ll find tips to engage your members and promote positive decisions, along with links to easy-to-share health information materials, in both downloadable print or digital formats (online and email).

Choose the communications that meet the particular needs and interests of your members, and if you have a large Spanish-speaking population, simply select the [SP] links throughout this guide to access the Spanish versions of the items you wish to use.

Attract and engage with award-winning materials

We’re proud to say that UMR’s CARE communication guides have been recognized by the National Health Information Awards (NHIA), a competition that honors “the nation’s best consumer health information and programs.”

Thank you for choosing UMR as your Maternity CARE partner.
your role

‘Marketing’ prenatal health to your members

Motivating young women and expectant mothers to engage in their health care and make healthy lifestyle choices is important. The decisions they make during pregnancy and before becoming pregnant are vital to the future health of their babies. Information about pregnancy and childbirth is widely available, but some may be misleading. Your members need help separating fact from fiction. That’s why running a successful Maternity CARE campaign means going beyond simply handing out health education material. You have to become a “maternity marketer.”

Your Maternity CARE marketing tools are right here

Good news! We’ve created this guide to make marketing pre-pregnancy and prenatal health to your members easy for you. Inside, you’ll discover the best ways to target your audience by:

- Understanding their needs and habits
- Staging a multi-touch campaign
- Delivering your message through multiple channels

Keep reading — in the second half of this guide, you’ll find pre-packaged campaigns. Here, we’ve also collected all the materials you’ll need to launch and execute your campaign, including:

- Links to downloadable print PDFs (posters, flyers, postcards, etc.)
- Uploadable digital materials such as email and web buttons
- Articles that can be delivered via email or printed out
- Links to complementary resources you can share

KNOW THE DIFFERENCE

Health marketing vs. health education

Health marketing: Relevant, frequent and targeted messages that “speak” to audience’s needs and motivations.

Health education material: Health education is part of the solution, but only after you’ve engaged your audience. Avoid simply sending out general information on health and wellness topics that do not have a specific target audience or call to action.
YOUR ROLE (CONTINUED)

Establishing a commitment to better health

We know that helping your members be healthy is important to you.

As you look through this guide and think about your campaign, keep in mind that promoting healthy choices requires vision and commitment to a long-term strategy.

Over time, your employees will begin to see and appreciate the culture of health you are working to cultivate. You made the commitment when you established a Maternity CARE program. Now it’s time to launch the campaign!

A self-service solution

We have created this guide to give you more control over the materials you wish to use in communicating to your members. As you navigate through the campaign catalog, you will see thumbnail images and file names underlined in blue. These indicate hyperlinks to print-ready files. Simply click the thumbnail or links to download the files for print or electronic distribution (i.e., email or intranet posts).

We can provide the message, but we need you to play an active role in the delivery.

PRINTING TIPS:

- **Posters:** These files are set up in an 11” x 17” format. You will need a printer that is capable of printing on paper that size. If your printer is not able to print that size, you can try to resize the file using Adobe Acrobat.

- **Postcards:** For more information about printing postcards, contact your CARE Consultant.

- **Stuffers and 1/3-page flyers:** Within this guide, you might encounter envelope stuffers or narrow flyers. These are set up to print three to a letter-sized page. Printed pages then need to be cut in thirds. Some flyers are one-sided, while others should print front and back. Consider using a heavier card stock paper if appropriate for your intended use.

TIP!

Identify an internal health champion or form a committee to take the lead in supporting your communications efforts.
Four key steps to making a connection

1) Know your audience

It is important to understand your member population's primary health challenges and motivations when delivering your message.

Do your members regularly receive preventive care, such as well-women exams? Do they engage in risky lifestyle behaviors that could endanger their baby's health? Is there a high prevalence of obesity or chronic conditions that could complicate pregnancy? Your CARE Consultant can assist in identifying trends you want to focus on. Then, emphasize those communications that address these issues for the biggest impact.

You also want to consider what methods of communication will be most effective. For example, it may be trendy to create a Twitter account or Facebook page to reach your audience. But if most of your audience still receives their information by U.S. mail, a postcard might be a better option.

2) Engage your audience

It’s also worth noting that communications typically need to be seen or heard more than once to be effective. Advertisers use the term “effective frequency” for the minimum number of times a communication needs to be exposed to an audience before it makes a positive impact on their behavior. Generally, it takes three or more repetitions for a message to be effective.
3) Use communication channels that work

POSTERS:

Posters use a combination of design elements and text to attract the viewer’s attention and convey a message that can be grasped with a single, often brief, glance. The objective may be to raise awareness of a particular health issue, motivate change in behavior or to prompt a call to action such as “Call us to enroll.”

Best practices:

• Display posters where they will have the biggest impact, such as high-traffic areas where employees gather, a cafeteria or an employee entrance.

• Is the topic or call to action private in nature? It may be more appropriate to display posters on topics such as breast-feeding in a restroom or changing area.

TIP!

Carefully consider your target audience and the message being delivered when you decide where to display your poster.

FLYERS

Optional flyers are available to further engage members on health topics of interest. While posters focus on a singular message or call to action, flyers provide more detailed information to educate members or offer them suggestions or directions for taking steps to improve their health.

Best practices:

• Print them for use as handouts at health fairs.

• Insert them with paychecks or other mailed materials.

• Post them to your company intranet site.

TIP!

Download flyers by clicking the thumbnails provided in this toolkit, or contact your CARE Consultant to have flyers printed by UMR. Additional costs for printing and shipping may apply.
HEALTH CENTER ON UMR.COM

The Health Center on umr.com connects members to UMR’s award-winning Healthy You magazine, online videos and other resources for healthy living.

Members can log in anytime to:

• Enroll in Maternity CARE
• Find articles on prenatal health from our Health Education Library
• Link to other trusted websites
• Plus more …

QR CODES

QR codes are available on all of our posters and some complementary print materials. The codes provide an interactive way for members with mobile devices to access additional information on topics of interest.
OBJECTIVE: Builds awareness of UMR’s Maternity CARE program among females who are pregnant or may become pregnant. It encourages potential participants to enroll online or by using the toll-free phone number provided.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby or are already pregnant.
**pre-pregnancy**

**OBJECTIVE:** Builds awareness of UMR’s pre-pregnancy coaching among a target audience of female plan members who may become pregnant. It encourages potential participants to enroll using the toll-free phone number provided.

**TARGET AUDIENCE:** Females of child-bearing age who are thinking about having a baby in the near future.

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**nutrition & exercise**

**OBJECTIVE:** Informs female plan members who are pregnant of how light exercise, eating healthy and avoiding tobacco and alcohol use can help them have a safe and healthy pregnancy.

**TARGET AUDIENCE:** Females of child-bearing age who are thinking about having a baby or are already pregnant.
OBJECTIVE: Informs female plan members who are thinking about having a baby or are in the early stages of pregnancy about how improving their own health can influence the future health of their baby.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby or are already pregnant.

OBJECTIVE: Raises awareness of the dangers of preeclampsia and the signs and symptoms of high blood pressure during pregnancy.

TARGET AUDIENCE: Female plan members who are in the middle to late stages of pregnancy.
gestational diabetes

**OBJECTIVE:** Reinforces the importance of prenatal doctor’s visits and being screened for gestational diabetes.

**TARGET AUDIENCE:** Female plan members who are in the early stages of pregnancy.

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breast-feeding

**OBJECTIVE:** Informs female plan members who are pregnant or thinking about having a baby about the potential health benefits of breast-feeding for both mother and child.

**TARGET AUDIENCE:** Females of child-bearing age who are thinking about having a baby or are already pregnant.

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Other resources:

- Healthy You: [Breast-feeding – Should you consider it?](#)
- Healthy You: [Breast-feeding – More moms are giving it a go](#)
newborn care

**OBJECTIVE:** Informs pregnant plan members and their partners of the basics of newborn care and safety.

**TARGET AUDIENCE:** First-time parents, including women who are pregnant or recently gave birth, along with their partners.

**TIP!**
June is safety awareness month. Consider using this poster in the 2nd quarter of the year.
Frequently asked questions

Q: How will I receive the posters?
A: You can download and print the posters by clicking the hyperlinks provided in this toolkit. Please review documents prior to printing and distributing, as not all plans may use our standard processes.

The posters are available in English and Spanish and can be customized to include your company logo. For more information, contact your CARE Consultant.

Q: Do I need internet access to open and view the campaign materials and other resources?
A: Yes. This interactive kit incorporates hyperlinks to websites or PDFs and videos stored on web-based servers, so you will need to be connected to the internet to view those materials.

Q: How do users scan a QR code?
A: Members will need a QR code reader app on their mobile device to view the information linked to the codes. Many of these apps are free. Simply direct your members to search “QR code reader” in the mobile app store.

Q: Is there a cost to use the additional items?
A: You can use the hyperlinks to download PDF files at no cost to distribute electronically via email or your company intranet site, for example. Or, you can download the files and print them yourself at no charge.

You also have the option of ordering printed materials, such as postcards and posters, from UMR’s on-site print facility. Additional costs for printing, shipping or postage will apply. Contact your CARE Consultant for pricing information.

Q: What does the [SP] appearing next to some of the materials mean?
A: The [SP] designation indicates a Spanish version is available for that item. If you have a large Spanish-speaking population you would like to reach, simply select the [SP] links throughout the guide to view or download the Spanish versions of the items you wish to use.