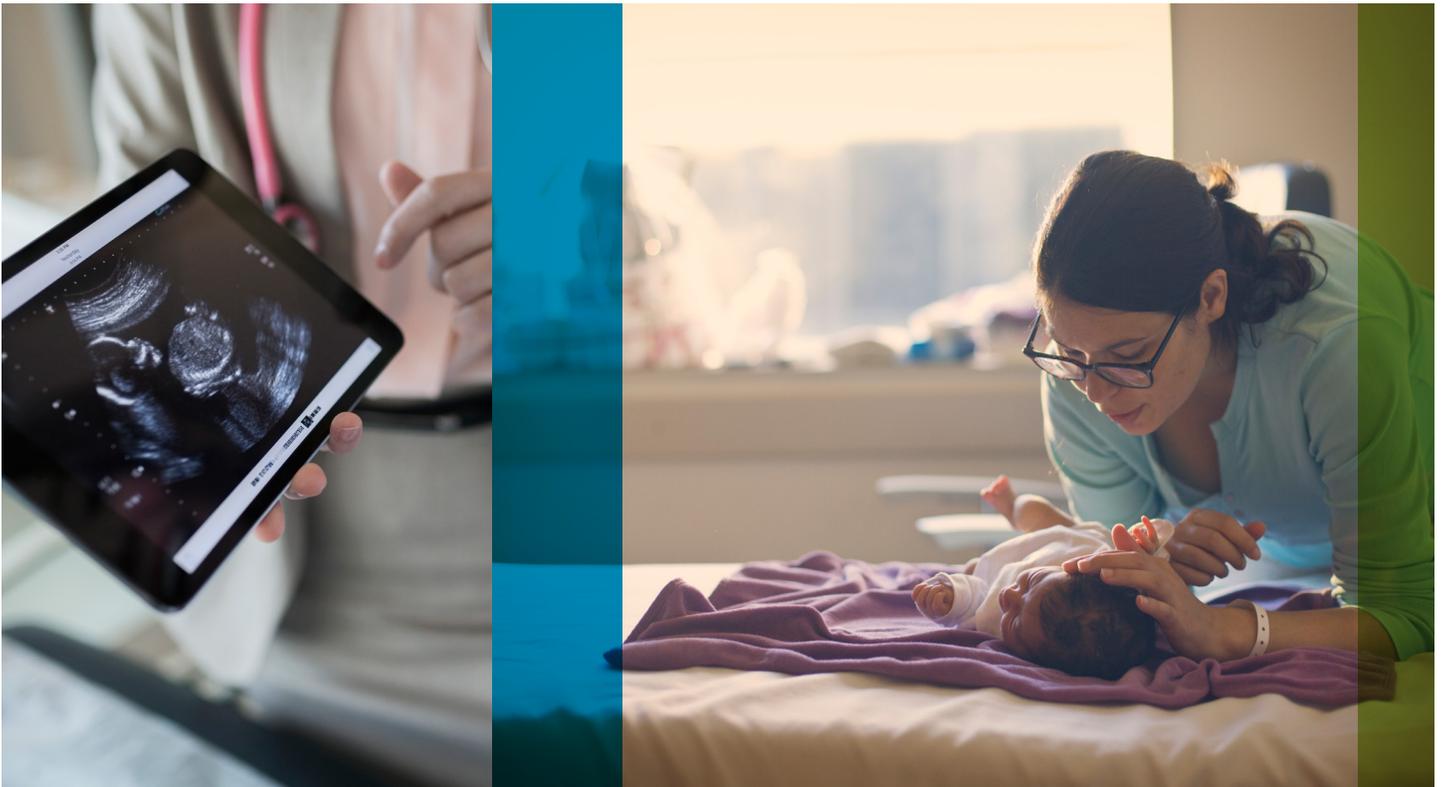


Healthy Pregnancy, Healthy Baby

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:

The information and materials included 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 are not, and should not be relied on as, medical advice. While the Content is based on resources that MetLife believes to be well-documented, MetLife is not responsible 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.