

Awareness week campaigns 2024

There are 7 awareness weeks in 2024 that we will be running campaigns for:

Pregnancy education week (10th – 18th February 2024)

Launch Webinar – Thursday 8th February

– Thoughtful Childbirth for Everyone

Caesars and Vbac info week (9th – 17th March 2024)

Launch webinar – Wednesday 6th March

– Caesars and Vbac info - Know the facts!

Immunisation Week (20th – 28th April 2024)

Launch Webinar – Tuesday 16th April

– Immunisation for pregnant moms and babies

Skin to skin for all moms and babies week (1st – 9th June 2024)

Launch Webinar – Saturday 1st June

– Skin to skin for all moms and babies at birth and beyond

Grandparents and newborns week (6th – 14th July 2024)

Launch webinar – Friday 5th July

– Grandparents and newborns – the special relationship

Breastfeeding week (1st – 7th August 2024)

Launch Webinar – Wednesday 31st July

– Breastfeed with confidence

Prematurity week (9th – 17th November 2024)

Launch Webinar – Thursday 7th November

– Prematurity – what it entails!

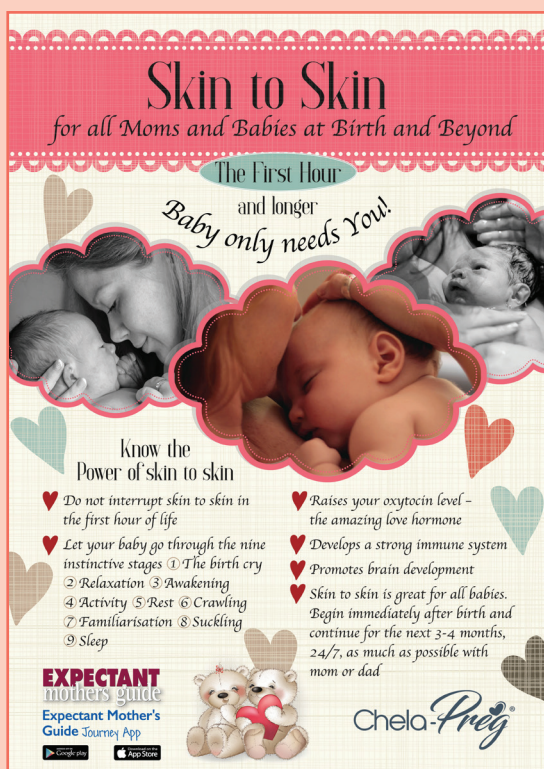
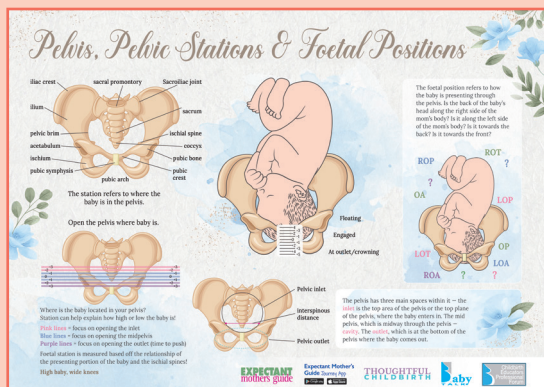
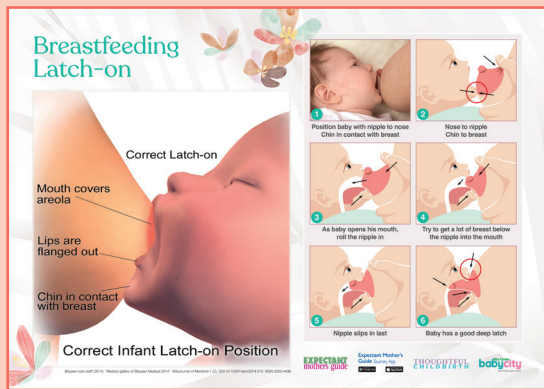
- A campaign consisting of 2 – 3 posters and a pamphlet per campaign
- The campaign is launched to the professionals at the roadshow before the week
- The campaign is also included in the Professional Forum magazine for the professionals
- The digital posters and pamphlets are sent out to all our professional data base of 2 000+ professionals. They are able to use the teaching material on all social media platforms as well as their classes

Awareness Week Campaigns RATE CARD 2024

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- The digital version of posters and pamphlets will be available for all the educators to download and utilise in their practices
- The digital version will be available on the **Expectant Mother's Guide website** for download for the consumers as well as the EMG Journey App
- There will be live **Facebook and Instagram chats** during the week on various aspects of the campaign
- **Digital banners** advertising the campaign will be distributed to the educators for use on their websites, Facebook and Instagram pages
- Digital banners within the monthly toMom.me newsletters will give you added exposure
- Coverage in 2 editions of the monthly tomom.me newsletters
- Links to posters and banners etc added to the **Closed Professionals Facebook and Instagram pages**
- Digital Banners on our expectantmothersguide.co.za website as well as our thoughtfulchildbirth.co.za website

Where your banners appear, we will hyperlink to a web address of your choice. (Facebook/ Instagram/ your website / a YouTube video, etc)

We will also hold a Zoom live function for pregnant moms and dads to launch the week where you will have a live 5 minute speaking slot and exposure.

You will have -

- A 5 minute slot to talk in the general session
- Logos on the Expectant Mothers Guide website as well as the ExpectantMothersGuide Journey App as well as the Childbirth Educators Professional Forum App and ThoughtfulChildbirth website
- You will be able to hand out vouchers via our app if you wish to
- Hand out prizes at the end of the function that can be collected or couriered
- Your logo will appear on the Instagram, Facebook and LinkedIn banner invitations
- Your logo to appear on the mailers reminding them about the function
- Your logo to appear on the mailers reminding them the function will be starting in one day, 1 hour, 5 minutes etc
- Your logo to appear on the certificates of attendance

Rates

- **Major sponsor** – R20 000 per awareness week

Rates exclude agency comm and exclude Vat



My body knows how to give birth

My birth will be amazing and joyous

LYNNE BLUFF

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