

Two-thirds of maternal deaths occurred in those with pre-existing physical or mental health problems. (MBBRACE-UK, 2017) Currently, 45% of pregnancies and one-third of births in England are unplanned or associated with feelings of ambivalence. (Health Matters: Reproductive Health and Pregnancy Planning, 2018)



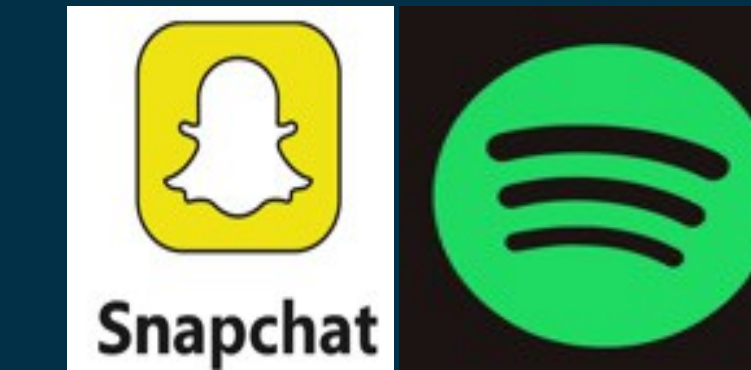
PRE- CONCEPTION CARE

#ReadyforPregnancy campaign

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A search was done on existing public health campaigns. This was evaluated for suitability, including content & messaging, evidence of co-production, multi-ethnic acceptability & images and easy read access. We had permission to develop further with an emphasis on medical conditions.

The Southeast Clinical Network originally had a co-production with patient partnership and laid foundation for patient education campaign

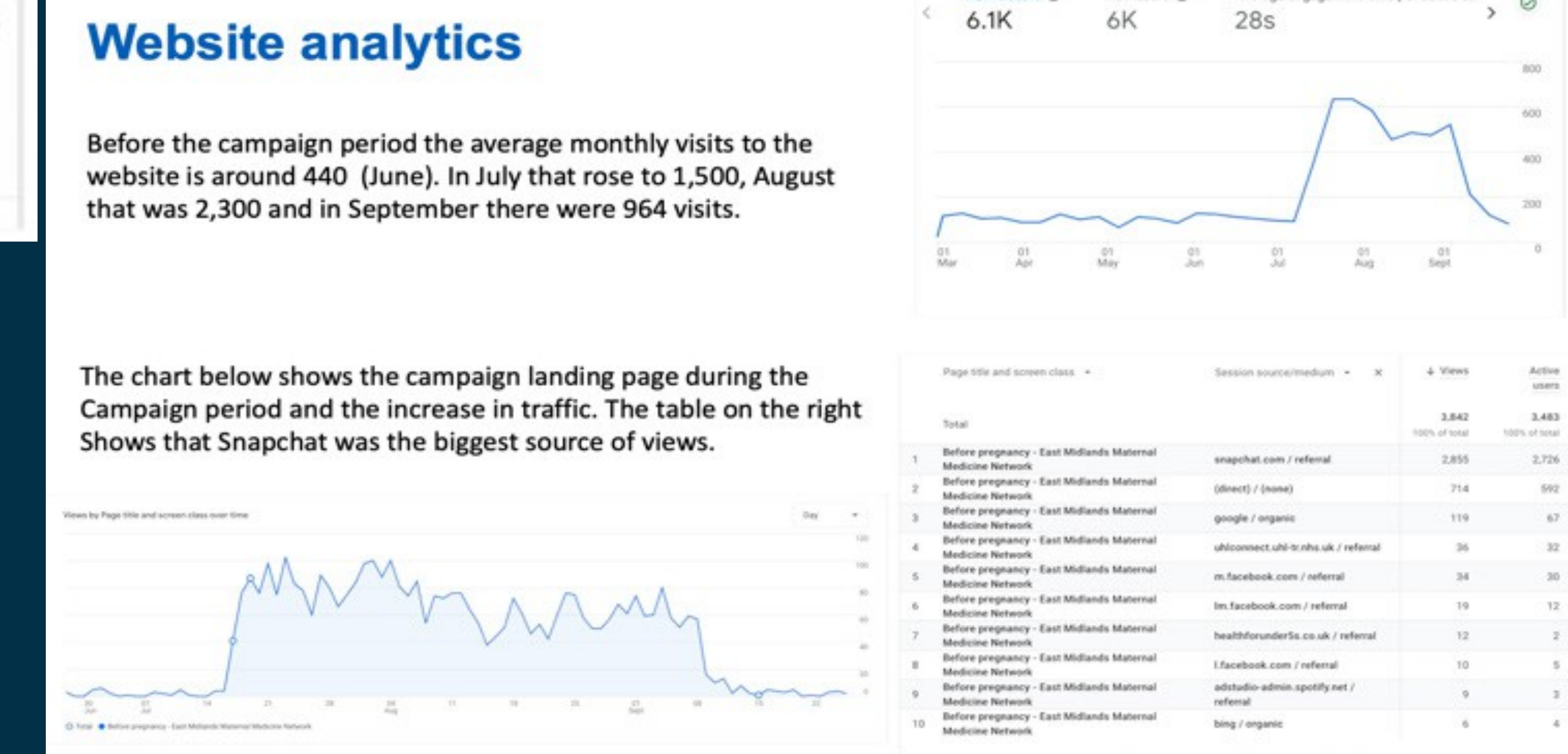
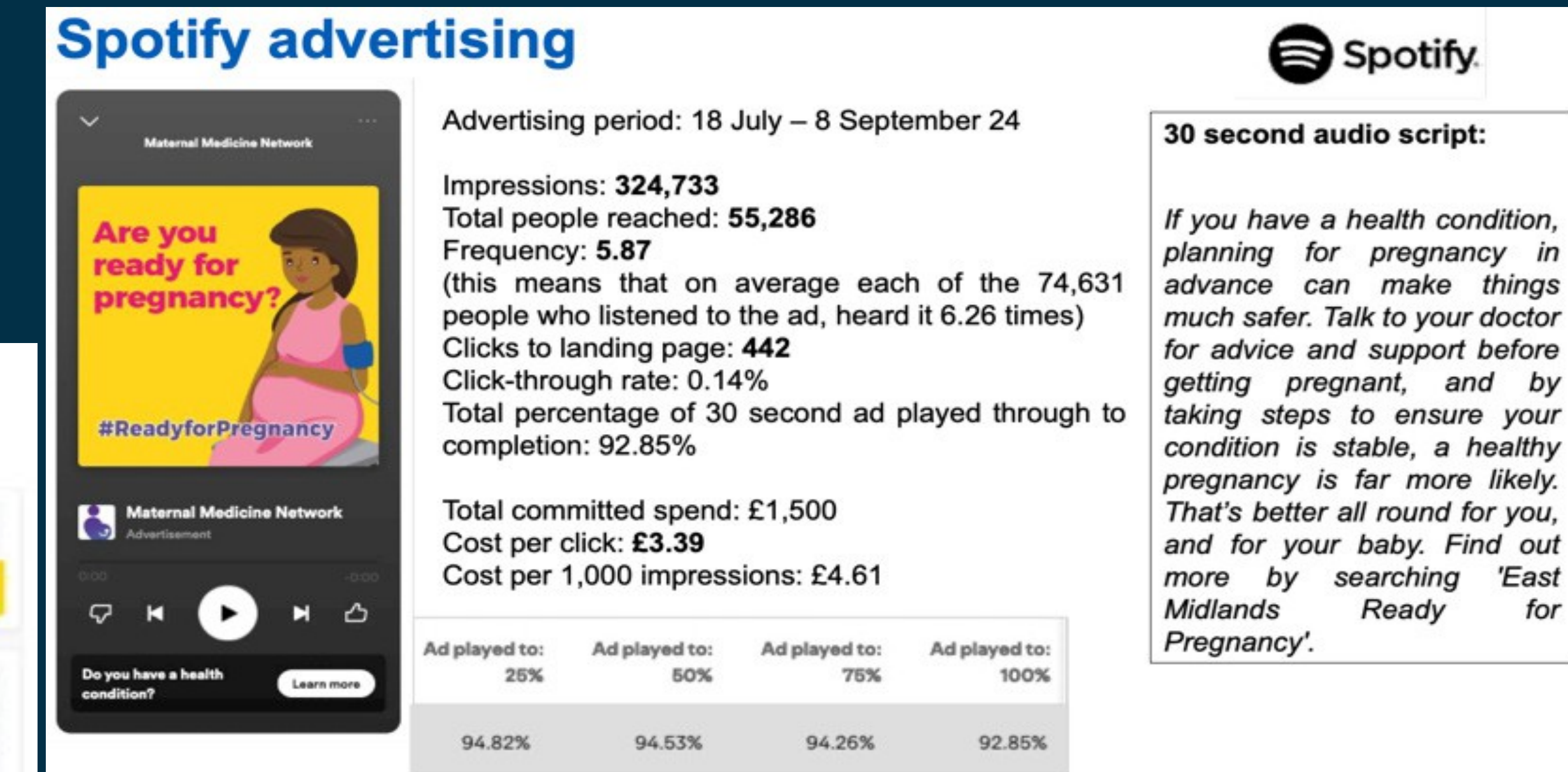
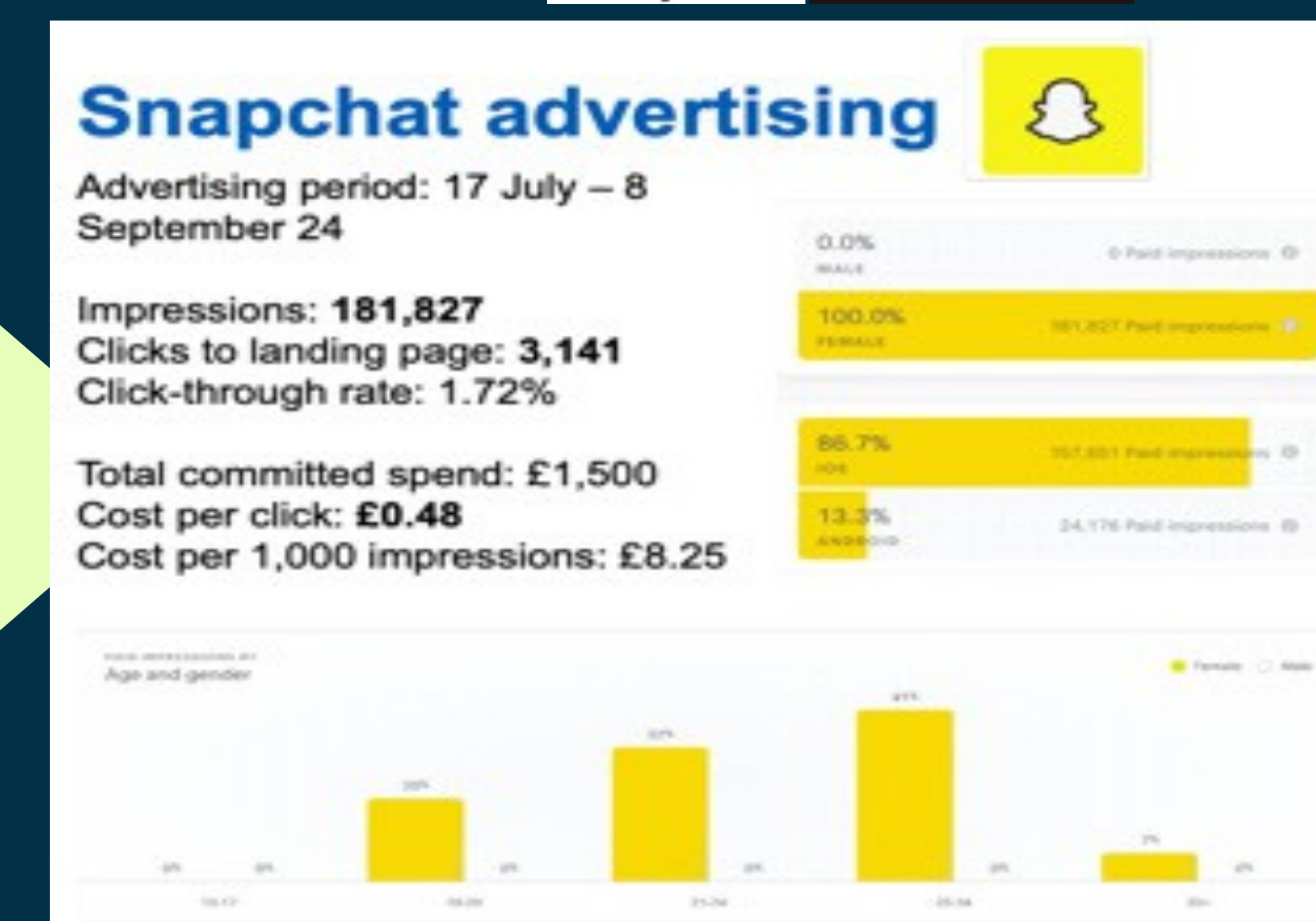


PHASE I

(20th Dec
2022 to 14th
Feb 2023)

- Design Landing Page (<https://east-midlands-maternal-medicine-network.nhs.uk/>)
- Over 50 bespoke illustrations for social media
- Easy read booklet & British Sign Language film
- A #ReadyforPregnancy booklet translated into 10 different languages
- Further details are available here: <https://www.southeastclinicalnetworks.nhs.uk/ready-for-pregnancy-evaluation/>

- Spotify Advertising - 74,631 people reached with 690 clicks landing page
- Snapchat advertising - 3,924 clicks to landing page
- Google Display Network Advertising - 2,160 clicks on landing page.
- CTR (click through rates) overall is <1% in all advertising platforms.
- Total page views to the site as a whole was 11,182, of which 65% were visits to campaign landing page.
- Snapchat was most cost-effective platform, highest clicks and greatest level of engagement.



PHASE II

(July 2024 to
September
2024)

Campaign aims are to:

- Raise awareness of preconception health
- Explain the reasons why it's important for women to be fit and before conception
- Provide women and their partners with information and sign further support, across a variety of preconception health top promote a healthy pregnancy.

The advertising carried out included:

- Snapchat & Spotify
- Capital FM airtime campaign
- Sabaras Radio airtime campaign



Capital FM and Global DAX

Advertising period 15 July – 11 August 24.

The digital DAX campaign delivered 69, 439 impressions over the advertising period. 97.6% of these the advert was heard the whole way through.

The majority of these (60%) were through a smart speaker device, followed by mobile and tablet (32.4%) and then desktop and other devices make up the remainder of the impressions.



Conclusion:

This endeavour to improve provision of PCC for women with medical conditions focuses on patient education & information accessibility. A hard launch is challenging, and a soft launch is ongoing. Future endeavour would require involving primary care i.e. GPs & pharmacies especially from high deprivation areas. Further work is required with patient collaboration like patient evaluation & feedback and staff education.