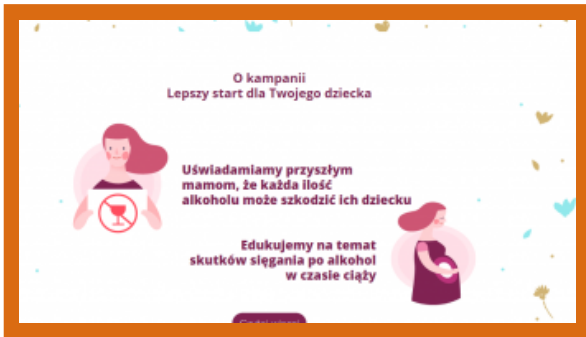




Better start for your child



Objective

To educate mothers-to-be and medical personnel about the risks related to alcohol consumption during pregnancy.

To promote abstinence during pregnancy.

Description

The campaign was launched in 2008 in response to research findings (carried out by TNS on behalf of ZP PPS) that a number of women consume alcohol during pregnancy mainly due to ignorance. Many thought that small amounts of alcohol, especially beer or wine, would not harm the developing baby, a view often shared by those close to the woman.

Dissemination of the message to pregnant women is achieved through:

- The distribution of brochures, posters, leaflets and pregnancy card through various channels (such as doctor's surgeries and clinics, doctors' associations and NGOs). Also, posters are displayed in doctor's waiting rooms and reception areas, clinics, child hospitals and by foundations connected with women's and children's health.
- Information articles are placed in various media (magazines, online, tv and press) and the campaign's ten minute film is shown throughout the year on TV Medica (medical channel).
- Medical personnel also receive leaflets/brochures and attend workshops in order to help them discuss the issue with their patients. Leaflets and brochures are also distributed during conferences and seminars for health professionals. In November 2012, a workshop for midwives and medical personnel on how to talk with women about drinking alcohol during pregnancy was organised by PPS in cooperation with the Polish Midwives Association.

- A dedicated **website** and a **Facebook** and **Instagram** page. The page informs women how to take care of their health during pregnancy. On a regular basis, posts on the adverse effects of alcohol consumption during pregnancy are published.

In 2018 the campaign was refreshed and the **website** used as a platform of communication. In 2019, the lepszy_start Instagram page was started. Also, the educational newsletter “Why you should talk with pregnant women about alcohol?” was sent to gynaecologists. A link in the newsletter enabled the download of leaflets for pregnant women.

Partners

- Medical University in Katowice
- Medical University in Łódź
- Collegium Medicum in Kraków

Results

2020 so far:

- 125 000 pregnancy cards with campaign messages delivered to 2 400 private and public gynecological offices
- 2 400 leaflets for gynecologists - how to talk with patients about alcohol during pregnancy (it is 1/3 gynecologists in Poland)
- inside cover with layout of campaign in magazine "Mamy Czas" - free magazine for pregnant women and parents of toddlers. 110 000 copies

2019:

- The message was shared at 16 gynaecological conferences directly reaching 1,500 gynaecologists.
- “Zdrowa Cięża” (the name for the campaign on Facebook) had 69,592 “fans”. Also, 972,219 posts had 2,961,628 views.

2018: The Facebook page had 67,760 “fans”. There was 62,359 views of the films on myths about alcohol in pregnancy inspired by the campaign on Najprościej Mówiąc Channels. 6 “Effective communication doctor – patients” Workshops for medical students and doctors were held with a total of 74 participants. 2 Congresses for gynaecologists (Warsaw and Cracow) were held with a total of 3,364 participants. 4,800 leaflets were distributed during the “Health under control” week in 16 cities. Also, 4 articles, 3 videos and 4 newsletters were directed at doctors and patients on the **Medycyna Praktyczna** and **www.eduginekolog.pl** portals.

Facebook page: The page had 1,000 ‘likes’ during the first three months after creation (2012). By 2013, it was already the No. 1 page dedicated to pregnant women in Poland (position maintained in 2014). During 2013-2014, it had 12,070,624 page views. In

November 2015, it had over 68,000 'fans' of which 93% were women aged between 18-44 (up from 50,646 in January 2015). It had over 12,070,624 views in 2015.

Between 2008 and 2012:

- **Leaflets:** 10,000 were distributed to medical personnel and over 600,000 to women. 1,500 pharmacies and 500 health centres (yearly) took part in distributing the leaflets. 10,000 were inserted in the Journal of Nursing and Midwifery and 5,000 in the Midwife quarterly in 2011. 2,000 were distributed by Enel-Med medical centres and 2,000 by SuperMama birth schools in 2012.
- **Posters:** around 3,000 posters were displayed in clinics, health centres and pharmacies. In 2012, Enel-Med medical centres and SuperMama birth schools also displayed posters.
- **Billboards:** In 2011, 20 billboards were displayed in the largest cities across the country and 2,200 mini-billboards were displayed in pharmacies in 2011.
- **Magazines:** Information about the campaign was published in 2 monthly magazines for parents (total of around 600,000 copies) and 4 women's magazines (total of 1,200,000 copies) in 2010, 100,000 (copies in 2011) and 300,000 copies (in 2012) of ABC Health of Mother and Child Magazine.
- **Ads:** in 2012, a number of press ads were printed in the biggest parent magazines (M jak mama, Mamo to ja, Będe mamą) and banners and related articles were shown on the 2 biggest parental portals (babyboom.pl, babyonline.pl, mjakmama24.pl).
- **Other:** In 2012, 700,000 pregnancy tests were sold with campaign information and website address printed on them. The campaign film was broadcast in 1,000 rooms in medical facilities in 2013 and 2014.
- **Recognition:** The campaign was lauded as an effective social responsibility practice by Poland's Responsible Business Forum in its 2008 **report**. It was mentioned in the **database of good practice** on the Polish Responsible Business Forum's website in 2010. It was presented at the first National Congress of Midwives in November 2011. It was presented at the annual conference organised by Medical Publishing in November 2012 (during the conference a workshop for midwives and medical personnel was given and campaign materials distributed).

Measurement & evaluation

- In 2008, pre and post campaign evaluation (CATI survey with 300 pregnant women and those planning to conceive, 25-30 year olds from large cities) showed: 88% of women declared that they had not drunk alcohol whilst pregnant (increased by 2% after the campaign); 67% claimed that there was no permitted level of alcohol consumption when pregnant (increased by 10% after the campaign); 25% described "a single glass of wine as permissible" (decreased by 13% after the campaign) and 21% had consulted their doctor as to whether they could drink or not while pregnant (increased by 5% after the campaign).
- In 2009, 21% said that the campaign had changed their attitude to drinking alcohol during pregnancy (11% post evaluation in 2008).

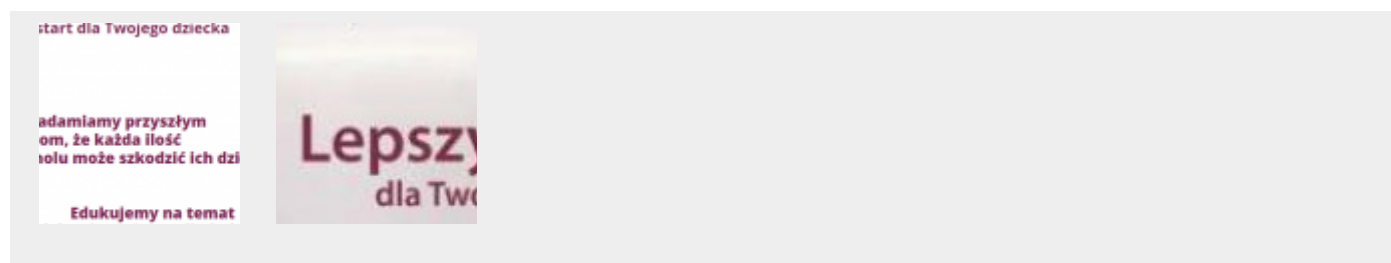
- In 2010, the campaign reached 48% of the target group. Future mums saw the campaign on posters (39%) and leaflets in health public centres (57%). The campaign was seen as clear and informative (80%) and worth remembering (82%).
- In 2011 the campaign was perceived by women as informative (92%) and worth remembering (91%) (increasing from 80% and 82% in 2010). The creative concept was ranked higher in all evaluated dimensions.
- In 2012 the campaign was perceived by women as worth remembering (91%), informative (90%) and convincing (89%).
- Over the past ten years, the number of Polish women who admit to having consumed alcohol during pregnancy has fallen from 33% to 6%.

Website

<https://lepszystart.com.pl/>

Downloads

Photo gallery



Documents

Karta ciąży_440x190 mm_Lepszy Start.pdf (pdf - 0.18 Mo)

ulotka-2012.pdf (pdf - 0.89 Mo)

ulotka-2012-med.pdf (pdf - 0.89 Mo)

plakat-2012.pdf (pdf - 1.09 Mo)

ipsos-fks-raport-fala-ii-06102008-uk-nxpowerlite-.ppt (ppt - 1.52 Mo)

lepszystart-reklama-105x285-druk.pdf (pdf - 1.34 Mo)

Lepszy_start_ulotka_DL_pacjentki_Final.pdf (pdf - 0.83 Mo)

Lepszy_start_rollup85x200cm_ver2_ost_2018.pdf (pdf - 12.2 Mo)