

BABY TALK

CONSULTING CC

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January 2015

Dear Childbirth Educator

Re: Pregnancy Education Week **14th –22nd February 2015**

Pregnancy Education Week will be running in 2015 from the 14th February until the 22nd February. It is being sponsored by Baby City Stores and Bio Oil.

Theme of Pregnancy Education Week –

Childbirth Education makes a difference – highlighting childbirth trends research, childbirth education trends research, thoughts on birth and information on childbirth education and how to find your childbirth educator.

Aim of Pregnancy Education Week –

To educate the public as to the importance of childbirth education classes and to grow the number of pregnant couples attending classes. Helping pregnant couples truly make informed decisions about their pregnancy, birth and parenting experiences. Make the most of this opportunity of the national awareness campaign to advertise your childbirth education practices. Example of functions to hold are preggy walkathon, preggy fashion show, mini pregnancy seminar, maternity open day, mini childbirth education class etc. Be inventive and see what ideas you can come up with.

Posters and pamphlets –

Posters and pamphlets have been sponsored by Baby City Stores and Bio Oil. These posters and pamphlets are to help you to advertise Childbirth Education Classes and your events for Pregnancy Education Week. They should be displayed in areas where you will find pregnant moms – i.e. gynaes rooms, pharmacies, libraries, community centres. Please do not display them only in your own childbirth education practices, as those moms are already attending classes and you therefore won't be growing your business. You can attach your personal business card to the pamphlet or add your stamp to the back of the pamphlet, so people picking up the pamphlet in your area will be able to contact you directly

Events –

If you are organising events for PEW or putting displays up please send me all the info and we will advertise it on the www.expectantmothersguide.co.za, Expectant Mothers Guide Facebook page as well as pass the info on to anyone enquiring about PEW. If you are able to take some photos and send them to us we would love to see what you have been involved in as well as to give Baby City and Bio Oil feedback.

- babytalk@mweb.co.za
- Fax – 086 669 2762

To find a childbirth educator in an area -

- Consult the Expectant Mothers Guide 2015
- Look up the childbirth educators listings on www.expectantmothersguide.co.za

Have a wonderfully successful Pregnancy Education Week 2015 and have fun

Kind regards

Lynne Bluff