

Campaign Summary: Manchester Specialist Midwifery Service

Aim - what is the single most important thing this campaign needs to do?

- 1) to raise awareness of the services and support available during pregnancy or for women who are thinking about conceiving (poster) at point of sale (licensed premises)
- 2) to deliver a clear message “no alcohol = no risk of harm to your baby” (wallet card)
- 3) to repeat the clear message “one drink isn’t always one unit of alcohol” (wallet card)

Primary audience

- 1) Women who are pregnant, or thinking about conceiving, visiting pubs, clubs and bars.

Secondary audience

- 2) Health professionals within primary care, alcohol and drug services, antenatal care.

Measures

- 1) Number of calls made to the Manchester Specialist Midwifery Service
- 2) Number of information packs requested
- 3) Number of referrals into the core service

Tactics

- 1) Plan launch of campaign as part of a wider, related campaign (e.g. “National Pregnancy Month” September 2006).
- 2) Poster and business card distribution in women’s toilets in pubs, clubs and bars in the city centre. The Manchester Pub & Club Network has committed their support with their distribution.
- 3) Press release to launch the campaign quoting Faye Macrory, Phil Burke, Liz Burns. This will be sent out to all local press, trade press, and associated nursing/midwifery press.
- 4) Information packs can also be made available to other community services to raise wider awareness of the issue.
- 5) Packs to contain:
 - a) Factsheet “Alcohol & Pregnancy” (NHS)
 - b) Specialist Midwifery Service information leaflet (NHS)
 - c) Think Safe, Drink Safe Female Factsheet (NHS)
 - d) Unit calculator wheel (Portman Group)
 - e) Food and mood self-help guide
- 6) Supply of posters and wallet cards to other community organisations

Budget breakdown:

£1872 =
£600 Manchester Public Health Development Service
£1272 Manchester Drug and Alcohol Strategy Team

1635 A3 colour posters (laminated, one-sided)
30,000 colour business cards (two-sided)

Liz Burns/NHS Drinking Responsibly project/September 2006