

Launching our new...

Healthy Pregnancy tool

Find your 3 steps to a healthy pregnancy with Tommy's
[Healthy Pregnancy tool](#).



Introduction

In a recent Tommy's survey of over 400 women, 86% reported that they felt 'overwhelmed' by the amount of pregnancy information available.

Our new Healthy Pregnancy tool will make it easier for women to focus on the information they really need, rather than being overwhelmed by the sheer amount of information available.

The free tool will ask women about every aspect of their pregnancy, health and wellbeing to provide a tailored plan. Their individual plan begins with **3 things they can do today** for a happy and healthy pregnancy.

[Click here](#)
to try
our Healthy
Pregnancy tool!



Tommy's
PregnancyHub
Pregnancy expertise at your fingertips



Key features

- Easy-to-use questionnaire about all aspects of pregnancy, health and wellbeing.
- Personalised three top tips given to the user.
- Tailored healthy pregnancy results and advice.
- Opportunity to sign-up for tailored, weekly pregnancy support emails.
- Extra support provided for women who have previously experienced loss.

The ultimate aim of the tool and the follow-up support is to help women feel more supported during pregnancy, leading to more babies being born safe and healthy.

Key aims

- Raise awareness of healthy behaviours and red flag symptoms.
- Provide tailored answers to responses, allowing us to focus in on what they need most.
- Encourage self-care for physical, emotional and mental wellbeing.
- Provide step-by-step support throughout the pregnancy journey.
- Motivate and encourage women to identify ways to adopt healthier behaviours.
- Identify women who have had a previous loss so we can offer a deeper level of support.





Key messages

- Pregnant women often experience what they call 'information overload'.
- 86% of women in a recent Tommy's survey reported that they felt 'overwhelmed' by pregnancy information.
- Support is available, whatever your circumstances and whatever your pregnancy journey.
- Extra support is available for women who are going through pregnancy after loss or who have experienced mental health issues.
- It's important to be aware of red-flag symptoms during pregnancy.
- It's okay to break things down into 'bitesized' actions to begin any changes you want to make – just start with 3 things you can do today.

Our partners

We are very pleased to have partnered with the following organisations for the development of this tool:



THE UNIVERSITY
of EDINBURGH



Royal College of
Obstetricians &
Gynaecologists



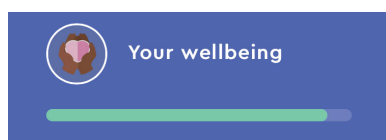
THE
AURUM
CHARITABLE TRUST



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How does it work?



Email sign up and results generating

Are you monitoring your baby movements?

Yes

No

I don't know

Simple questions about health and lifestyle

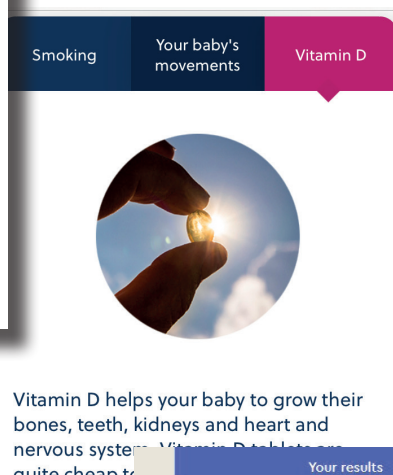
Your results are generating...



Sign up for email support

Before we share your results, would you like to get follow-up support by email? We will only send you supportive information about your pregnancy and will not share your results with any other organisation.

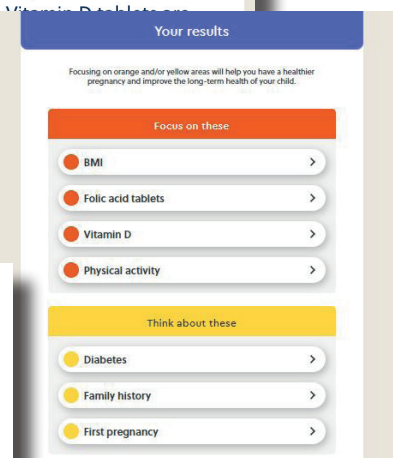
3 things you can do today



Vitamin D helps your baby to grow their bones, teeth, kidneys and heart and nervous system. Vitamin D tablets are quite cheap to buy.

It only takes 5 mins!

Results ready to download or print



Personalised emails delivered straight to your inbox each week





Pregnancy emails

As part of the online tool, you have the chance to sign up to receive weekly supportive emails to guide you through each stage of your pregnancy.

These are tailored to your personal circumstances and are packed full with tips from our midwives and stories from other mums-to-be. You'll find out which symptoms to look out for each week, how to look after your mental health and when to start planning ahead for the birth.

The supportive emails also include tailored information for those women who have previously experienced baby loss or mental health issues and who might need extra support. You can also, of course, find out whether your baby is the size of a watermelon or a blueberry!





How you can support our campaign

We saw a **88% rise in demand for our midwife support service** during the peak of the pandemic. We hope that our tool will bring some reassurance and clarity for women who are having to deal with lots of information at the moment.

Our campaign launch is on **Wednesday September 30th**.

We are really proud of this new tool and would appreciate your support to help us spread the word to as many people as we can.

As part of the campaign, we will be asking women to try out the tool and find out their 3 things to do today for a healthy pregnancy and share with the hashtag **#FindYour3**.



Become more active?



Cut down on caffeine?



Take better care of your mental wellbeing?

You can:

- LINK to the new tool from your website
- EMAIL the tool to your networks
- SHARE stories or content around any of the key messages with your social media following
- USE the assets and suggested social media copy

As always, thank you for your ongoing support with our work.

Best wishes,

The team at

Tommy's PregnancyHub



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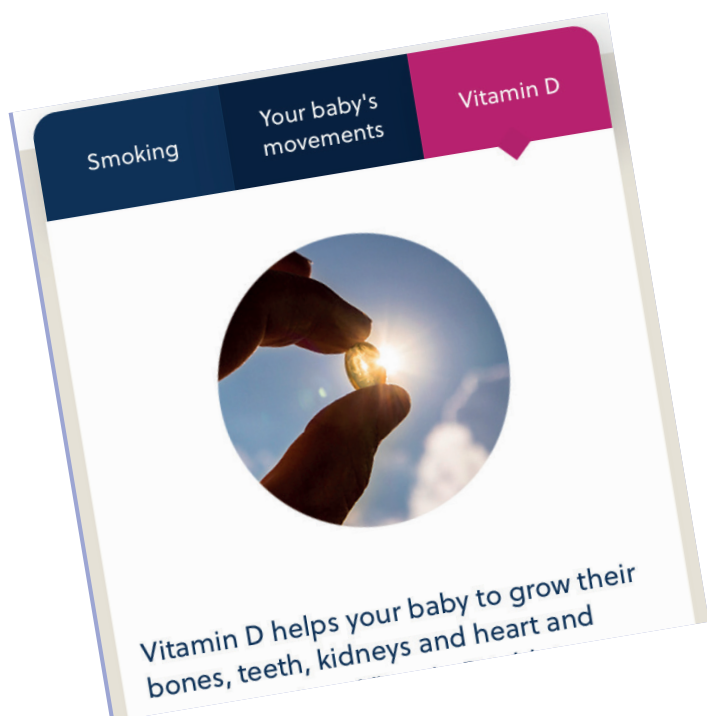


#FindYour3 campaign

Our campaign to accompany the launch of our tool encourages women to **#FindYour3** things you can do today to help you have a healthy and happy pregnancy.

When the personalised plan is generated, we break down the info into 3 things women can do today, to help them get started with any changes they may choose to make...

Whether that's contacting their midwife for the first time or taking a step towards getting help to quit smoking.



Tommy's Healthy Pregnancy tool



- **#FindYour3** things you can do today to help you have a happy and healthy pregnancy, with the Tommy's Healthy Pregnancy tool.

- Tommy's Healthy Pregnancy tool takes 5 mins to answer and provides you with a personalised plan to help you and your baby grow happy and healthy together! It will also help you **#FindYour3** things you can do today to help you on your way.

- Pregnancy information can feel overwhelming, so it's important to have access to information you can trust. Tommy's Healthy Pregnancy tool lets you create a personalised plan to help you have a healthy pregnancy, using only their expert information. Try it for free today.

- Tommy's Healthy Pregnancy tool is for anyone, at any stage of pregnancy. It asks you some simple questions before giving you 3 things you can do today, to help you have a happy, healthy pregnancy. **#FindYour3**

- Want to know how you're growing happy and healthy together? Tommy's Healthy Pregnancy tool let's you find out all the things you're already doing great during pregnancy, and any areas you might want to make some changes.

- Pregnant? Find out everything you need to know about your pregnancy with Tommy's free Healthy Pregnancy Tool.

- Tommy's Healthy Pregnancy tool can give you a free personalised pregnancy plan and tailored weekly pregnancy emails. Try it for free today!

URL: www.tommys.org/healthy-pregnancy-tool

