

## ACTIVITY 4 DISTRIBUTING PREMATURETY EDUCATIONAL MATERIALS

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### OBJECTIVE

To distribute accurate information and educational materials about preterm birth and our campaign, *Healthy Babies are Worth the Wait* to:

- Areas/locations frequented by high numbers of the general public to ensure the message is being seen throughout the community
- Local health care providers.

### TIME NEEDED

- Preparation time: Approximately 1 week, depending on numbers of materials needed and contacts to make
- Activity time: Varies with the number and distance of locations

### ADVANCE PREPARATION

- Order any handouts or promotional items desired.
- Review the list of suggested businesses and organizations to distribute material to.
- Identify a target audience and locations in the community that are visited most frequently by that audience.
- Make a list of the business/agency/organizations you want to reach. Include contact name, address, phone number, directions and date/time to contact.
- Count/package your materials accordingly.
- Depending on the type of business, you may benefit from a courtesy phone call prior to delivery of the educational materials (i.e., a physician's office may be grateful to have the materials to distribute to their patients and might appreciate a short "talk" to bring staff up to date on the material). Calling the office ahead of time can also allow you the opportunity to know how many materials they would like to have on hand for their patients.

Department stores may not have the time or the desire to learn more about the materials but agree to allow you to provide the store with "pop-up" displays of the materials at the checkout lanes.

Beauty salon operators may be very receptive about hearing more about the campaign and what they can do to help make a difference while talking with their clients.

## MATERIALS NEEDED

- Suggested handouts to reproduce from originals in the toolkit:
  - The 9 fact sheets or handouts, depending on your audience
- Suggested materials listed in the Resources section (Appendix B) of this toolkit:
  - Prenatal care posters
- Materials you might also wish to distribute, if calling on health care providers:
  - Smoking and Pregnancy (pamphlet)
  - Alcohol and Pregnancy (pamphlet)
  - Know the Signs of Preterm Labor (flyer)
  - Learn the Signs of Preterm Labor (flyer)
  - The 9 reproducible fact sheets in this toolkit

## WHERE TO DISTRIBUTE PRETERM BIRTH EDUCATIONAL MATERIALS

- **Health care sites**  
Pharmacies, hospitals, doctor offices, dental offices, infertility clinics, prenatal clinics, WIC clinics, the Red Cross, migrant health programs, and insurance companies
- **Health care professionals**  
Home visiting workers and other community workers, childbirth educators, social workers, lactation consultants and La Leche League leaders, and registered dietitians
- **Business sites**  
Banks, bowling alleys, gas stations, food stores (supermarkets, health food stores, corner stores, farmer's markets), weight loss centers, restaurants, hair salons, barber shops, dry cleaners, stores that sell men's, women's, and children's clothing, maternity clothing, lingerie shops, bookstores, printing/copying companies, and video stores
- **Mailings**  
Inserts in billings from utility companies
- **Community sites**  
Community centers, parks, recreational facilities, unions, United Way and other volunteer organizations, meetings of Girl Scouts/Boy Scouts, Big Brother/Big Sister organizations, social service centers, childcare centers, schools (colleges and universities, public and private schools, trade schools, PTA/PTO groups, preschools, school boards, and teaching associations), sororities and fraternities, churches, Moms' Day Out support groups, Mothers of Preschoolers (MOPs) groups, other social/business clubs, sporting events, bus stations, swimming pools, country clubs, YMCA, health clubs and gyms

- **Government agencies**  
City hall/marriage and driver's license bureaus, Head Start programs, county extension agencies, community-based services offices (K-TAP, food stamps, and Medicaid), public health departments, state prevention programs, and libraries

#### **TIPS FOR SUCCESS**

- It would be helpful to provide a folder or packet (make one for each business) that the contact person/office manager can use to educate staff about the problem of preterm birth and how it affects the entire community. This would also be a good place to leave your contact information so they can get back to you when more supplies are needed.