

#HumanMilk4Life

CAMPAIGN TO PROMOTE

- Individual **human milk banks**
- The **connection between Human Milk Banks and Neonatal Intensive Therapy Units**
- The **human milk bank associations**

Breast milk is not just food for vulnerable infants, but a life-giving gift helping them thrive!

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CAMPAIGN OBJECTIVES

- ✓ Create a **social media campaign promoting individual human milk banks** with advertising targeting their local area
- ✓ Draw attention to the **importance of the role of human milk banks** within their community
- ✓ Raise **awareness** of local human milk banks and their services
- ✓ Raise **breastfeeding awareness** and the **importance of human milk donations**
- ✓ Emphasize the collaboration between the **human milk banks and NICUs**
- ✓ Highlight the nutritional and biological **life-giving qualities** of human milk with statements from individual human milk banks' Managers/Operators

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CAMPAIGN APPROACH

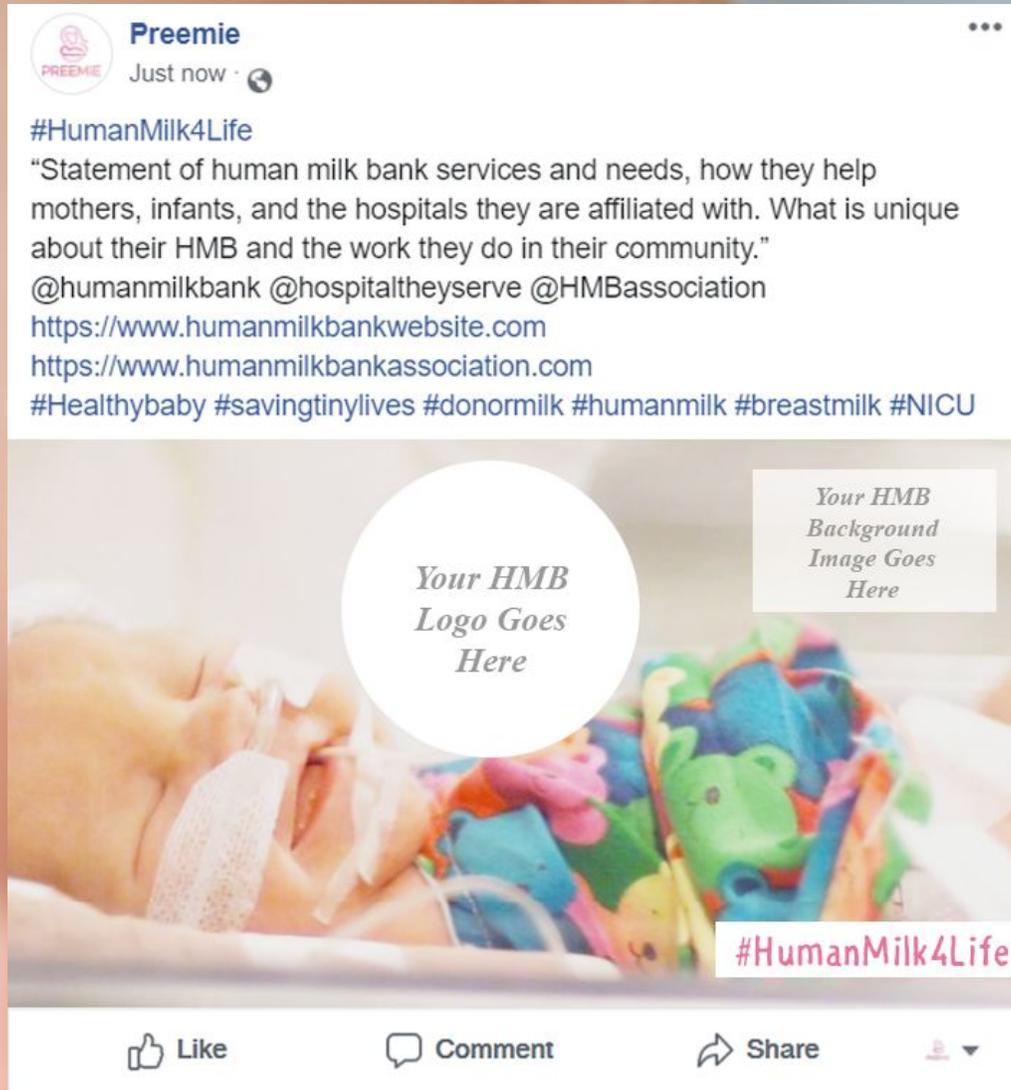
- ✓ The #HumanMilk4Life digital campaign **will promote human milk banks within their local community**
- ✓ Ads will be promoted on **Facebook** and posted on **Twitter** and **LinkedIn**
- ✓ There is **no fee** to individual milk banks for participating
- ✓ The #HumanMilk4Life **Press Release** is sent to human milk bank associations in Europe, Brazil and the United States, including PR distribution channels and publications
- ✓ For **human milk banks interested in participating in the #HumanMilk4Life campaign**, please [visit our webpage](#)

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CAMPAIGN ENGAGEMENT

- ✓ Contact **individual milk banks** via email containing an **introduction to the campaign**, the **Press Release** and **Flyer** as to how they can participate in the **#HumanMilk4Life** campaign
- ✓ The **social media advertisement** will contain a **statement about their milk bank**, their **logo, image** of choice with links to their website, associations, and hospitals they are affiliated with
- ✓ **Statement** for the ad to be provided by the human milk bank operator or manager via email to Vanessa@preemiesensor.com or the [#HumanMilk4Life online form](#)
- ✓ The advertisement will be **reviewed and approved** by participating milk bank before launch
- ✓ The advertisement will run during **2 different periods of time over the next 6 months**
- ✓ At the end of each individual milk bank's campaign **analytics** will be provided

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SOCIAL ADVERTISEMENT OUTLINE

- a) **#HumanMilk4Life** hashtag
- b) Statement of services provided by the human milk bank
- c) Social @ tags and website links to the HMB, affiliated hospitals, and human milk associations
- d) Additional # hashtags used by the human milk bank associations

Human milk bank and associations will be notified when the post is LIVE and **encouraged to SHARE** within their own social media platforms



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Thank You

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