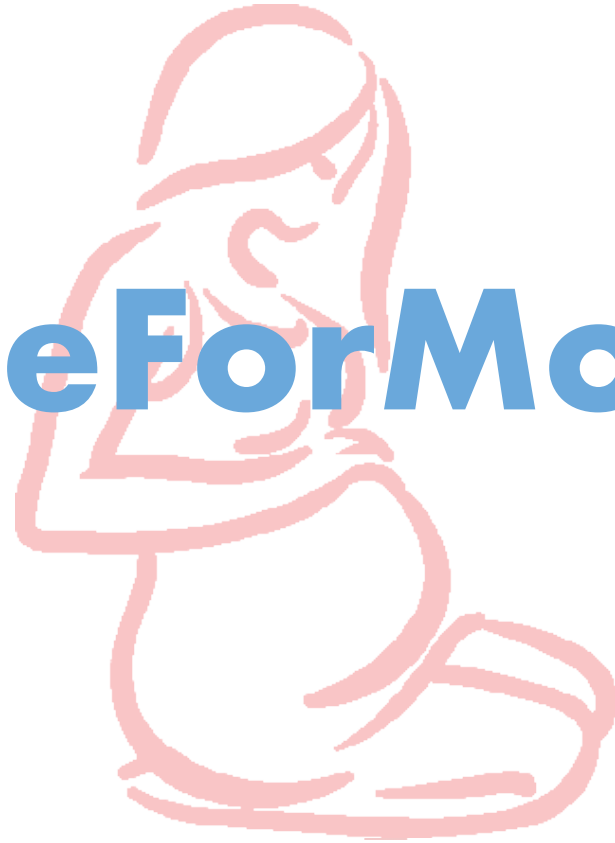


Johnson & Johnson

#MoreForMothers



CHOOSEgentle

Gigi Kwar, Valtina Xu, Luna Charles, Gabby Apuzzo

Mission

“Johnson & Johnson aims to empower mothers and mothers-to-be in low-resource communities and communities of color to practice confidence and self-care by providing them with “gentle” pre- and post-birth resources.”



Gentle

Gentle means

Safe

Confident

Happy



Who are we targeting?

Mothers &
mothers-to-be

J&J Consumers



Goals

1. Educate on safe and effective pre- and post-birth practices



What will the public know?

All women deserve access to resources in education regarding their awareness to maternal mortality and health.



Goals

2. Empower mothers to self-advocate



What will the public know?

All women deserve to trust that the support and care they receive will fully meet their health needs.



So, here's the plan...

1. To provide resources & information to expectant & new mothers in 3 low-resource communities over 6 months



But, how?

Campaign
toolkit

Pitch media
outlets

“No More
Tears” Initiative

Target
communities

Educational
events



What's in the toolkit?

Fact sheet

PSA video

Contacts &
resources



WHAT YOU NEED TO KNOW

Medical Impacts

Depression

Premature death

Urinary tract infections

Educational problems

Income issues

Employment issues

Social Impacts

Medical Impacts

Weight problems

Death risk

Infections

Drug use

High Poverty Risk

Social isolation

Social Impacts



We have more...

2. Increase women's confidence in their abilities to ensure their needs are being met within 6 months



And here's how:

#MoreForMothers

Mommy
bloggers

Print ads

Partnerships



Johnson & Johnson

#MoreForMotheres

We care, help us help you get the best for you and your children





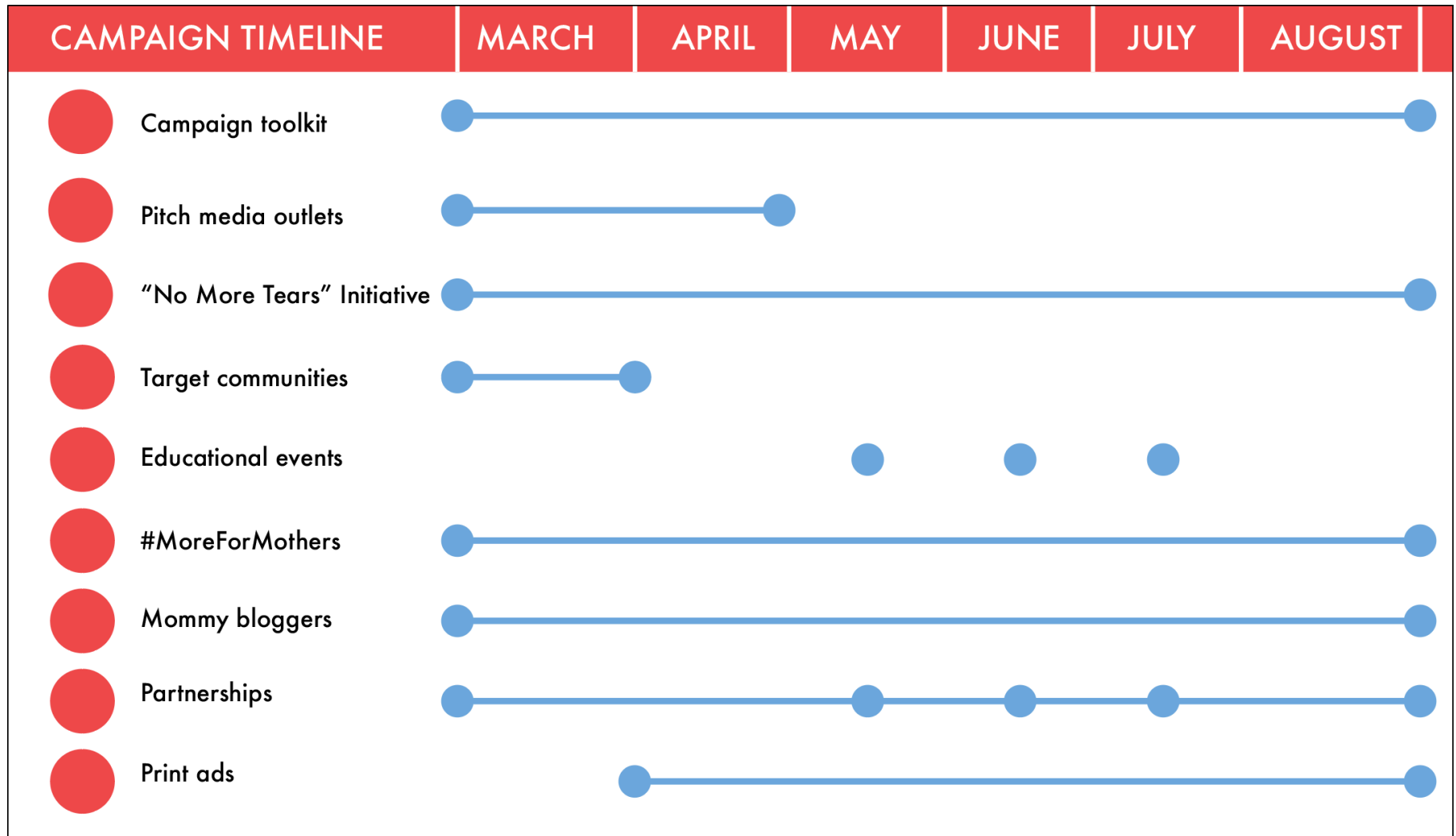
Gigi Kavar @GhazalKavar · 9s



Just purchased @johnsonsbaby baby shampoo to give back to the mothers in need. Everyone deserves the best for their children, and I am so happy to contribute. #MoreForMothers



But, when?!



Will we succeed?

Surveys

Number of
toolkits

Number of
events

Number of
women

Money

"#" Use

Media
coverage



Please, be gentle

Questions?

