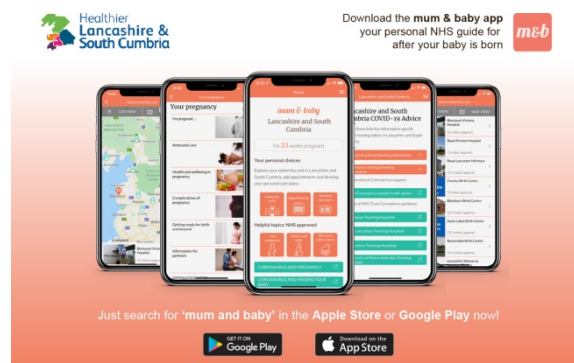


Mum & Baby app toolkit

24 August 2020

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Article for newsletters

Please use this article in your internal, stakeholder and staff communications:

We Need Your Help to Encourage Mums to Sign-up to Innovative App

Parents and parents-to-be in Lancashire and South Cumbria are being encouraged to sign-up to a new app that is packed full of advice and local information to help them through their pregnancy and beyond.

The app has been developed to provide parents with a single source of trusted NHS information for all their maternity needs at East Lancashire Hospitals NHS Trust, Lancashire Teaching Hospitals NHS Foundation Trust, University Hospitals of Morecambe Bay NHS Foundation Trust and Blackpool Teaching Hospitals NHS Foundation Trust.

The app will support local families with:

- Making choices throughout their pregnancy.
- Information on booking in their local area.
- Providing access to essential, clinically-validated information every step of the way: from planning a pregnancy and being pregnant, to giving birth and looking after a new baby.
- Personalised plans for their care during pregnancy, birth and beyond.

The app aims to improve women's experiences of maternity care and ensures that the information they receive is consistent no matter where they choose to give birth across Lancashire and South Cumbria.

The app is available in both iOS and Android formats; go to your app store ([Apple Store](#) or [GooglePlay](#)) to download the app.

Social media

Social media images

[Download a range of social media images from the Mum & Baby section of our campaign page here.](#)

Social media suggested posts

Here are some suggested social media posts to use or adapt for your channels. We suggest scheduling 1-2 posts a week. Please tag us where and when you can – @LSCBetterBirths @MumandBabyApp

1. Are you expecting a baby in [INSERT TOWN]? Download the #MumAndBabyApp for information about services in your area and free advice. Available to download on IOS and Android – search 'mum & baby' in the app store.
2. Are you pregnant? The #MumAndBabyApp is now available across Lancashire and South Cumbria to support you during your pregnancy, with local advice and services. Download the app for free today on IOS and Android
3. Calling all dads: the #MumAndBabyApp can really help with the first few weeks of adjusting to your new-born. Download the app today for free advice on caring for your new baby.
4. Have you just had a baby at [INSERT HOSPITAL]? Download the #MumAndBabyApp for tips on caring for your baby and information about local services. Download the app by searching 'mum and baby' in your app store.
5. If you are worried about Coronavirus and how this might affect your pregnancy and birth, download the Mum and Baby app for helpful advice and local support. healthierlsc.co.uk/MumAndBaby #MumAndBabyApp
6. Are you giving birth at [INSERT HOSPITAL] and need up to date information about your pregnancy, birth, or baby in the palm of your hand? Download the Mum and Baby app from the app store today and read trusted NHS advice #MumAndBabyApp
7. Worried about how #Coronavirus might impact your partner's birth? Download the #MumAndBabyApp for support and advice on giving birth during a pandemic.
8. The Mum and Baby app is now available across Lancashire and South Cumbria. Download the app today for local help and support during your pregnancy, birth and beyond! #MumAndBabyApp
9. Congratulations you're pregnant – now what? The #MumAndBabyApp is available in Lancashire and South Cumbria to offer local support and helpful advice during this new phase. Download the app today on IOS and Android.
10. First time dad? Download the #MumAndBabyApp for support during your partner's pregnancy, birth and beyond. Download from the IOS or Android app store today.