

The logo for the CIPR PRIDE AWARDS 2019 Gold Winner. It features the text 'CIPR PRIDE AWARDS 2019' in white on a black background, followed by 'GOLD WINNER' in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Integrated Campaign

Company: BakerBaird Communications

Entry title: The BabySaver

Brief and objectives:

BakerBaird Communications were appointed to help promote The BabySaver project by the University of Liverpool's Sanyu Research Unit - a mother & baby obstetric research collaboration with Uganda.

The BabySaver is a low-cost, portable, newborn resuscitation device which could help to save millions of babies' lives around the world. Its unique design means mother and baby can be kept together during resus and the umbilical cord can remain intact, ensuring a continued flow of oxygenated blood.

It costs no more than £50 to produce and doesn't require electricity unlike a traditional European resuscitation units which cost £15,000 & are unaffordable in the developing world.

Our objectives were to: create media and social media attention across the globe; attract the attention of the World Health Organisation and the Ugandan health service to gain approval for clinical trials and spark interest in the midwifery and obstetric community.

The idea, research and planning:

Research indicates 6m babies across the world need basic resuscitation and 900,000 of these will die per year. The vast majority of deaths occur in low-income settings where there are few facilities for newborns. Research also told us there are many products targeting safe childbirth but most rarely attract media attention.

We particularly wanted to capture the attention of obstetricians and midwives in Uganda, needing to be aware of cultural sensitivities, broadband/4G limitations and looked towards basic PR options such as leaflets and conferences. We also had to plan a media launch in both Africa and the UK, something the team had never done before.

Strategy, tactics, creativity and innovation:

Our strategy was to work alongside UK and Ugandan obstetricians and midwives to co-create our PR strategy. There were a large number of stakeholders involved from the University of Liverpool, funders device engineers in Wales, and the Ugandan health

community. We generated initial ideas from taking the brief but held Skype calls to ensure engagement, buy-in and positive support from all involved and shared our approach before launch.

Our tactics included a suite of products from a microsite, a short explainer film for social media as well as media launches in both the UK and Uganda. We needed to provide low-bandwidth and lo-res versions of images and films to ensure usability across Uganda and hi-res for the media and in the UK. We ensured our content resonated with midwives in particular by using a Ugandan 'reading group' to ensure clarity of messaging which helped in our film sub-titles, website and leaflet. We also knew UK media would want hi-quality video footage to enable broadcast pieces.

Delivery:

We set up and oversaw the running of www.thebabysaver.org which has received over 5400 views from across the world, especially in Uganda, the UK and US, but also attracted interest from Australia, South America, Vietnam and Scandinavia.

The centre-piece was a short film, which we scripted and filmed with key colleagues in Liverpool, sourcing suitable stock footage from Africa.

One film was four minutes long, the other was a shorter, one-minute video suitable for social media. Together they have received over 2,500 views. The shorter video is hosted on The BabySaver website and was also used during presentations at two key health conferences in Uganda, helping to illustrate the impact of The BabySaver to senior health professionals. We scripted and created a short 45-second round-up of the team's visit to Uganda, using high quality footage and stills from the launch which we shared with UK media. This was shared on social media and helped to highlight the amazing response The BabySaver received. We produced a four-page leaflet to hand out to health professionals in Uganda during the launch. These were available at the conferences and helped to spread the message to those who may not have access to the internet. We supported the team at two Ugandan medical conferences, one was the most influential meeting of the year, the annual conference of the Association of Obstetricians and Gynaecologists Uganda, attended by 250 specialists including midwives, who could make a direct impact on neonatal mortality outcomes by accepting the device. The conference included a presentation to the audience as well as an official handover to Uganda's World Health Organisation representative Dr Olive Sentumbwe. It also offered demonstrations for delegates.

We worked with the Department of International Trade which produced its own version of the social media explainer video using our footage which was co-branded under the Britain is GREAT campaign. We set up @thebabysaver on Twitter and ran a targeted campaign of tweets which helped to ensure it was seen by key influencers in health and education from across the world.

We conducted media launches in both Uganda and the UK.

Measurement and evaluation:

The highlights of our media success both in Uganda and the UK included a six minute live interview with the BBC World Service with an 27m audience, also tweeted out to their 344,000 followers. We also secured coverage in the Mail Online, audience 12.6m (daily) 2.26m (Twitter), In Uganda we attracted the attention of five major national outlets including the popular Nu-Vision and Daily Monitor which between them reach the 28million+ adult population of the country. We also secured broadcast, print and online from Liverpool Echo; BBC Wales Today; BBC North West Today; BBC Radio Wales 500k; Wales Daily Post; Heart Wales.

Budget and campaign impact:

The budget was £8,000 which included all print, web and filming as well as paying for staff time. This equates to a small fraction of a penny per 42million people in mainstream media and the 4.2million across social.

More important to us was that the device would pass into usage and have real impact, saving babies lives. The Ministry of Uganda recommended that clinical trials would commence following the PR campaign. Furthermore one manufacturer, having seen the coverage has approached our client to potentially produce versions for use, gratis, while there have been over a hundred contacts via Twitter and email from the USA, Europe and Britain from community midwives asking for a version to be produced for them in home births.

The nature of medical devices means it could be at least two more years before full adoption but our campaign provided the platform for attention, acceptance by the medical community and clearance for use. The obstetricians both in the UK and Uganda are convinced this device will have the desired effect of saving babies lives for years to come.