1. **Pre-launch email (optional for use ahead of launch)**

**Subject line: Coming soon – Healthy pregnancy, healthy baby**

Being an expectant or new mom can be an exciting experience – for you, your family, loved ones, friends and even co-workers. Pregnancies can also be a source of worry. Fortunately, there are so many things you can do to take care of yourself before and during pregnancy. Even a few changes can help you feel more comfortable during your pregnancy and better prepared for giving birth.

That’s why we’re launching an employee wellness campaign, *Healthy pregnancy, healthy baby*. By participating in this four-week campaign, you’ll learn:

* How to make good choices for you and your baby
* How to prepare for pregnancy
* How to have a healthy pregnancy
* How to make informed decisions about your pregnancy
* How to navigate your delivery options

*Healthy pregnancy, healthy baby* will kick off on [date]. Look for more information, coming next week.

Thank you.

1. **Kick-off email (Week 1, Monday morning)**

**Subject line: Get started – Healthy pregnancy, healthy baby**

**Attachments (2): Preparing for pregnancy; Booklet**

You’re invited to join our month-long wellness campaign, *Healthy pregnancy, healthy baby*, which kicks off today.

This week, you’ll learn about the pregnancy journey – preparing yourself for a healthy pregnancy, being pregnant, labor and delivery and after delivery. This information is not only good for your baby, but good for you, mom-to-be. That’s right – you can have a safer, more comfortable pregnancy. To learn more, read the attached booklet and flyer.

When it comes to staying healthy before, during and after pregnancy, knowledge is the best way to care for yourself and your baby. Keep an eye out for more educational materials about pregnancy, coming next week.

Thank you.

1. **Week 2 email (Monday morning)**

**Subject line: Week 2 – Healthy pregnancy, healthy baby**

**Attachments (1): Is this good for my baby and me?**

Welcome to the second week of our month-long wellness campaign, *Healthy pregnancy, healthy baby*.

Did you know that the healthier your body is, the better it can nurture and nourish your baby? This week, we’re looking at how to have the healthiest pregnancy possible. To learn more, read the attached article.

Remember, when it comes to staying healthy before, during and after pregnancy, knowledge is the best way to care for yourself and your baby. Keep an eye out for more educational materials about pregnancy, coming next week.

Thank you.

1. **Week 3 email (Monday morning)**

**Subject line: Week 3 – Healthy pregnancy, healthy baby**

**Attachments (1): Becoming knowledgeable about your pregnancy**

Welcome to the third week of our month-long wellness campaign, *Healthy pregnancy, healthy baby*.

Getting ready for a new baby is an exciting time. But, let’s face it – pregnancy can also be tiring and uncomfortable. However, by making the right lifestyle changes, you may feel less fatigued and healthier overall. This week, we’ll learn how to make informed decisions about your pregnancy. To learn more, read the attached article.

Remember, when it comes to staying healthy before, during and after pregnancy, knowledge is the best way to care for yourself and your baby. Keep an eye out for more educational materials about pregnancy, coming next week.

Thank you.

1. **Week 4 email (Monday morning)**

**Subject line: Week 4 – Healthy pregnancy, healthy baby**

**Attachments (1): Mode of birth**

Welcome to the fourth and final week of our month-long wellness campaign, *Healthy pregnancy, healthy baby*.

This week, we’ll end our wellness campaign with exploring what delivery options you’ll have when it’s time to give birth. To learn more, read the attached flyer.

Thank you for participating in *Healthy pregnancy, healthy baby*. Remember, when it comes to staying healthy before, during and after pregnancy, knowledge is the best way to care for yourself and your baby.

1. **Follow up email (use week after campaign end)**

**Subject line: We want your feedback – Healthy pregnancy, healthy baby**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Healthy pregnancy, healthy baby*.

Please take a few moments to complete the brief survey, attached, to tell us your thoughts about the campaign. Your opinion is very important to us.