

VIDEO



2015 Winner: American College of Nurse-Midwives

Entry Title: Midwives and the Care They Provide

Project Overview/Elevator Pitch:

Many women simply do not know the facts and benefits of having a midwife for their health care. One of ACNM's top strategic goals is to educate and energize the public by debunking the myths of midwifery and bringing it into the spotlight as a premier, viable health care choice for many women. They worked in tandem with JPA Health Communications to create a strong and dynamic video to leverage across their membership and through social media with the key message: choose a midwife. Harnessing the power of visual storytelling, they produced a memorable and shareable video that showcases the personal stories of women who have chosen a midwife for their health care needs, and directly conveys the passion and dedication that midwives bring to their clients and their work every day.

Project Goals/Objectives: Their goals were to develop an entertaining, memorable video that aims to re-educate and re-energize their members around ACNM's "Our Moment of Truth" consumer education campaign, launched in the fall of 2012, which debunks myths and sets the record straight about midwives and the care they provide. Another goal was to leverage that video across social media channels by engaging their 7,000 members and their partners. They encouraged these stakeholders to share the video in every way possible, and discuss with their audiences the need for women to challenge the status quo of their health care by thinking about what would best meet their personal needs, learn more about the quality care, low cost and patient satisfaction that midwife-led care provides, and ultimately choose a midwife for their maternity and primary health care.

The objectives were to...

- create a new, and fun communications tool to promote the "Our Moment of Truth" campaign to the public directing consumers to the wealth of resources and information on www.OurMomentofTruth.com and ACNM's site, www.midwife.org;
- highlight the important and differentiating bond between midwife and client;
- connect with viewers through emotional storytelling paired with expert information;
- correct the public's misinformation about who a midwife is and what a midwife provides;
- bring the "modern midwife" into the spotlight;
- educate the public about the role of midwives in women's health care throughout her life span, not solely maternity care;
- encourage viewers to visit all our social media channels—Facebook, Twitter, YouTube and other communications outlets for additional information.

Strategy:

The strategy was to give members and partners, including media, something new, fresh and compelling to view and share as part of NCNM's OMOT campaign to educate the public about midwives. The video had to meet a lot of expectations on a limited budget.

- First, to combat any issues later in production, they crafted a detailed creative brief that all parties agreed upon, and included elements such as creative vision, tone, audiences, and messaging, always focusing on tangible items like time limits, mandatory inclusions, and shoot logistics. This document was often used as rationale during editing to ensure the final product met their goals.
- To meet their limited budget, a large-scale production with various shoot days was not feasible. At the same time, coordinating the schedules of health care professionals and working mothers made a one-day shoot near impossible. As a result, they utilized creative measures to gather footage, including using in-house staff and equipment to supplement the production crew, piecing together video assets from various sources, and including still photos in absence of extensive b-roll.
- The final product also needed to include appropriate messaging, facts, and figures about midwives, five different spokespeople, while still capturing the audience's interest. By using interactive graphics as video transitions and employing a man-on-the-street introduction to intrigue audiences to continue watching, they were able to package a product that met all of their requirements, while still remaining informative and memorable to a female consumer audience.

Success Metrics: ACNM had never created a tool that simply told the story of who midwives are and what they do. This strategy was sorely lacking from our communications arsenal. With this in mind, we predicted that if we could create something that was fun and compelling, it would be really well-received and completely shareable. We were correct and are very pleased with the results. The video was rolled out in October 2014 during National Midwifery Week.

- To date, there are more than 12,000 views on YouTube with 32,287 minutes watched and 253 YouTube shares.
- The top playbacks were found on YouTube at 75%, and the remaining 25% were from an embedded player on other websites.
- The top source for traffic to the video was from other external websites.
- Gender demographics of viewers are 84.5% female and 14.5% male.
- The largest age demographic is women between the ages of 25-34 @ 41%, and the 2nd largest is women between the ages 35-44 at 18%, demonstrating that they clearly reached their target audience of women in their child-bearing years.
- They routinely use this video as an introduction to midwifery, and as a result of their success, more videos are planned for the future. Topics include the hospital-based midwife and achieving normal healthy childbirth.

Learn more:

What do you know about midwifery and midwives?



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NEW VIDEO NOW!**

https://www.youtube.com/watch?v=MLVwdmIZU_8
www.OurMomentofTruth.com

www.midwife.org