

Lamaze®
International

Lamaze Educator
Public Service Announcement
(PSA) Guide

LAMAZE EDUCATOR PSA GUIDE

What is a PSA?

A public service announcement (PSA) is a message distributed to the public by media with the goal of raising awareness and changing public attitudes and behaviors towards a social issue. Lamaze International is arming our educators with PSAs in both audio and print format to approach local media to help raise awareness in your local communities about the value of evidence-based childbirth education for having safe and healthy births.

How to Distribute a PSA

Thank you for partnering with Lamaze International to educate women about the value of evidenced-based childbirth education to have the safest and healthiest births. Below are instructions and helpful tips for distributing the Lamaze International's radio or print PSA to the local media in your community. If you have any questions about this PSA or working with local media, please contact Amanda Darvill at adarvill@lamaze.org.

- Begin by making a list of the local radio stations and newspapers in your community. If there is an NPR affiliate in your community, add them to your list.
 - If you are in an area with a lot of LCCE educators, work together to divide and conquer! To prevent duplicate efforts, have each LCCE educator take an outlet (depending on the number of educators and outlets in your community, you may need to take multiple outlets).
- Many news outlets (print or broadcast) will have instructions on their website for submitting a PSA. If you cannot find instructions about PSAs, look for a general phone number or email address for the station manager.

- We have created a sample email template and phone script you can use when reaching out to your local media.
- The PSAs included in this resource follow a standard format, but each outlet may have their own requirements. Always be sure to ask.
- Please note that a PSA should be void of any promotion, so please stick to the messaging that has been provided and refrain from including promotion of your classes. If they are interested in learning more, they will figure out how to find local educators.
- If you have confirmation that the PSA will air or print, please let Amanda Darvill at adarvill@lamaze.org know.

3 Tips for Working with Local Media

1. Many local news outlets have seen their staff size decrease over the years, so you may have a hard time getting a staff member on the phone, or if you do, they may seem hurried and pressed for time.
2. Always be kind and flexible. Offer to call back at another time.
3. Persistence pays off. You may not get someone on the phone the first time. Sometimes they will indicate on their website that they may not be able to respond to all PSA submissions. Unless you see that, you may need to reach out a few times to get confirmation that they have received your PSA.

Childbirth Education PSAs

Use the following PSAs prepared by Lamaze for your use when reaching out to local media.

Audio PSA Spots (to submit to radio stations):

1. [PSA 1](#)
2. [PSA 2](#)

Print PSA Ads:

1. [PSA 1](#)
2. [PSA 2](#)

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Sample Email

Subject line: PSA Submission on Childbirth Education and Care

Hello,

My name is [NAME] and I am a Lamaze Certified Childbirth Educator in [CITY/TOWN]. As a childbirth educator I see first-hand how the pregnant women in our community yearn for information and want to have the safest, healthiest pregnancy and birth possible. Unfortunately there are common barriers that prevent women from getting the best, evidence-based care. *[Include an optional fact about stats you may have on the local or state cesarean rate or other valid data point that would necessitate education.]*

Childbirth education classes are important for women and their families because:

- They increase a woman's confidence in her and her body's ability to give birth
- Women learn what the evidence says about what is best for mom and baby during labor and birth
- Partner's learn about childbirth and how to support mom throughout the process

I have a PSA about the importance of childbirth education that I would like to submit for your consideration. As an active member in the community, now is an opportunity for [STATION NAME] to share this resource with your [LISTENERS/READERS].

If you have any questions or need any additional information, please feel free to contact me at [PHONE NUMBER] or [EMAIL ADDRESS].

Thank you for your consideration,

[NAME]

Sample Phone Script

Hello,

My name is [NAME] and I am a Lamaze Certified Childbirth Educator. As a childbirth educator I see first-hand how the pregnant women in our community want to have the safest, healthiest pregnancy and birth possible. Unfortunately there are common barriers that prevent women from getting the best, evidence-based care. *[Include an optional fact about stats you may have on the local or state cesarean rate or other valid data point that would necessitate education.]*

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I have a PSA about the importance of childbirth education that I would like to submit for your consideration. As an active member in the community, now is an opportunity for [STATION NAME] to share this resource with your [LISTENERS/READERS]. What is your preferred PSA submission process? Is there anything else you need? *[I look forward to hearing from you!]*

Thank you!