

EDUCATIONAL MARKETING DIRECTED TO PREGNANT WOMEN



AgriXPlainer

Description of the activity

This educational marketing model aims to improve information on genuine and sustainable food specifically intended for pregnant women, to encourage the dissemination of the most correct notions on dietary nutrition, and to increase the consumption of genuine local products, through the development of specific information material to promote sustainable consumption that is more attentive to the nutritional values of foods and suitable for pregnant women.

Easy operations to be replicated

- Collaborate with the local health authority of reference, through hospitals and family counseling centers;
- Involve medical specialists and nutritional experts;
- Organize training meetings;
- Involve agritourism and educational farms to create culinary workshops for the preparation of healthy foods using the most genuine and suitable products;
- Develop information material, recipe books, and small cooking manuals;
- Expand the dissemination of information through the use of social channels.

Expected outcomes

- Acquisition of greater knowledge about the origin of the products;
- Greater transparency on production processes;
- Acquire materials and information and learn about good dietary practices aimed at pregnant women;
- Participate in specific training activities in companies (cooking workshops);

- Improved consumer awareness of the value of products;

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> • Optimize knowledge on the origin of products, nutritional characteristics and food safety; • Promote knowledge of the benefits deriving from the use of products from sustainable agriculture; • Improve the diet of pregnant women and new mothers by raising awareness of healthier habits; • Train pregnant women and new mothers on the quality of the products and the possibility of transforming and using them on a daily basis. 	<p>Encourage the dissemination of the most correct and up-to-date information by medical personnel and nutritional experts on the diet to be followed during the delicate period of pregnancy and breastfeeding of the newborn, through the promotion of good quality, genuine and unadulterated food. Inform and educate future mothers to adopt dietary regimes that promote the health of their little ones..</p>	<ul style="list-style-type: none"> • Pregnant women; • New mothers and new fathers; • Nutrition experts; • Family counseling centers; • Medical doctors;

Type of experts to be involved

- Nutrition experts
- Medical doctors,
- Agri-food farmers

Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> • Area with local farms, agri-food producers, educational farms. 	<ul style="list-style-type: none"> • Identity products of the locality to which they belong; • Quality agri-food products; • Environmentally friendly products. • Specific foods to provide pregnant women with the 	<ul style="list-style-type: none"> • Knowledge of the rules for promoting product quality; • Collaboration with local institutions and health sector experts.

	correct intake of nutrients that promote the well-being of the child;	
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Tips & tricks/successful case study

- Promote information material and various initiatives using all communication channels;
- Involve local institutions and health sector experts in defining the contents;
- Promote the activation of educational seminars and cooking workshops in multifunctional farms;

The Ministry of Health and the Sardinia Region share fundamental guidelines on institutional sites through brochures and publications in order to promote education on correct nutrition, improve the nutritional characteristics of products, and inform on the legislation relating to food labelling.

www.salute.gov.it

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union