



Mother's Day

CONNECT

One hour, every mother.



We hope to include  
your facility this year!

HOSPITAL & BIRTHING FACILITY TOOLKIT

Join the movement

[www.embrace.org.za](http://www.embrace.org.za)

 / EmbraceZA

#MothersDayConnect

# Welcoming new moms to the sisterhood of motherhood.

On Sunday, 12th May 2019, women will be gathering across the country to uplift and celebrate South Africa's newest mothers. We would love to include your birthing facility in this initiative. Learn more about the event and how your facility can participate with this guide.

*It is not only the birth of a child, but also the birth of a mother.*



“ Thank you for bringing joy and comfort to the mums and nurses on Mother's Day. It was truly noble of all of you mothers to sacrifice your family time to meet our mums.

The nurses were indeed overjoyed with your benevolence because they have been working under trying circumstances recently with staff shortages etc. so it was a surprise that something good was happening to them for a change at work.

I saw a few pics. Those were impressive bags but I was more impressed to hear that you all spent time chatting to the patients. Priceless!

- Dr. Mala Panday, Gynaecologist &  
Obstetrician at King Dinizulu Hospital, Durban

”



# WHAT IS MOTHERS DAY CONNECT?

Mother's Day Connect is a national celebration of new motherhood started by Embrace, South Africa's movement for mothers. The campaign brings together women from across the country on Mother's Day to acknowledge and celebrate the bond of motherhood.

## PURPOSE

Mother's Day Connect is a movement to reclaim Mother's Day as a day of honouring and celebrating ALL mothers. At Embrace, we acknowledge that the complexities of life mean that many mothers are not celebrated or even acknowledged on Mother's Day. We believe that this day has the potential to highlight the different experiences of Motherhood and call on ordinary women to champion the celebration of fellow mothers.

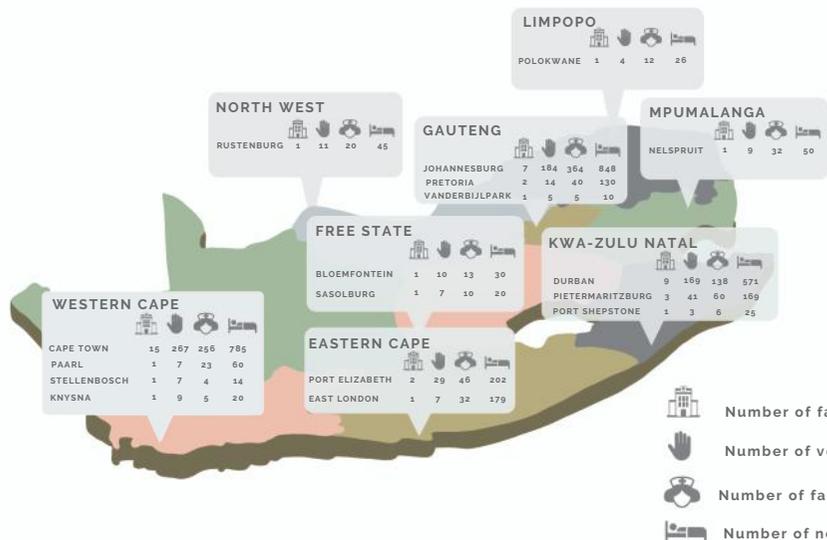
## HISTORY

Mother's Day Connect is in its fourth year running. Launched in Cape Town in 2016 by Embrace, a project incubated by the well-known NPO and PBO, The Douglas Murray Trust, Mother's Day Connect has grown to become a nation-wide celebration of new motherhood.

In 2018, we visited 49 health-care facilities across 17 cities, in 8 provinces – a big leap from the 14 facilities visited only in the Western Cape in 2016. Women and birthing facilities across the country have embraced this event and welcomed the encouragement and acknowledgement shared with new moms and health care staff.

## Mothers Day Connect

DESCRIPTION	2016	2017	2018
Facilities visited	14	27	49
Cities	1	6	17
Provinces	1	1	8
Volunteers	100	400	774
New moms	1 000	1 530	3 184



- Number of facilities
- Number of volunteers
- Number of facility staff
- Number of new moms

# WHAT TO EXPECT AT YOUR BIRTHING FACILITY?

We recognize the sensitivity and privacy concerns involved with bringing in visitors to a maternity unit. We ensure that all of our participants agree to fully comply with your facility's rules and regulations as they relate to visitors.

Additionally, we understand the tremendous responsibility your staff has in caring for the mothers and babies in your unit and that many of them are mothers as well. We make sure to include them in the festivities where possible without being disruptive and distracting.

## Mother's Day Connect Steps:

1. Your facility is approached by a member of the Embrace movement to visit your facility on Mother's Day.

2. Offer assistance to the Embrace team member by helping them identify the correct staff persons and expedite the permissions process.

3. The appropriate staff member grants our team permission and provides all the necessary details for our team to plan a visit:

- 🕒 Preferred time for a visit
- 🏠 Number of post-natal wards you would like us to visit
- 🛏 Total number of beds so we can prepare adequately
- 👩 Expected number of nursing staff so we can make them feel special too
- 👤 A contact person who we could meet on the day
- 📋 Any special instructions our volunteers should be aware of

4. The Embrace team member recruits volunteers to join them and prepares for the visit.

5. A small team of volunteers visits your facility for one-hour on Mother's Day for recognising the mothers and staff in your unit.

# WHAT OTHER BIRTHING FACILITY STAFF HAVE SAID ABOUT THE EXPERIENCE?

"I would like to thank you most sincerely for your Mother's Day Connect visit to our maternity units. I cannot tell you what an impact you and your team made on our patients and our staff ...The attention to detail, the generous gift bags and the lovely cupcakes and muffins were all hugely appreciated. It was particularly highlighted the sensitivity shown by your team members to our bereaved Moms who lost their babies in childbirth, thank you so much for bringing a lot of Mother's Day solace and happiness into our hospital.

- Elaine Hennessy, Assistant Manager, Obstetrics and Gynaecology at Charlotte Maxeke Hospital, Johannesburg

## OUR COMMITMENT TO ETHICS:

- 🌿 We do not share photos publicly because we recognise the sensitivity of the setting and respect the privacy of the mothers.
- 🌿 We make an effort to be inclusive of all staff in the maternity ward and honour the contributions they make toward celebrating mothers.
- 🌿 We make a tremendous effort to prepare our participants for the day and ensure they respect and understand the sensitivity of the space and the important work your staff are undertaking.
- 🌿 We see ourselves as allies to the work your staff are already doing and make every effort to ensure our participants are not disruptive or distracting.
- 🌿 We are not a charity. We come to acknowledge and build solidarity between fellow mothers and women not to give sympathy or advice.
- 🌿 We take security and safety of your mothers and babies seriously and ensure our team members understand and follow all security measures.

## WANT TO HAVE YOUR FACILITY INCLUDED IN MOTHER'S DAY CONNECT 2019:

Download the official hospital letter from our website and share with the appropriate staff at your facility to start the process. Contact us at [mothersday@embrace.org.za](mailto:mothersday@embrace.org.za) for help in identifying volunteers to visit your facility.

### Interested in learning more?

**Learn more about Embrace here:**

<https://www.embrace.org.za/>

**Read more about the Mother's Day Connect campaign here:**

<https://www.embrace.org.za/campaigns-2/mothers-day-connect/>

**Review our Mother's Day Connect resources here:**

<https://www.embrace.org.za/downloads/>

**Follow the conversation on Facebook:**

<https://www.facebook.com/EmbraceZA/>

