



Mother's Day

CONNECT

One hour, every mother.

How to request permission to visit a maternity ward on Mother's Day

Before Mother's Day, and before we add your team to Facebook and the website, you need to gain permission to visit the facility. Smaller facilities, such as Midwife and Obstetric Units (MoU), are usually easier to acquire permission from, as the head midwife or facilities manager is often easily contactable. For larger hospitals, you might need to contact more than one person before you are granted permission.

Please contact us via email (mothersday@embrace.org.za) if you need some assistance – we're always happy to help.

- STEP 1: Choose a hospital or MoU that you would like to visit
- STEP 2: Google the facility to find the contact details for general enquiries
- STEP 3: MoU – ask to speak to the facility manager
Hospital – Ask to speak to the operations manager for the maternity unit
- STEP 4: Tell the person about Mother's Day Connect (see script, if you need some help). Offer to email through the official hospital letter and the call to action, if they need some more information.
- STEP 5: Let us know that your visit has been approved so we can add your team to the Facebook page and website.
- STEP 6: We recommend that you contact the facility in the week leading up to Mother's Day to remind them of your visit and to ensure someone will meet you when you arrive.

NOTE: *With larger hospitals, the maternity unit manager may divert you to the Hospital Communications Department before you are able to secure permissions with the Maternity Unit. You may require a few department sign-offs before getting approval.*

Once you have received permission, you will need to contact the maternity department to request the following information:

- Preferred time for a visit (we suggest asking for a slot outside of visiting hours. MoUs discharge patients in the morning, so you may be requested to do an early morning visit)
- Number of post-natal beds
- Number of nursing / medical staff likely to be on duty
- Contact person for on the day (this must be someone who will be at the facility and is able to meet you – request a direct contact number if you can)
- Any hospital information you should be aware of