



Dear Letter Writing Liaison,

Thank you for putting your hand up and showing up for the mothers of preemie infants. As you know, these moms are on what can be a very lonely journey, and with this small gesture, we hope to remind them that they are not alone. We are especially grateful to you for volunteering to be Embrace's on-the-ground ambassadors. You are the key to ensuring hospital participation and smooth delivery of these words of encouragement and support to moms in the NICU.

This information pack will:

- Explain the responsibilities of the liaison role;
- Provide you with the templates and tools you need to successfully liaise with hospital administration and NICU staff
- Answer any questions you may have about the campaign, your role, and the letters.

Liaison Responsibilities

You will be our main connection to the hospital. Here's how to go about establishing contact.

- **STEP 1:** Choose a hospital to which you would like to deliver letters. Make sure the hospital has a NICU. Usually, only the bigger regional facilities have NICUs.
- **STEP 2:** Google the facility to find the contact details for general enquiries. Ask to speak to the operations manager and the head of the NICU ward.
- **STEP 3:** Tell the person about Embrace's letter-writing campaign (see attached script). Offer to email through the official hospital letter and the call to action if they need more information.
- **STEP 4:** If they approve and want to participate, ask them the following information:
 - Approximately how many NICU beds do they have?
 - When, on the weekend of 16 November, would be a good time to deliver letters?
 - Would it be alright if you delivered letters to individual moms, or would they rather you deliver to a nursing sister on duty?

1ST FLOOR, DOUGLAS MURRAY HOUSE,
1 WODIN ROAD, CLAREMONT, 7700

Phone: 021 670 9840 • Email: info@embrace.org.za

www.embrace.org.za



- STEP 5: Contact [Rumbi](#) and let her know how many letters you will need and provide a physical address to which she can courier the letters.
- STEP 6: We recommend that you contact the facility in the week leading up to World Prematurity Day to remind them of your visit. Ask them to tell you who the contact person on the day will be (this must be someone who will be at the facility and is able to meet you – request a direct contact number if you can).

On the day

Make contact with the on-the-day contact person, and deliver the letters. Please email [Rumbi](#) any feedback or reflections you may have.

Photos we love

If you would like to document the visit, we would love to see the following:

- Photos of you with the letters
- Photos of you outside the hospital (with hospital sign in view)
- Photos with the NICU staff, if they would like to be in photos

Please don't take photos of moms or babies.

Thank you once again for your commitment to improving motherhood in South Africa!

Yours in the sisterhood,

Julie Mentor, Embrace movement leader

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