

Socks for Life Campaign – Toolkit

Socks for Life



1 baby in 10 is born premature. Worldwide.

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What is Socks for Life?

Socks for Life is a worldwide campaign where people join forces and work in partnership to raise awareness for preterm birth at its consequences for affected families, while at the same time working in partnership to improve the situation for preterm infants, their families and the care team surrounding the babies. The goal is to make a difference in as many countries as possible around the world.

By uniting all the voices and visualizing all the activities, initiatives, events taking place around the world, this campaign will show the impact that is being made and empower all those joining in.

Socks for Life is an initiative by EFCNI and national parent organisations around the world, powered by EFCNI. The umbrella campaign is kindly supported by the medical and safety technology company Dräger.

Who can join?

Everyone is warmly invited to join Socks for Life. Together we are strong and any activity, however small it may seem helps to make a difference and improves the situation for preterm babies and their families.

Individuals, non-profit-organisations, parent organisations, societies, companies, hospitals, health care professionals, researchers, politicians, media: Everybody who wishes to help preterm infants can plan activities.

How can you join?

What can you do? It is simple to join. The possibilities are unlimited. The aim is to raise funds for a special cause of your choice in your country that improves the situation for preterm babies.

- Identify a cause or purpose, something that you want to change, a field where you want to make a difference in.
- Plan your activities and events for the cause under the umbrella of the international Socks for Life voice.
- Socks for Life templates and material in your language will help you to promote your activity or event.
- Raise awareness and funds for this special cause that you want to support and that directly helps affected families or health professionals in their daily work. Celebrate your achievements on your social media channels and with the press.
- Insert your achievement in your language on the EFCNI Changemaker Map and by this, visualize your activity = the difference you make. (Please refer to the chapter [Your activity on the EFCNI Changemaker Map](#) for more information on this topic.)

What are the benefits?

- Socks for Life helps to make the voice of preterm babies and their parents heard and to improve their situation, and supports all those involved in prevention, treatment and care as well as follow-up.
- Socks for Life is an established campaign which is internationally known for raising awareness for the cause of preterm infants and for making a difference. It is lived and celebrated by parent organisations, hospitals, NGOs, healthcare societies and individuals around the world.
- Uniting around the world and using the umbrella of a same name and image shows a great force internationally. Socks for Life is realised as a cross boarder campaign which drastically increases its impact.
- The international voice and visibility behind Socks for Life adds power and strength to your activity.
- To be part of the worldwide campaign is easy to realise and to integrate in annual activities: Your activities can be easily and quickly promoted by using the templates and material available for free download.
- Your activity will become and stay visible on the EFCNI Changemaker Map. People all around the world see the differences being made. (Please refer to the chapter [Your activity on the EFCNI Changemaker Map](#) for more information on this topic.)

What can you do?

- Find a purpose or a topic you want to make a difference in/ where you want to improve the situation.
For inspiration, take a look at the 11 big topics which are also dealt with in the project European Standards of Care for Newborn Health¹. Beneath the name of the topic group are some examples you can make a difference in with your Socks for Life activity:



Birth and transfer

For example:

- *Support rules about how a woman with a high risk pregnancy will deliver her baby and how a pregnant mother or a baby after birth are moved to another hospital*
- *Advocate for a door-to-door of the maternity unit and neonatal intensive care wards in the hospitals*
- *Raise funds and promote the buying of ambulance cars suitable for the transport of preterm babies*

¹ The EFCNI European Standards of Care for Newborn Health is a project initiated and coordinated by EFCNI. Its aims are to develop standards for taking care of preterm and critically ill newborns. The standards will cover the full spectrum of care and are divided into the 11 topic groups above.



Medical care and clinical practice

For example:

- *Advocate for medical procedures such as medication and invasive treatment according to clinical guidelines*
- *Raise funds for missing medical equipment*



Care procedures

For example:

- *Support standardised practices in daily routine such as nappy change, weighing, as well as pain management and monitoring of vital functions*
- *Advocate for a suitable nurse-baby ratio*
- *Raise funds for small nappies*



Infant- and family- centred developmentally supportive care

For example:

- *Support that parents are involved in the care for their babies*
- *Raise funds for kangaroo chairs*
- *Promote and raise funds for family rooms and their painting/ furniture*
- *Raise funds for or organize the making of incubator covers*
- *Raise funds for social psychological support systems and case managers for parents in the hospital*



NICU design

For example:

- *Advocate for fewer babies in one room and state of the art technical equipment*
- *Advocate for space for at least a chair next to the baby's incubator*
- *Advocate for space for the families to stay over night*
- *Raise funds for missing equipment*



Nutrition

For example:

- *Promote breastfeeding and information on breastfeeding*
- *Promote the need for milk banks and raise funds for a milk bank in the hospital*
- *Promote and raise funds for a lactation specialist in the unit*
- *Raise funds for milk pumps and storage for breast milk*
- *Advocate for privacy during breastfeeding or pumping*



Ethical decision making & palliative care

For example:

- *Support the involvement of the parents in decision-making*
- *Advocate and/or raise funds for mourning rooms*
- *Work together on checklists of things to remember and/or with which the team can support parents when a baby dies*
- *Raise funds for a psychologist*



Follow-up and continuing care

For example:

- *Advocate for a follow-up programme after hospital discharge*
- *Raise funds for a follow-up specialist*
- *Raise funds for socio-medical support and case manager after discharge*
- *Advocate and raise funds for therapies*
- *Advocate for reimbursement of therapies*



Patient safety and hygiene practice

For example:

- *Promote the importance of hygiene on the unit*
- *Support and promote correct hand hygiene (posters, leaflets, hospital campaign, ...)*
- *Support the availability of disinfection per incubator and its surroundings*
- *Advocate for prevention of medication errors by using information technology systems*



Data collection and documentation

For example:

- *Advocate for registering every baby, no matter how early it is born*
- *Advocate for maternity records*
- *Advocate for the use of common definitions*



Education and training of the multidisciplinary team working in neonatology

For example:

- *Advocate and raise funds for special NICU and family- centred care trainings for healthcare professionals*
- *Advocate and raise funds for psychologists, case manager, social workers, ...*
- *Advocate and raise funds for patient communication trainings*
- *Advocate and raise funds for regular and lifelong training and education*

- If you have the manpower and capacities: Find a partner in your country/ region/ city for example a hospital, doctor's office, professionals, politicians, non-profit-organisations, healthcare or research societies,...
- Ideally, plan activities and /or events together to raise funds for your purpose.
- Use World Prematurity Day (17 November) as peak for your campaign, to show your achievements, e.g. to hand over an object for which you were collecting money).
- Involve the media in your activities. Talk to your local newspapers, magazines, radio and TV stations. Invite them to your events, send press releases to them. (Please refer to the chapter [Media relations](#) for more information on this topic.)
- Use your social media accounts to generate attention. (Please refer to the chapter [The Web and Social Media](#) for more information on this topic.)
- Insert your activities in your language in the **EFCNI Changemaker Map on the EFCNI homepage** www.efcni.org/socksforlife.

Examples for fundraising activities

Don't limit your imagination when you brainstorm about possible fundraising and awareness activities. Below we list some ideas for your inspiration:

Barbecue event - book sale - cake sale - face painting - garden party - coffee morning - charity concert - charity dinner - exhibition - fashion show - karaoke night - movie night - walks/ marathon/ charity run - children's sports day (school, kindergarden) - flee market - parachute jump - raffle - tombola - summer party....

Organise several events throughout the year to achieve your fundraising goal. Every activity increases the awareness for the topic and your organisation.

Your activity on the EFCNI Changemaker Map

We want to show the world that people work together across borders to improve the situation for preterm infants and their families.

Therefore we provide a world map on our homepage where you can add events and milestones of your Socks for Life activities. Once added, your input will stay on the homepage and can be read by many people around the world.

It is simple to add your activity:

- Go to www.efcni.org/socksforlife
- Click on "EFCNI Changemaker Map"
- Click on "Add your event to the EFCNI Changemaker Map"
- Fill in the form in your language
- Click on "Submit data"

Find collaboration partners

Together you are stronger: Try to include as many stakeholders as possible in your activities. Think about who could be your partner, e.g. individuals, companies, non-profit-organisations, parent organisations, hospitals, societies, researchers, politicians, media, national healthcare societies (for an overview of possible partners, national societies or parent organisations please refer to the [EFCNI Website](#)).

Project partners may contribute with funding, network, skills, product donations, manpower, or even simply with distribution channels for your information and material.

Here are some tips, how to find a strong partner who supports and collaborates with you:

- Prepare a detailed concept presentation in power point about what you have planned and how your activity will make a difference in your country
- Approach your potential partner and ask if you can present the concept to them. Try speaking to a contact person you have or speak to the press office, the managing director, the sales and marketing department etc.

- Ask them to collaborate with you. Possible collaboration methods:
 - They provide you with their logo for your activities
 - They will send a representative to your activities
 - They will include and promote your activity in their (social) media relations
 - They can provide you with their network and find hospitals you can collaborate with. You can use rooms in their hospital for your events
 - The press office will assist you with the media relations for your joint events
 - They can send experts as speakers to your event

Media relations

It is important that you involve the media in your activities and make them aware of your Socks for Life campaign. As multipliers they have the ability to spread your messages amongst a vast target group.

Involve the press in every step and announce your plans and activities well on time to them. Make sure your country/ region/ local area knows about what you do and the Socks for Life events you are planning

There are various types of media you can contact:

- Radio
- Television
- National/ local newspapers
- Online media
- University newspapers
- Professional journals
- Free newspapers
- Webpages and blogs

Ways to address the media:

- Press release
- Personal email
- Telephone

Think in advance about which information and which interview partners might be of value for your local media. **Good interview partners** for the media could be ex-preterm babies, parents, health professionals, chair or board members of your organization,...). Choose persons from your organisation and possibly also parents willing and able to talk about their story.

Please note that whatever option you choose, you always have to have **detailed written information on your organisation, Socks for Life, and your event** for the media.

Develop a **schedule for contacting journalists**. If you are planning an event: Send your press release a couple of weeks in advance. A couple of days before your event, call the respective journalists and share your story and to follow-up on your sent release.

Don't forget to **contact online media and blogs**. Compile twitter names of some of the journalists and send them direct tweets with the information about your activity and event.

During your event

Bring a few printed press releases and information about your organisation with you. Someone in your group should be a media contact at the event and approach (and keep track of) the media, introduce themselves and offer to connect key spokespeople (members of the board for example) to the media as people to interview.

After your event

Thank the media representatives for coming to your event or for publishing your information. This helps you keeping good contact with them and establishes a long-lasting relationship.

Compile a media documentation about your activities. Search for your keywords online, collect the links. Scan the written articles and collect them together with your links in a document.

Please **send the media summary document to EFCNI** – we would like to use your documentation to promote your role and impact on the “worldwide picture”

The Web and Social Media

Do good and talk about it:

Always use your Social Media accounts to promote your Socks for Life activity and your purpose!

Your Homepage

Spread the word about your Socks for Life activities on your homepage:

- Explain the initiative
- Announce your collaboration partners
- Announce your purpose
- Inform about your contribution and your activities and/or events

Facebook

- [Explain the initiative](#)
- Change your Facebook title photo or cover photo: use the Socks for Life [Facebook templates](#)
- Use the Socks for Life logo as a picture for your posts
- Announce your collaboration partners
- Announce your purpose
- Inform about your contribution and your events
- Create an event on your Facebook page for your events
- Share photos of your events
- Invite others to join the campaign: Offer the Facebook banner we offer for download on your website and ask your fans to change it
- Post onto the Socks for Life page www.efcni.org/socksforlife
- Use the hashtag #SocksforLife

Twitter

- [Explain the initiative](#)
- Use the Socks for Life Twitter template
- Announce your collaboration partners
- Announce your purpose
- Inform about your contribution and your events
- Share photos of your events
- Invite others to join
- Use the hashtag #SocksforLife

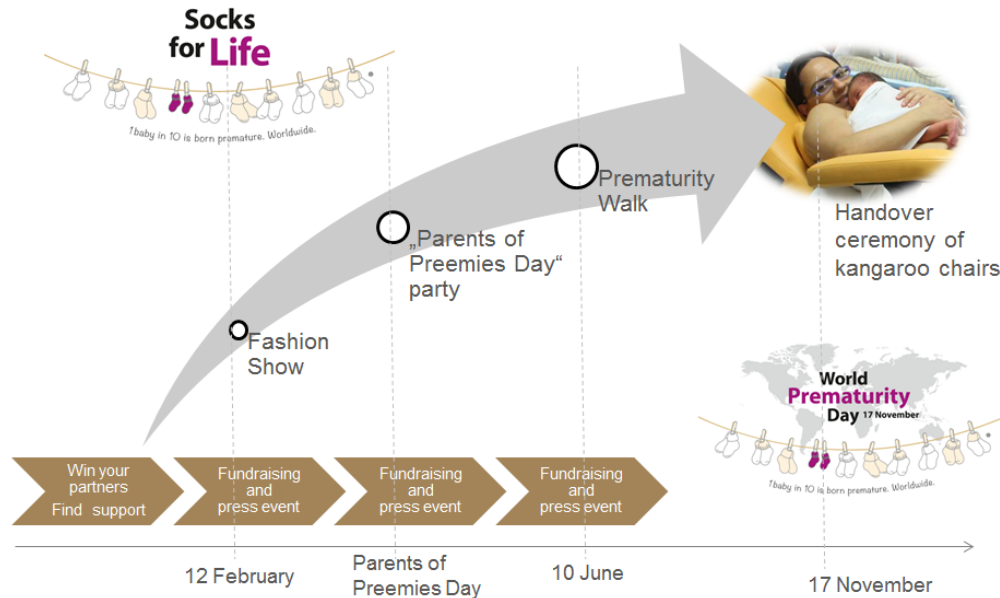
Practical example: How could your Socks for Life activity look like?

- Partner for the activity found: local hospital / Neonatal Intensive Care Unit (NICU)
- Overall topic field chosen to make a difference:
„ Infant- and family- centred developmentally supportive care”
- Subtopic identified:
„Welcoming parents in the NICU“
- Agreement on the purpose of the activity/ campaign:
Buying kangaroo chairs for a specific NICU

- Vendor of desired chairs, price and possible delivery dates are identified
- Fundraising activities and peak event as well as event dates decided:
 - 12 February: Fashion Show
 - Parents of Premies Day: Parents of Premies Party in the hospital
 - 10 June: Walk with ex-preterm infants and their families
 - 17 November - PEAK: Handover ceremony for the kangaroo chairs and celebration with families, professionals, local politicians and decision makers, press
 - Big handover celebration for the kangaroo chairs
Will take place in form of a big celebration with invited ex-preterm infants and their parents, NICU families, supporters of the organisation, healthcare professionals, the local politicians and decision-makers and the press
 - Collaboration with local press: they will have photo opportunities where they can take pictures of the chairs while a family is doing kangaroo care with their preterm infant, interviews with the hospital management, the chief doctor, the chair of the organization and an ex-preterm family will be offered
 - Collaboration and support with local industry/ companies agreed: they will provide catering, drinks, print invitations and posters; a photo shop will send their professional photographer
- Social Media messages planned around all activities and the main handover event on World Prematurity day (“Do good and talk about it”)
- Collaboration with local press for the different activities: press releases, information and personal communication will be prepared accordingly
- Handover of the kangaroo chairs is added to the “big picture” on the EFCNI Changemaker Map homepage www.efcni.org/socksforlife to show everyone the difference we made.
- Summary of event, people reached and goal of event is made; Clipping of press reaction is collected (to show impact of our work) and also forwarded to EFCNI for further promotion at European and global scale
- Thank you to the participants of the activities, journalists and supporters after each activity and the main event

Overall topic field: “Infant- and family-centred developmentally supportive care”

Example: raising funds for kangaroo chairs in your Neonatal Intensive Care Unit



Possible Social Media messages for Facebook and Twitter

Here are some sample posts you can use to communicate about Socks for Life on your Social Media accounts.

Facebook

Socks for Life is a worldwide campaign where people join forces and work in partnership to raise awareness for preterm birth and its consequences for affected families. We are happy to be part of it! #SocksforLife

We are proud to support the worldwide activity Socks for Life. It wants to make a difference for preterm babies, their families and the care team surrounding the baby in as many countries as possible around the world. #SocksforLife

1 in 10 babies is born premature. Worldwide. The children and their families need our support! Let's start making a difference and change their situation in [insert your country]. #SocksforLife

Did you know that [name of your country] does not have newborn health on the political agenda? [name of your organisation] wants to change that. Support our Socks for Life activity [insert what you are doing] and let's make a difference for preterm and ill newborn babies! #SocksforLife

Preterm babies and their families need our support! We want to make a difference and are planning to [insert the purpose of your activity e.g. “renovate the parents’ room at xy hospital]. Please help us to achieve our aim. We will be hosting [insert your event] to raise funds to make our dream happen. Please join us and support this very important cause. #SocksforLife

Twitter

#SocksforLife is a worldwide activity where people join forces to raise awareness for preterm birth and its consequences.

We are proud to support the activity #SocksforLife that wants to make a difference for preterm babies and their families around the world.

About half a million babies are born preterm every year in the EU. Help making a difference for them and support #SocksforLife.

Support our #SocksforLife event [name of the event] and help making a difference for preterm babies in [your country].

We want to make a difference for preterm babies. Help us to [inset your purpose for Socks for Life (e.g. renovate parents' room at xy hospital)] and donate. #SocksforLife

Did you know that preterm birth is the leading cause of newborn deaths? Support Socks for Life and help making a difference for preterm babies and their families. #SocksforLife

Support Socks for Life and help making a difference for preterm infants worldwide.
#SocksforLife

Socks for Life material templates

We are happy to provide you with

- Poster templates (in 35 languages)
- Facebook covers (in 35 languages)
- Twitter cover (in English)
- Facebook and Twitter profile pictures
- E-mail signature banner (in English)

You may use the material free of charge. Feel free to add the content of your organisation to the poster.

We do hope for your understanding that providing the tool kit and visual material is the work of many creative individuals and involves time and expenses for EFCNI. Therefore we kindly ask you to note the following guidelines for the use of the material.

Guidelines for the use of Socks for Life Templates

- Feel free to add the logos and names of your individual supporters and partners but please do NOT remove the EFCNI and Dräger logo
- Feel free to support your partner organisations or hospitals with the poster template and Facebook cover
- Please do not alter the official template/ key visual
- Please use the Socks for Life key visual material only for raising awareness, for fundraising and information. Do NOT use the material for marketing or sales purposes of products or services

You can download the material on the EFCNI homepage: www.efcni.org/socksforlife

Thank you for your participation

Thank you for participating in the Socks for Life activity. Your contribution, however small it may seem, is important. It helps preterm infants around the world and adds to the great picture of the international campaign.

Together we can make a difference! If you plan activities, it would be wonderful to let us know about them via info@efcni.org.

Your opinion is important to us: We would be grateful for feedback as to whether this toolkit is helpful. If you have any questions, comments or suggestions how we can improve the toolkit for the future, please contact info@efcni.org.