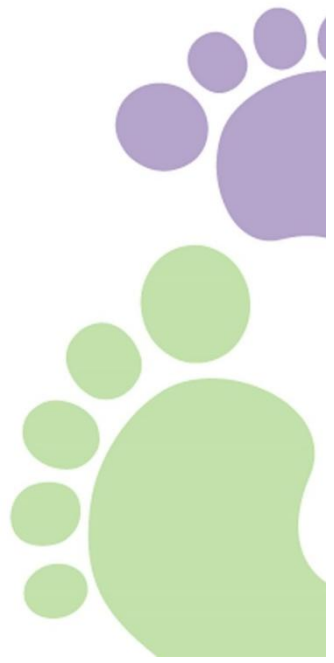




Creating Hospital Messages and Adding Content

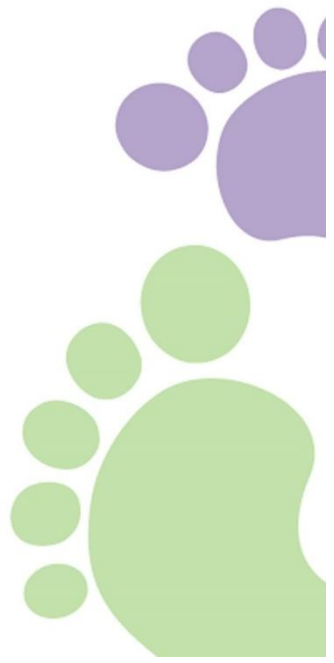


Hospital Messages

Every NowBaby TV programme loop has 12 spaces available for the hospital/trust to customise using their own information.

These spaces can be filled with one of the following:

- Text Slides using the NowBaby standard message template – you provide the information and we do the rest.
- PowerPoint Slides - created by the hospital
- Videos



Text Slides

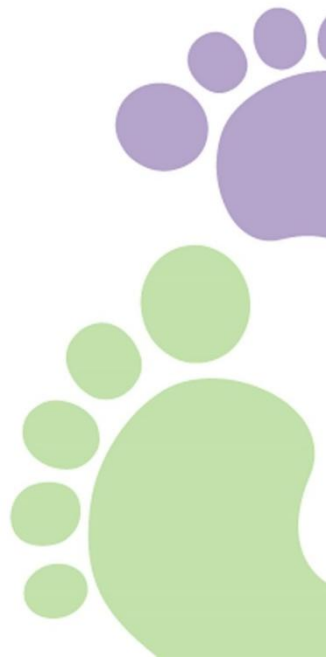
Using the NowBaby standard message template

One message can consist of up to 6 text slides under the same title (ie breastfeeding).

All text slides should contain no more than 40 words (including the title), a text slide can contain an image but in this case less wording would be used.

If you would like us to create your messages using our standard template, please send the information you would like to add in a word document to verity.jarvis@nowbaby.co.uk

We will create the messages on your behalf, you will receive a preview PDF upon completion for you to make any changes before we upload them to your TV.



Text Slides

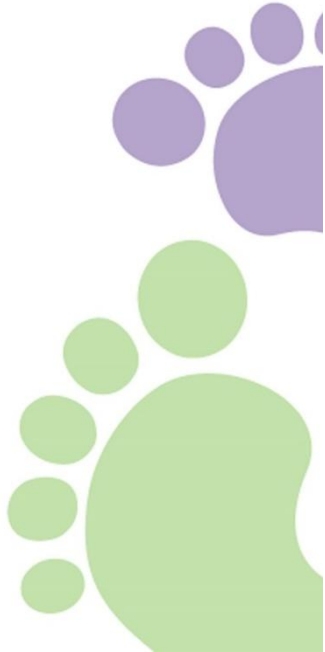

Using the NowBaby standard message template

Example

nowbaby.co.uk
Expert help from pregnancy to pre-school

Birth Positions

Upright positions such as standing, walking, or swaying on a birthing ball allow gravity to assist in bringing baby down the birth canal and enhance pelvic opening.



PowerPoint Slides

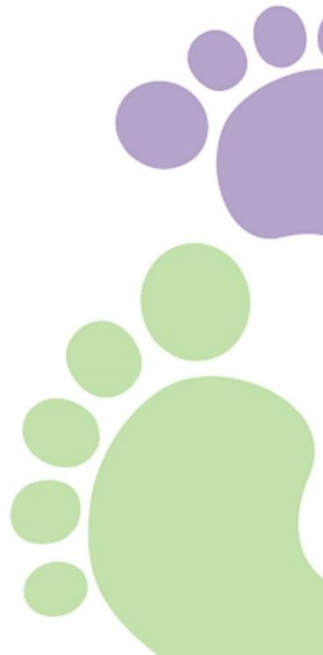
Created by the hospital

Begin by giving your messages a title (e.g. Breastfeeding, Smoking in Pregnancy). Place the title in the top, left hand side of the slide, then insert your message underneath keeping the font large enough for your audience to read from a distance. We recommend no more than 40 words per slide (including the title).

Keep the title in the same position on all corresponding slides to ensure a smooth transition. Leave an even space around the edge of your slide (see next slide as an example for reference).

We require all slides to have a 16:9 aspect ratio to fit our screens, think landscape as apposed to portrait. As a reference, the slides used in this presentation are 16:9.

If you want to include a digital poster, please ensure that it is in landscape format, portrait style posters are not suitable for our screens.



BREASTFEEDING

Breastfeeding is a skill that takes time to get the hang of, but once you've mastered it, you'll probably find it's the easiest and most satisfying way to feed your baby.



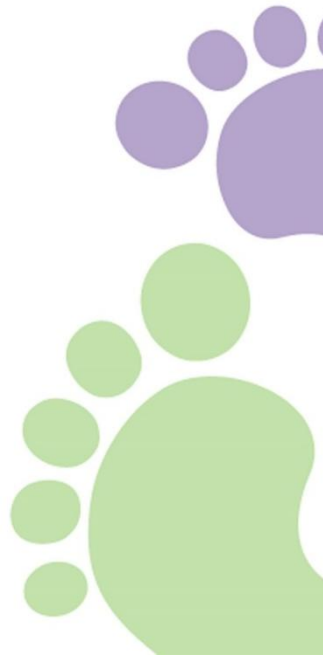
Ensuring your slides have even space around looks better on our screens and gives a smoother slide transition
(border lines are just for reference)

Videos

You may choose to use any of your 12 spaces for a video which can be up to 2 minutes in length

Preferably, videos should be created by the hospital, however, if you would like to use a video or animation created by an external source, please ensure that you have written permission from the creators to avoid copyright infringement.

Videos need to be subtitled to enable the viewer to follow the message regardless of the noise level in the clinic. We can provide this service for you, please ask for a quote.



Videos

We can not use YouTube videos, we require a high resolution, fully downloadable version, you can provide this via sharing platforms such as Vimeo, Google drive, Dropbox etc...

