

Planning a pregnancy campaign comms toolkit

Context

The chances of getting pregnant and having a healthy pregnancy can be improved through certain health behaviours, such as taking folic acid and vitamin D.

Insight from [engagement in SEL last year](#) showed that many people had never heard of preconception care, and even those who had been pregnant before, lacked knowledge when planning another baby. Many lifestyle changes, such as taking supplements, only began after becoming pregnant, and many did not receive healthcare advice beforehand.

Baby charity Tommy's ran a campaign in 2025 encouraging women and birthing people to use their [preconception health tool](#), resulting in 3,604 completions in SEL. After completion, they were invited to take part in a survey. Results showed:

- A need for uplift in folic acid promotion after stopping contraception in 18-24 and 25-34 year olds.
- Uplift in promotion needed in most deprived areas.
- Serious mental health conditions were more prevalent in 18-24 year olds.

This January, we're building on the Tommy's campaign to raise awareness of preconception health to help women and birthing people have a healthy pregnancy and baby. Our campaign is digitally focused running across Google Display Network, Google Search, Meta and YouTube from 14 January – 31 June 2026. We'll be introducing new content throughout the campaign including healthcare professional videos and content from service users.

How to support

We'd love your support on this campaign. You can do this by:

- Sharing our key messages with your audiences and any content you see on our [Facebook](#) and [Instagram](#) page.
- Using [Tommy's printed resources](#) in the community.
- Let us know if you need any campaign materials that are not already provided.



Key messages

- Thinking about having a baby?
 - Supplements like folic acid and vitamin D can help you have a healthy pregnancy and baby. Try to take folic acid daily 3 months before you get pregnant and vitamin D as soon as you start actively trying for a baby.
 - Eating a healthy, balanced diet will help you stay well throughout pregnancy and be good for your baby's health. This means eating whole grains, healthy fats and proteins.
 - You can improve your fertility and reduce the risk of pregnancy complications by quitting alcohol. There is no 'safe' level of alcohol to drink when you are pregnant, and you may get pregnant quicker than you think.
 - For more tips visit: <https://planforbaby.co.uk/>
- Planning a pregnancy and managing your mental health? If you're taking medication, don't stop until you've talked to a health professional. You're not alone - support is always available. For more tips visit: <https://planforbaby.co.uk/>
- If you are trying to get pregnant, it's a good idea to start limiting your caffeine intake. It's recommended you have less than 200 milligrams (mg) per day – that's two mugs of instant coffee. For more tips visit: <https://planforbaby.co.uk/>

Bulletin copy

Thinking about having a baby?

If you're thinking about getting pregnant, there are some things you can do to give yourself and your baby the best start. This includes taking supplements like folic acid and vitamin D before getting pregnant and having a healthy lifestyle. For more tips visit: <https://planforbaby.co.uk/>

Resources

All resources can be found on our [campaigns webpage](#). New videos will be added throughout the campaign.

