



# Hold-A-Thon

For Newborns with  
Hypoxic Ischemic Encephalopathy



HOPE for HIE

## Tips for Site Champions When Contacting Marketing

### Do's:

- ✓ **Lead with the human story** - Marketing departments respond to compelling narratives, not just clinical protocols
- ✓ **Emphasize uniqueness** - "Among the first in our region," "Innovative approach," "International campaign."
- ✓ **Highlight alignment** with hospital values/mission statements
- ✓ **Offer to do the heavy lifting** - Provide clinical content, connect them to resources, and identify willing families
- ✓ **Give adequate lead time** - Contact marketing 4-6 weeks before the event if possible
- ✓ **Be flexible** - Even if they can't do a full campaign, internal promotion is valuable
- ✓ **Provide visuals or visual concepts** - Marketing thinks in images; describe what compelling photos might look like
- ✓ **Connect to bigger picture** - How does this fit into the hospital's reputation, community relationships, or strategic priorities?

### Don'ts:

- ✗ Don't use excessive medical jargon - translate into lay terms
- ✗ Don't assume they know what HIE or therapeutic hypothermia is
- ✗ Don't demand specific deliverables - present it as a collaborative opportunity
- ✗ Don't wait until last minute
- ✗ Don't forget to mention family privacy/consent considerations upfront
- ✗ Don't oversell the clinical outcomes if evidence is still emerging - focus on family experience benefits

### What to Prepare Before Reaching Out:

1. **One-paragraph explanation** of HIE and therapeutic hypothermia in plain language
2. **Clear event details:** date, time, what will actually happen
3. **Potential spokespeople** identified (yourself, attending physician, willing parent if applicable)
4. **Photo opportunities** described (what would make meaningful images while respecting privacy?)
5. **Alignment with hospital priorities** - review the hospital's recent news/initiatives to find connections

#### **Follow-Up Strategy:**

- If no response in 1 week, follow up with a brief email
- Offer to present at their team meeting
- Connect them with other hospitals who've done similar campaigns (once some sites have completed events)
- If they decline external promotion, ask for internal support only
- Document what worked/didn't work to share with other sites

---

#### **Minimal DIY Marketing Materials Sites Can Create Themselves**

If marketing department isn't available or responsive, site champions can still create basic materials:

#### **Internal Promotion:**

- Simple flyer for staff break rooms (event date, what it is, why it matters)
- Email to NICU staff explaining the initiative
- Mention at staff meetings/huddles

#### **Social Media (if someone on team has access to personal accounts):**

- Post before event: "Our hospital is participating in the international Polar Bear Care Hold-A-Thon on [date]"
- Post during event: Photo of polar bear artwork/signage (not patients) with explanation

- Post-event: "We did it! [X] families held during cooling today/this month."

**Documentation:**

- Take photos of signage, staff wearing polar bear pins/stickers, and decorated unit (no patient photos without formal consent)
- Count participation metrics
- Collect staff reflections/quotes

**Free Design Tools:**

- Canva (free version) for creating simple graphics
- Hospital's existing templates for internal communications
- PowerPoint for basic posters/flyers