



December 7, 2015

Good morning!

You are receiving this email letter because you have been noted as someone connected to maternity care who could promote the OMama app and website to Ontario women and care providers.

**First, some information on the project**

The OMama Project aims to improve maternal-newborn care by providing resources to support the best beginnings of lifelong health. Started in 2014, and launching in December 2015, OMama is a maternal-newborn care pilot project led by the Better Outcomes Registry & Network (BORN), a provincial program of the Children's Hospital of Eastern Ontario, with support from eHealth Ontario.

Under the direction of an Advisory Committee made up of experts in medicine (obstetrics and family medicine), midwifery, nursing, e-health, technology, health promotion, social work and health policy, OMama is launching a website and mobile app offering trusted, easy-to-understand health information on over 100 topics related to pre-pregnancy, pregnancy, birth and early parenting for women and families, when and where they need it. We hope the app and website helps women to be informed and empowered partners in their maternity care.

**Our request**

We are asking stakeholders in the field of maternity care (for example, professional associations, midwifery clinics, family practices, OB/GYN offices, and other groups) to promote our app and website. You can do this in a number of ways: by sharing the link to our website in your professional networks, by sharing information with your patients, by tweeting or posting on Facebook about us, or by posting a poster in your clinic.

We have attached a poster to this email that you can print off and post in your clinic area in a place that will be highly visible to women. Encourage your

patients and clients to take one of the tabs to download the app and visit the website! We have also attached a document with sample social media content and newsletter and/or email content to make it easier for you to spread the word about OMama.

### **How to Post the Link**

To post the link to our website, simply copy it from this document:

[www.omama.com](http://www.omama.com)

or click on the link and copy it from the URL bar in your web browser. Post it to your website and/or social media along with a message encouraging women to download the app and visit our website. Please consider doing so often, in order to spread the word about OMama and reach more women!

Please also consider following or 'liking' the OMama Project on Facebook <https://www.facebook.com/OMamaProject> and encouraging your followers to do the same through a tweet or Facebook post that includes a link to our page.

We thank you for your participation and encouragement. If you have any questions about the project, your role in promoting it, or anything else, feel free to contact me at [omamaproject@gmail.com](mailto:omamaproject@gmail.com).

Sincerely,

A handwritten signature in black ink that reads "Wendy Katherine". The signature is written in a cursive, flowing style.

Wendy Katherine  
Project Director