

Submission: Online Placement of Interview with Nursing Expert from the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)

BRIEF

In August 2016, Environics Communications secured an interview with a Cosmopolitan Magazine reporter seeking expert insight into the realities of the experience of labor and delivery on behalf of our client, AWHONN. One of AWHONN's primary goals is to help make birth safer for the nearly 4 million American women who experience labor each year and their children.

Environics offered nurse-expert and AWHONN president <u>Suze Ketchem</u> for the interview. By guiding the reporter's interview and follow-up questions for Ms. Ketchem, Environics facilitated and helped craft a placement that included useful and factual information for Cosmo's online readership.

By placing Ms. Ketchem's interview in Cosmo, Environics helped bring the message of what to expect during labor and delivery to an audience that likely doesn't engage with AWHONN content elsewhere, including young or first-time mothers-to-be who regularly read Cosmo.

RESULTS

After a several-weeks-long coordination of follow-up questions from the reporter, the article "15 Things Your Labor and Delivery Nurse Wants You To Know" was published on Cosmopolitan.com on August 3, 2016. The friendly tone and thoughtful advice offered was due in part to Environics' facilitation of the questioning.

We're proud to have been instrumental in bringing the truth about labor to a broader audience on behalf of AWHONN.

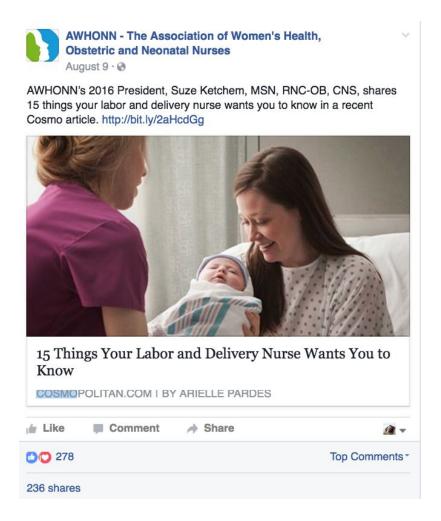


Cosmo tweeted about the article, garnering 7 retweets and 26 likes.



15 Things Your Labor and Delivery Nurse Wants You to Know csmo.us/M7aEM5S





On Facebook, the post promoting the interview received 278 likes and 236 shares.

The article was also shared by Cosmopolitan India and RedBook Magazine on Twitter.