



CELEBRATE  
BABYWEARING

# Resource Guide

International Babywearing Week  
October 10-16, 2011

Presented by  
Babywearing International Inc.  
and TheBabywearer.com

[www.babywearingweek.org](http://www.babywearingweek.org)



In this guide and in the rest of our online Toolkit you'll find resources to help you celebrate International Babywearing Week in your community. Volunteers for Babywearing International Inc. have created this guide to help you with Media Outreach, Event Planning, and even Government Outreach. The purpose of International Babywearing Week is simple: to create a time to focus the world's attention on the timeless and beautiful practice of babywearing. There is no requirement that you or your organization be affiliated with Babywearing International Inc. to celebrate International Babywearing Week, but nonprofit organizations should register as Official Celebrating Organizations to receive benefits such as authorized use of the "A World of Possibilities" logo for print and internet publicity, free babywearing awareness posters and other materials, and authority to grant local International Babywearing Week awards.

# About International Babywearing Week

The celebration of International Babywearing Week will be October 10-16, 2011 with the theme “A World of Possibilities.” International Babywearing Week 2011 is jointly presented by the nonprofit organization Babywearing International Inc. and the premiere online resource for babywearing information, TheBabywearer.com.

International Babywearing Week is a focused opportunity to celebrate, promote and advocate the many benefits of babywearing. International Babywearing Week is also an occasion to focus media attention on this beautiful and beneficial practice. Nonprofit babywearing groups around the world are participating in International Babywearing Week by registering as Official Celebrating Organizations. These organizations will be hosting many exciting and educational events throughout the week, including presenting local awards and sharing information about babywearing with their communities. At the International level, Babywearing International and TheBabywearer.com will jointly present International Babywearing Week Awards, recognizing excellence in babywearing advocacy and education. There will also be a coordinated media outreach campaign to raise awareness about babywearing among the general public.

## Participating in IBW11 and Logo Policies

The Board of Directors of Babywearing International Inc. invites and encourages babywearing advocates worldwide to participate in International Babywearing Week 2011. This worldwide celebration of babywearing is open to everyone. There are only a few restrictions regarding the use of the IBW11 logo.

### **Nonprofit Organizations**

Any nonprofit organization that is celebrating IBW11 may register with Babywearing International as an Official Celebrating Organization. There is no charge to register, and Official Celebrating Organizations may use the logo to publicize their events and may also issue local IBW11 awards. This permission to use the logo does not include using the logo on merchandise or promotional items such as t-shirts, bumper stickers, etc.; however, a license arrangement is available to groups who would like to produce such items.

### **Businesses**

The only for-profit businesses that may use the IBW11 logo are sponsors of IBW11 recognized by Babywearing International Inc., who may use the logo in accordance with the sponsorship agreement. Local sponsors of IBW11 may use the logo after their local Official Celebrating Organization receives approval from Babywearing International Inc. for the local sponsor’s use of the logo, and such use will similarly be governed by an agreement. These few restrictions on the use of the logo will help preserve the integrity of this event as a time to celebrate the ancient and beautiful practice of babywearing.

### **Local Celebration**

You can celebrate IBW11 locally in many ways! You can host local events, seek a local official proclamation, and, if you’re an Official Celebrating Organization, you can present local awards. Most importantly, you should take this opportunity to seek positive media attention and other publicity for babywearing. This Resource Guide is just one part of an online Toolkit designed to help you maximize the babywearing advocacy opportunities during IBW11. The online Toolkit can be accessed from the IBW11 website: [www.babywearingweek.org](http://www.babywearingweek.org)

# 2011 Media Outreach Tips

## **Ready, Set, Reach Out!**

International Babywearing Week 2011 is an excellent opportunity to highlight your babywearing group and the benefits of babywearing in general. During IBW11, you can hold events that warrant media attention. Even if you don't hold any formal events, you should promote IBW11 to the media. Below are some tips to help make the most of these opportunities.

## **Activities and Events to Plan in Celebration of IBW11**

You can plan an event to formally announce IBW11, events to promote awareness and education, social events, or any combination of these events. See our Program Ideas on the next page for suggestions and tips for planning successful activities and events.

## **Involve a Local Celebrity or Government Official**

Encourage your city and state government officials to announce or proclaim International Babywearing Week. Use the Proclamation Request Letter from the IBW11 toolkit to request proclamations and involvement of government officials. Invite an elected official, media personality or local athlete to present the awards or to attend your event. The media will be more likely to cover a story that has "star power."

## **Create a Media List**

Create a list of media contacts who have covered your organization in the past. Be sure to include contacts at magazines, daily and weekly newspapers, radio stations, TV and cable outlets, and wire services. Call and ask who at the media outlet covers volunteer activities, general human-interest stories, or community service issues. Develop a roster of names, titles, e-mail addresses and telephone/fax numbers of the reporters, producers and assignment editors.

## **Maintain Good Media Contacts**

The success of your media strategy will largely depend on your interaction with the media. Building rapport with journalists and key staff usually does not happen overnight. The relationship is developed over time. Keep in touch regularly with reporters and others on your media list. Offer them new story ideas and notices of events; provide them with new statistics and other information about babywearing so they will rely on your organization as a key resource.

## **Prepare and Distribute a News Release**

A news release must clearly convey the who, what, when, where, why, and how of your event. Refer to the template news release in the IBW11 toolkit, and localize and tailor it to your organization and event. Distribute the release at least two weeks in advance of an event (3-4 weeks for weekly newspapers).

## **Follow Up on the News Release**

Make calls to reinforce the information in your news release and fill in gaps. Be mindful of a reporter's deadlines – ask if you are calling at a good time; if not, ask when would be a better time to call. If a specific event is taking place, invite the media to cover it, and point out photo opportunities.

## **Use Pictures**

A good photo makes the difference between getting media coverage or not. Make sure your event has a "photo opportunity" – an interesting visual that tells the story, not just people talking at a podium. Contact your television stations' and newspapers' photo desks to invite coverage of your event. Have your own photographer present at the event as well. The photos should show parents wearing their children. Do not forget to caption photos and identify each person in the picture. Make sure everyone in the photo signs a form granting permission for the use of their picture.

## Create Other Media Opportunities

Even if your local media does not cover your recognition ceremony or event, there are other opportunities to get their attention. You can write an Opinion Editorial (also known as an op-ed) about the positive impact of babywearing on your community. Call your local paper to find out the process for submitting an opinion editorial: where to send it, how you can follow up, etc.

### Specific Tips for Talking with Reporters

1. Take time to prepare. If you get an unexpected call from a reporter, ask for their deadline and make an appointment to call them back. It's always best to prepare for interviews.
2. Find out what the reporter is interested in learning. If you don't feel you're the right person for the interview, let the reporter know that and direct them to someone more suitable.
3. Prepare talking points. Take a moment to write down 2 or 3 things you want to make sure to talk about.
4. Return media calls promptly. This is important! Reporters' deadlines may require they go to another source for information if you aren't available.
5. Find out when the story is to be published. This will allow you to get a copy of the paper, record the broadcast, etc.
6. Use everyday language. Not everyone will be familiar with acronyms and other jargon. Try to use language that will be easily understood by the general public.
7. Be flexible. Don't feel that you have to answer specific questions exactly as they are asked. Steer answers toward your key talking points. If the reporter asks if you want to add anything, feel free to mention or reiterate key talking points.
8. Offer additional resources, including your local website, Babywearing International's website, and TheBabywearer.com.

## Getting the Government Involved

A great way to get publicity for International Babywearing Week 2011 is to get an official proclamation from your governor, mayor, or city council. Proclamations are often given in recognition of special events and can help you get media coverage and other publicity, which is one of the primary goals of International Babywearing Week.

**Step 1:** Identify the right contacts in your government offices. Many state, county, and city websites have information about how to request a proclamation. In some cases, a public relations or public information officer is the right contact. In other locations, you may need to call the appropriate office to find out who to deal with.

**Step 2:** Find out the procedures for getting a proclamation signed. When requesting a proclamation, you will need to explain why International Babywearing Week is important. We have drafted a Sample Proclamation Request Letter as well as a full-color, 6-page IBW11 Fact Sheet to make this task easy. We have also drafted a Sample Proclamation. Find out what format your local officials want the draft proclamation in ... hard copy, electronic, or both?

**Step 3:** Submit your request. In addition to the request letter, Babywearing Fact Sheet, and draft proclamation, include any other supporting materials, especially ones that relate babywearing to the state, county, or city for which you are requesting a proclamation.

**Step 4:** Arrange a signing ceremony! If your proclamation is approved, try to arrange a signing ceremony that you can invite the media to. Try to have some babywearers there ... babies make great visuals. Draft a one-page media advisory with all the event details and distribute to your local media a week or two in advance of the event if possible. Follow up with phone calls.

**Step 5:** Share the news with other babywearing groups by posting about it in the Babywearing International forum!

# IBW 2011 Event Ideas

Use the activity listed for every day, use just one or two or come up with your own ideas... the point is to get out there and CELEBRATE!

**MAKE IT MONDAY**--DIYers are encouraged to post photos of their creations. Groups are encouraged to host a make-it event highlighting free patterns that are out there for the making as well as proper construction and materials.

**TAKE IT TUESDAY**--Groups and individuals are encouraged to take info on babywearing and their local group to organizations and business that advocate babywearing--OB offices, pediatricians, childrens' boutiques, mom groups, etc.

**WALKING WEDNESDAY**--Head out as a group on a babywearing walk somewhere that is high traffic and walking friendly.

**TEACH IT THURSDAY**--Individuals and groups are encouraged to TEACH on an individual or group basis something about the art of babywearing, whether it's a simple introduction or an in-depth presentation.

**PHOTO FRIDAY**--We encourage folks to post photos of babywearing on our fb page as well as their other social outlets. We will also be announcing the winner(s) of our photo contest.

**SHOUT IT SATURDAY**--Groups are encouraged to formally participate in a local activity in the form of a booth or sponsorship or a volunteer opportunity. Show your community babywearing in action. Have a booth at a local event. Sponsor an event or an individual at an event, volunteer as a group somewhere while wearing your babies. Get creative. Find somewhere to shout out about the power of babywearing.

**CYBER SUNDAY**--Groups and individuals are encouraged to use all their social media to report on their experiences over the week. And they are encouraged to post links on our Facebook page: <http://www.facebook.com/babywearinginternational>

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Deadlines for all contests are October 1, 2011. Please email entries to [ClanTower@gmail.com](mailto:ClanTower@gmail.com). Be sure to include the contest title in the subject line. Please see our website: [http://babywearinginternational.org/pages/](http://babywearinginternational.org/pages/BabywearingWeek2011EventIdeas.php)

[BabywearingWeek2011EventIdeas.php](http://babywearinginternational.org/pages/BabywearingWeek2011EventIdeas.php) for complete descriptions and contest rules.

## **Google Doodle Contest (Winner could get their doodle on Google.com during IBW2011)**

Doodle must be original artwork by the entrant or a team of entrants. A team of entrants must submit the artwork together. Winning doodle will be submitted to Google.com. It is up to Google.com to accept the winning doodle

## **Best babywearing blog post or series by an individual**

Entry can be a single blog post or a series. Blog entry must be an original piece on a personal blog. All photos must be the property of the blogger OR the blogger must have permission to use the photos. Entries must be published between October 1, 2010 and September 30, 2011.

## **Best babywearing blog post or series by a business**

Entry can be a single post or a series. Blog entry must be an original piece on a blog maintained by a business. All photos must be the property of the blogger OR the blogger must have permission to use the photos. Entry must be babywearing related. Entry must be published between October 1, 2010 and September 30, 2011.

## **Photo contest**

Photos must be the property of the individual OR professional photos may be entered with permission of the photographer. By entering the photo contest you are granting Babywearing International permission to use the photo for official BWI business. Photos must be taken between October 1, 2010 and September 30, 2011