



Together, we can start the that impacts change.

Labor of Love Summit, November 17, 2021.

every.one.

2021 Labor of Love Summit



Every baby matters.



Every mother matters.



Every conversation matters.

Every One. Together, we can make a difference.

every.one. 2021 Labor of Love Summit

**every.one.**  
2021 Labor of Love Summit  
Local conversations to impact change.

Live Births of health status in the world

every.one.	Teen Pregnancy	5.3%	8.4%	4.4%	8.7%
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Indiana Department of Health

**How to prevent Birth Defects**

Birth defects are structural changes present at birth that can affect almost any part or parts of the body. They may affect how the body looks, works, or both. Birth defects can vary from mild to severe.

**Common Birth Defects:**

- Congenital heart disease
- Spina Bifida
- Anencephaly

**To prevent birth defects:**

- Take 400mcg of folic acid daily before and during pregnancy
- Take prenatal vitamins
- Avoid harmful substances such as alcohol, tobacco, drugs, and certain medications
- See your healthcare provider regularly

For more information, visit our website at [birthdefects.in.gov](http://birthdefects.in.gov)

Scan this QR code with your phone to take a brief survey about the information we're providing. We value your opinion!

**What is Newborn Screening?**

Newborn Screening is a set of screens, performed on all newborns in Indiana.

**Pulse Oximetry Screen** screens for 7 different types of critical congenital heart disease

**Heel Stick Screen** can detect 50+ life-threatening genetic conditions

**Hearing Screen** uses sensors to check the baby's hearing

Babies who are identified early through newborn screening grow up to be healthy.

See your pediatrician if any screen results are abnormal.

For more information, visit our website at [ids.in.gov](http://ids.in.gov)



**every.one.**



2021 Labor of Love Summit

**Conversations to Impact Change**

2021 Labor of Love Summit  
Indiana Department of Health

**968**  
total registrants

**750**  
app users  
—  
**55,100**  
app engagements

**42.8%**  
promotional email  
open rate  
(Industry average 21.3%)

**92%**  
of attendees  
rated the event  
“good to excellent”

## THE CHALLENGE

Infant mortality is a major public health issue. The Indiana Department of Health (IDOH) hosts an annual Labor of Love Summit to equip healthcare workers with information they can share with patients and communities to reduce mortality rates. After a virtual-only event in 2020, the department was excited to offer a dual in-person and virtually-streamed meeting to healthcare professionals from around the state and surrounding areas.

## THE IDEA

With the COVID-19 pandemic still in play but restrictions of in-person events loosening, the in-person summit was designed around engaging panels and timely sessions that were also streamed live for virtual attendees. An event landing page was developed and supported with email marketing, digital ads, social media posts and geofencing – all targeting Indiana healthcare professionals.

## THE PAYOFF

968 healthcare workers attended either in person or virtually.

With nearly \$80,000 secured in sponsorships, the members of organizations who helped make the event happen reported feeling “included and able to have meaningful conversations,” and “thankful to be a part of this.”

Attendees were able to connect with exhibitors and network by returning to an in-person event. Several post-event survey respondents were pleased with the thoughtfulness of social distancing measures taken and enjoyed the variety of sessions offered, with the option to choose different viewing times for each session.

The client left impressed by attendance numbers, the quality of conversations facilitated at the event and the ease of the day for the department and its staff thanks to on-site management by BLNKPG.

## Let us tell your success story.

With a team of ag-centric agency veterans, BLNKPG has a passion for all things rural and sharing the stories that help support both its legacy and growth. Developed with a client-partnership mentality, BLNKPG is dedicated to driving results based on fresh ideas.

**A BLANK PAGE IS THE BEST PLACE TO START.**

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