

A graphic featuring the text "#POWER TO THE BUMP" in large, white, bold, sans-serif capital letters. The text is set against a dark grey circular background. To the right of the text, two yellow fists are raised in a power salute. Above the word "POWER", there are three yellow lightning bolts. The entire graphic is framed by a thick pink border.

#POWER
TO THE
BUMP

Pregnancy and maternity campaign

Erica Boardman, Head of Corporate Communications

Objectives

- **Increase reporting of pregnancy and maternity discrimination in the workplace and raise awareness of the rights and responsibilities of women and employers in order to reduce levels of discrimination** – Secure national and specialist press as well as widespread social media engagement, increase the number of reports of discrimination to advice bodies such as Citizens Advice.
- **Secure support for our recommendations** – Stakeholder endorsement and Government commitment to act on recommendations.
- **Position the EHRC as an authority on maternity and pregnancy rights** – Ensure our research is cited in ongoing discussions and conversations on the issue.

Strategy

The behaviour change campaign comprised two distinctive elements targeted at two target audiences and informed by our research.

- **#worksforme**

A dedicated microsite containing practical advice and information for women and employers on their rights and responsibilities.

- **#PowertotheBump**

A digital PR campaign in conjunction with Channel Mum to unite and empower young mothers. We focused on positive behaviours for young women to adopt in order to empower them rather than on what their employers are doing wrong.

Outputs - 1

Phase 1 - #worksforme

- Digital and PR-led content marketing campaign which used our comprehensive new research into the incidence of discrimination as a hook
- Dedicated web area for #worksforme containing practical advice and information for women and employers
- Led and formed a coalition of more than 50 partners to push for change
- Published wide-ranging proposals for change in a recommendations report

Phase 2 - #PowertotheBump

- Targeted working mothers under 25 years old by developing a peer-to-peer digital campaign centred on the campaign line #PowertotheBump
- Eye-catching shareable content was created and user tested with young mothers and groups to ensure appropriate positioning
- Developed a strong network of influencers to ensure messages were shared widely with our audience
- Worked with popular parenting YouTube site 'Channel Mum' to develop top tips videos featuring regular vloggers sharing their advice and experiences
- Supported by a content platform and targeted media stories that highlighted the incidence of discrimination towards young women.



Outputs - 2

- Extremely successful publication of our research report with significant media coverage of both phases - total coverage of more than 500 items across press, online and broadcast media.
- High profile coverage on BBC, Sky News, ITV and Channel 4 News, BBC Radio 1 Newsbeat, Huffington Post, Stylist magazine and Grazia.
- A potential audience of 2.5 million for #worksforme across social media.



Outtakes



Recognition

- The campaign won a Highly Commended in the PR Week Awards 2016!

- There were more than 3,500 posts about #PowertotheBump across blogs, Facebook, Instagram and Twitter and more than 600 retweets for our messages, including retweets from 21 MPs and 63 of our stakeholders. Over 90% of posts were positive and on-message.
- Our #PowertotheBump webpages have been visited more than 3,000 times with almost three-quarters of people saying they would now take some form of action.
- Widespread positive support from more than 60 stakeholders including Fawcett Society, CIPD, TUC, UN Women, Young Women's Trust.
- The video hosted on Channel Mum has had almost 25,000 views to date which has exceeded any EHRC video produced in the last five years.
- #PowertotheBump has started a movement online with influential bloggers and MPs sharing their personal experiences and support for the campaign.

Outcomes

Committed action from all three UK Governments

We changed the political landscape in relation to this discrimination, with UK Government along with Scotland and Wales accepting wide-ranging policy solutions.

Launch of a major parliamentary inquiry into the issue

As a direct result of our campaign to shine a light on the problem, the Women and Equalities Select Committee launched a formal inquiry to look at the action being taken to address this growing problem, including whether the Government proposals are enough or whether tougher action is required.

Driving up reporting by 25%

One of the main objectives of our campaign was to raise awareness of maternity rights and encourage women to report discrimination. Citizens Advice research reveals a 25% rise in people seeking advice on pregnancy and maternity discrimination between April 2015 and March 2016, with a 22% increase in people seeking online help, and the charity's web advice viewed 22,000 times in the year.

What we've learned

- Our strong evidence base provided a really firm foundation for communications and will enable us to monitor behaviour change over time
- We need to be more agile in our channel approach – there was some nervousness about working with vloggers but this proved to be really successful with our target audience of young mums. We need to go where our audience is
- Carefully targeted stakeholder engagement helped to spread the messages with appropriate audiences – we need to understand more about our key influencers on social media and have faith in working with non-traditional stakeholders
- Businesses listen to other businesses – this learning has been woven into our new follow-up Working Forward campaign
- We need to assign more resource for evaluation, particularly to understand sentiment and messaging through media coverage
- User feedback led to changes to the #worksforme website, in particular increased use of short-form downloadable content for employers
- The campaign brought home the power of a strong hashtag and the importance of visuals on social!

Thanks

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