**Meeting with SMG PR team 28th September 2018. Dip n Dip Riyadh.**

Host of Meeting Hanan Al Zahrani. Head of PR for SMG.

**Attendees:**

Hanan Al Zahrani.

Annamiek Van Der Kraan. Scientific Committee.

Mary Yff: General Secretary:

Haifa Al Malki

Fatima ezzahra Aayne Alhayat

Taghreed Abdulaziz Alotaibi.

**Haifa, Fatima and Taghreed will send their Bios and CV’s to Hanan ASAP so we can help them become part of SMG. ( Hanan will follow this up with the three new members of the PR sub-committee).**

**Hanan made her proposal for the promotion of SMG and involving the PR team.**

* General goals
* 1- Reaching out to hospitals, teaching bodies, colleges, universities ...etc
* 2- Communicating through media with the public
* 3- Serving specialty fellows among Saudi Arabia by support, advice, guidance etc.
* 4- Sharing and announcing MOH and the national center of patient safety initiative for mother and baby friendly hospitals
* 5- Verifying data about the true number of registered midwives through SCFHS and their detailed registration and accreditation (situational analysis)
* 6- Reforming all Nursing bodies and authorities to add midwifery to their official name  
  Encourage Midwives to join to SMG websites  
    
    
    
  Specific goals
* Importance of awareness about SMG in society
* Providing and practicing cooperation with universities, hospitals, malls, schools and everywhere
* Promoting and supporting Saudi Midwives education through lectures, practices, posters, brochures and posters as well as through another frequent activities and events
* Prepare programs specific for Midwives every 6 months to look at their needs, ideas, requirements, issues and inquires
* Cooperation with others companies, hospitals and organization to get many support such as sponsors
* Create new account for example snap, telegram for all Midwives who want to join to help and support SMG
* Make symposium, activities for mothers in each cities every 3 or 4 months decided by SMG

**How are the above going to be achieved?**

**All attending the meeting were asked for their contribution and how they can help spread the word about SMG and how they each specifically can help.**

**An important point made was the urgent need for funding to move advertising forward. ( To make posters etc we need some sponsorship).**

**Haifa Al Malki** Is Good at creating apps for PR posters designing. Haifa talked about better use of social media to promote SMG, including Instagram, twitter, facebook, **(Noted at the meeting that all advertising directly associated with SMG needs to go directly to head of PR and chairperson before advertising).** This will ensure the quality and credibility of information that is put out to the public.

**Haifa** also said she would help with design of posters and other advertising materials to promote SMG.

**Haifa:** Can also help with coding and developing the website.

Discussion took place around going using Malls as a way to get to the public and inform them about midwifery and public awareness about the right to choose in childbirth.

**Hanan.** Talked about a big announcement for SMG.

**Fatima**: Write reports with **Hanan** on what happens on social media. Every month.

**Taghreed:** Design of posters,

**Aisha** is current admin on the SMG website..

**Haifa** to get involved in below. (Teams around Saudi need to be developed to spread the word about midwifery and SMG. (A programme needs to be written so all teams are putting out the same message).

PR Team when developed around Saudi Arabia need to start..

Reaching out to colleges, hospitals, schools, by using brochures, emails etc.. Primary health care.

**Haifa** suggest a YouTube account for SMG?

**Advertising Baby friendly hospital initiative.**. SMG need to get involved in the Baby friendly Hospital initiative, to help create more awareness and improve the number of baby friendly hospital status.

Dr Fatima Al shangiti very involved in the promotion of normality**. (Hanan** to get in touch with Dr Fatima and ask her to help us with the promotion of midwifery and help us gain more publicity).

**Haifa** says we can go to the Saudi Council to get official numbers of midwives in Saudi Arabia.

We can get the list of midwives and their email addresses. (**Haifa will try and get the email address so we invite those who are not members onto the SMG group).**

We need a letter made about SMG and send it to the Saudi Council to spread the word of SMG.

**Hanan** suggest we need to be more active before the SMG events:

**SMG Annual General Meeting takes place on Saturday the 24th of November 2018.**

**Venue East Jeddah Hospital:**

**The incoming members to SMG PR Team are going to attend.**

**Hanan:** Discussed preparing a programme every 6 months to look at the current needs of the midwives in KSA. The purposes is have a discussions and do a small competition to challenge each other, SMG for you.

**Haifa** We need to ask Dr Elham Sindi if she will help SMG with access to hospitals and going to speak to hospitals..

**Haifa:** discussed about making a poster. Ask mum are you pregnant... Make a code to send the mums links about midwifery and natural website..

**Haifa** We can approach. Almariai and, mother care.., and ask them if they will become sponsors for SMG?

**Hanan:** To speak to Ahmed from Eng to sponsor the posters for SMG..

AGM annameik discuss the conference..

**Haifa** suggest speaking to the newspapers to come and highlight the AGM event?

**Hanan** discuss presenters for SMG.. Open discussion. For 15 minutes 5 mins ideas. 5 mins about open discussion anyone talk about something related to SMG, 2nd topics can be left open to allow people to ask and have their questions answered.

**Fatima:** talked about Johnson and Johnson providing baby dolls for all the midwives at the AGM.. Fatima will look into this.

Now we need to promote the SMG AGM upcoming in November…