

Communications Messaging Tools
Places of Worship
Draft November 21, 2019

Overall Attribute (What Places of Worship offer)

As a place of worship, our role as a trusted community resource offers venues, connections, and fellowship to ensuring a mother's optimal health (mind, body, and spirit) before, during and after pregnancy.

Core Attributes (Reasons to believe)

- Trust within and to the community
- Venues to inform, share messages and bring women together
- Providing health overall to the mind, body and spirit

Overall Benefit (What Places of Worship gain as a result)

Maintaining trust and deepening connections of the community and its members.

Core Benefits (Reasons to believe)

- Engagement of members/congregants as part of a larger community
- Connection to the issues of today and to efforts that are larger than one venue/location can do alone
- Child-friendly locations that may provide prenatal care, daycare and early education for the family