

The INFANT Promotion Communications Essentials Kit is designed to assist Local Government Areas (LGAs) to spread the word about INFANT in their community. This one-page resource summarises how to get started, recommended channels, and suggested content.

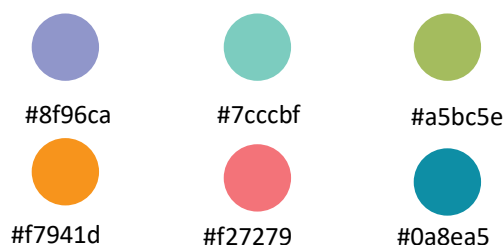
In addition to this kit, we have a more comprehensive resource, 'INFANT Promotion Guide', that has additional templates, a style guide and other items for use across your website, social media channels and newsletters. This guide can be found in the [facilitator section](#) on the INFANT website.

Getting Started

- To promote INFANT in your area, involve the appropriate member(s) of your marketing and communications team (or equivalent) in this process.
- In need of further assistance? Reach out to the INFANT Communications Officer: toni.penny@deakin.edu.au or infant-study@deakin.edu.au.

Brand Guidelines

The INFANT team have carefully curated generic content which can be used by all LGAs. If designing your own content, please adhere to the INFANT brand colours and logo as specified below.



Recommended Digital Channels

To inform your community about INFANT, we suggest publishing promotional content across specific channels which target parents, caregivers & healthcare professionals:

Website: Add a section to your organisation's website

- Include a section about INFANT on your website to generate awareness of the program in your area
- For best results, provide contact details to find out more information and a link to register
- Suggested content:
 - **Title: Infant Feeding, Active play and NuTrition (INFANT) Program**
*The INFANT program aims to provide new parents with essential skills and information about healthy eating and active play for their babies.
INFANT is an evidence-based initiative led by our local <<health professionals>> and includes four interactive sessions at 3, 6, 9 and 12 months of age. INFANT sessions cover topics such as introducing solids, food refusal and fussy eating, tummy time, active play ideas and the role that parent wellbeing plays in your baby's life.
You will also have free access to the My Baby Now app, full of tailored, trustworthy, practical advice and tips on feeding and active play with your baby.
INFANT has been developed by child health experts and health professionals at Deakin University's Institute for Physical Activity and Nutrition and INFANT is now available at <<LGA >>*

*Are you a parent or caregiver and interested in joining INFANT?
Register for the next INFANT session here (INCLUDE YOUR LOCAL REGISTRATION DETAILS).
Access the My Baby Now app using this link <https://is.gd/parentMBN>, or download the app from the App Store or Google Play and register for a new account.*

Social: Post on your social media

- Social media channels enable real-time updates between you and your community. We suggest using Twitter to target healthcare professionals and Facebook and Instagram to target families
- Suggested content:
 - *Have you heard of @INFANTprogram? It's a free initiative which is supporting parents and families with healthy eating and active play from the start of their baby's life.*

To learn more, including how @INCLUDEYOURACCOUNT is bringing #INFANT to our community, visit our website.

Newsletter: Include an article to your newsletters

- Digital newsletters are an effective way to provide updates to your community in greater detail. Include a section about INFANT in your newsletter to highlight important information (i.e., training dates and contact details)
- For best results, add a link for your audience to register or find out more information
- Suggested content:
 - **Subject line: INFANT to support healthy eating and active play from the start of life**

Infant Feeding, Active play and NuTrition (INFANT) is an evidence-based initiative led by our local nurses and healthcare practitioners to support families with healthy eating and active play. INFANT has been developed by child health experts and health professionals at Deakin University's Institute for Physical Activity and Nutrition.

INFANT consists of four face-to-face sessions when infants are aged 3 months, 6 months, 9 months and 12 months and access to the My Baby Now app, full of trustworthy, practical advice and tips on feeding and active play with your baby.

INFANT covers topics such as introducing solids, food refusal and fussy eating, tummy time, active play ideas and the role that parent wellbeing plays in your baby's life.

Are you a new parent or caregiver and interested in joining INFANT? Register for the next INFANT sessions (INCLUDE YOUR LOCAL REGISTRATION DETAILS) and start learning.

You can also access the My Baby Now app using this link <https://is.gd/parentMBN>, or download the app from the App Store or Google Play and register for a new account.

Please note, all imagery can be downloaded via the zip file in the facilitator resource section [here](#).