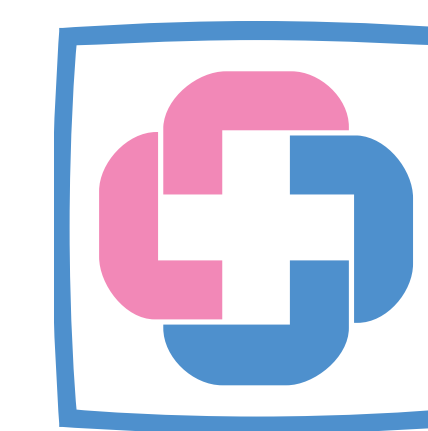




**Singapore Healthcare Management 2017**



**KK Women's and Children's Hospital**  
SingHealth

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# "Our Superhero Premies" online viral campaign in conjunction with World Prematurity Day

## Introduction



As the children's hospital with the largest Neonatal ICU (NICU) in Southeast Asia, KK Women's and Children's Hospital cares for the majority of premature babies in Singapore. Babies born prematurely (preemies), and their families, go through difficult and often life-threatening times at the start of the babies' lives, having to stay at the NICU or Special Care Nursery for weeks to months before they are ready to leave the hospital. We wanted to spread awareness about these preemies and their families, the struggles they go through and their brave strength and tenacity in their journeys of survival and growth.

## Methodology



The campaign aimed to showcase the preemies' heroism in their fight to live through a photo collection detailing each baby's birth weight, gestation age, number of days they have been in the hospital and their unique characteristics. Each preemie was dressed as a superhero to represent their "superhero trait".

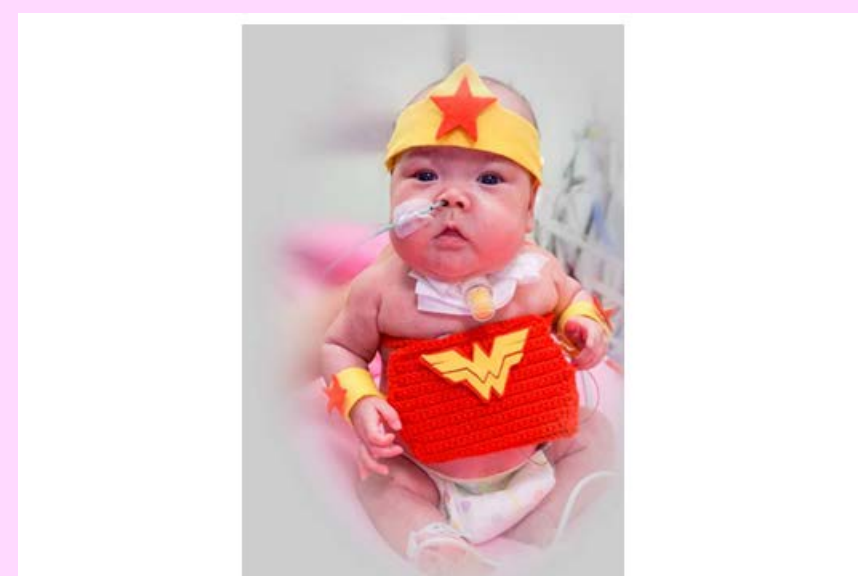
The online platform of choice was Facebook, where there is a wide range of audiences, for ease of sharing and avenue for the campaign to go viral.

The superhero costumes were handmade and photos were taken by staff who cared for these preemies. The photos were packaged with write-ups on the preemies to initiate the campaign.

## Results



**Chen An, The Flash**  
Born at: 29 weeks 2 days gestation  
Birth Weight: 1,350 grams  
No. of days in hospital: 36 days and still inpatient  
Superhero trait: Swift. Quick to learn new tasks.



**Allia, the Wondergirl**  
Born at: 24 weeks 3 days gestation  
Birth Weight: 710 grams  
No. of days in hospital: 200 days and still inpatient  
Superhero trait: Courageous. Braved through storms.



**Wei Yan, the Green Lantern**  
Born at: 24 weeks 4 days gestation  
Birth Weight: 780 grams  
No. of days in hospital: 105 days and still inpatient  
Superhero trait: Brave. Beacon of strength even though his twin brother has been discharged.



**Joshua, the Spiderboy**  
Born at: 30 weeks 4 days gestation  
Birth Weight: 1,750 grams  
No. of days in hospital: 43 days  
Superhero trait: Charming. Wins everyone over.



**Sheraz, Thor**  
Born at: 29 weeks gestation  
Birth Weight: 500 grams  
No. of days in hospital: 98 days and still inpatient  
Superhero trait: Indestructible. Smashes every challenge that comes his way.



**Thaqif, Captain America**  
Born at: 24 weeks gestation  
Birth Weight: 600 grams  
No. of days in hospital: 216 days  
Superhero trait: The strong and mighty one. Makes his presence known.



**Avril, the Wondergirl**  
Born at: 24 weeks 6 days gestation  
Birth Weight: 810 grams  
No. of days in hospital: 98 days  
Superhero trait: Zealous. Lively and energetic, especially at milk times.



**Asher, Robin**  
Born at: 26 weeks gestation  
Birth Weight: 855 grams  
No. of days in hospital: 112 days and still inpatient  
Superhero trait: Resilient, against all the odds.



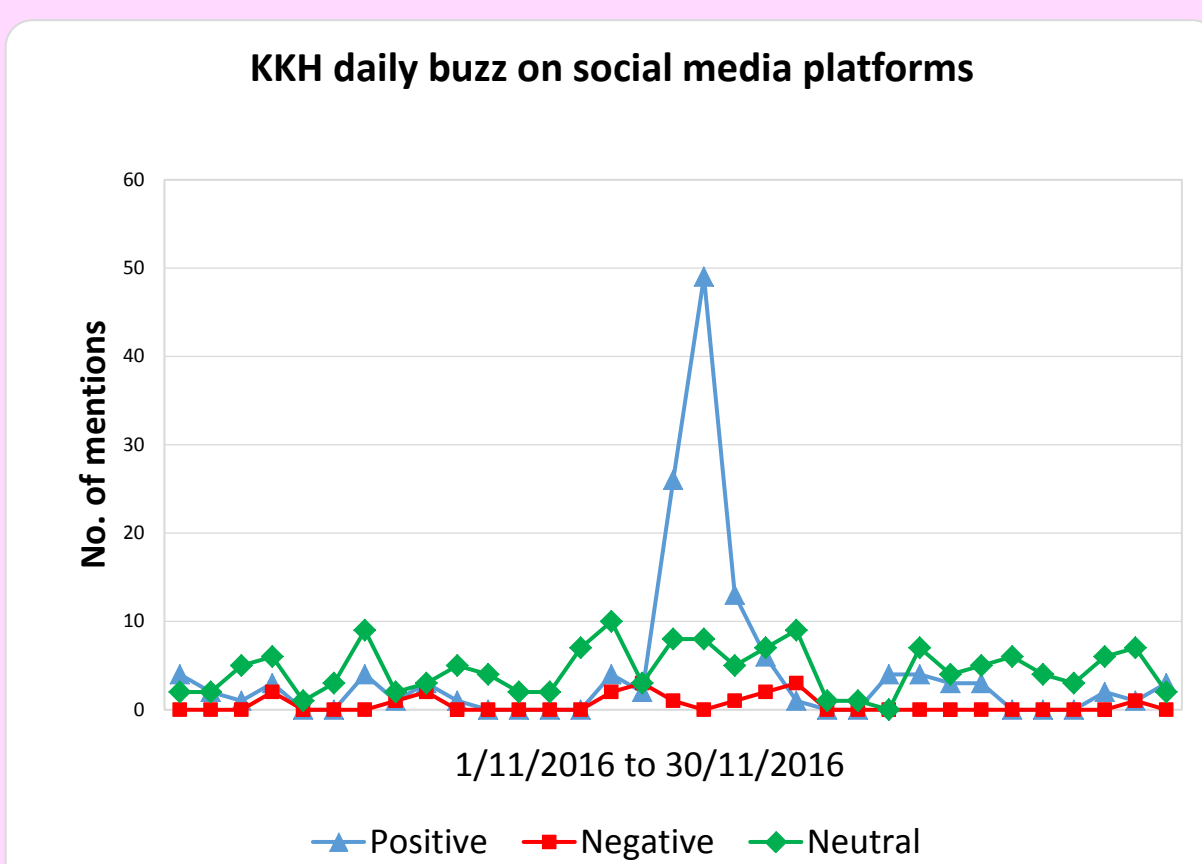
**Elyza, the Supergirl**  
Born at: 26 weeks 1 day gestation  
Birth Weight: 850 grams  
No. of days in hospital: 45 days and still inpatient  
Superhero trait: Fortitude. Able to remain calm even when things get chaotic.

The photo collection went viral in a matter of hours and was shared extensively by the Facebook community, including the online pages of Government bodies like Ministry of Health and local politicians such as Mrs Josephine Teo. Facebook Analytics show that the post reached **32,797 people**, with **3,419 Shares**, **6,762 Reactions** and **387 comments**.

32,797 People Reached		
10,012 Reactions, Comments & Shares		
5,005 Like	5,005 On Post	0 On Shares
1,576 Love	1,419 On Post	157 On Shares
25 Haha	1 On Post	24 On Shares
27 Wow	6 On Post	21 On Shares
128 Sad	128 On Post	0 On Shares
1 Angry	0 On Post	1 On Shares
387 Comments	387 On Post	0 On Shares
3,419 Shares	3,419 On Post	0 On Shares

**Ministry of Health, Singapore** shared KK Women's and Children's Hospital's album  
November 23, 2016  
#WorldPrematurityDay  
#WorldPrematurityDay is celebrated on 17 November every year? It is a day to honour all preemies, for their admirable strength in their journeys of survival and growth.  
Thank you to KK Women's and Children's Hospital for sharing this wonderful photo album of our brave little ones to commemorate World Prematurity Day!  
#WorldPrematurityDay is celebrated on 17 November every year? It is a day to honour all preemies, for their admirable strength in their journeys of survival and growth.  
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The virality of "Superhero Premies" post also drew traditional media attention and it was reported in several mainstream media such as The Straits Times, Lianhe Wanbao, The New Paper, AsiaOne and 93.8 Live with a **cumulative media value of \$32,838.22**.



Many lauded the photo collection as a good initiative and fitting tribute to the preemies. There was an outpouring of compliments and expressions of gratitude from parents of preemies who were cared for by KKH's NICU and SCN teams, contributing to a **spike in positive online mentions on KKH in Nov 2016**.



The campaign won the prestigious **Asia-Pacific Excellence Awards in the Viral Communications category** on 19 April 2017, where it competed alongside 2,500 submissions from Asia Pacific, with global MNCs such as The Face Shop, Disney, Visa, Ford and more.

## Conclusion

The photo collection was tastefully executed and successfully portrayed the preemies and their families heroic perseverance, the struggles they go through and their strength in their journeys of survival and growth. The platform of choice – Facebook also proved to be the right tool to spread the awareness on preemies further and this is evident from the virality of the campaign that attracted traditional media attention as well as won recognition for the preemies at the Asia Pacific Excellence Awards.