



Singapore Healthcare
Management 2014



KK Women's and
Children's Hospital
SingHealth

Integrating Communications Strategy with Philanthropy

KKH Antenatal Cookbook: Good Eats for Mums-to-Be

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AIMS OF THE KKH COOKBOOK

- To be a first-of-its-kind publication featuring the collaboration between a well-recognised food blogger (Ms Heng Ju Ee) and the KKH Dietitians
- To enhance KKH's presence in the social media space
- To increase outreach to mothers gathering at online forums
- To reinforce KKH's leadership position and further the Academic Medicine agenda
- Fulfills the dual aims of encouraging healthy eating and engaging the online community
- An innovative platform to increase awareness and to fundraise for the KKH Health Endowment Fund



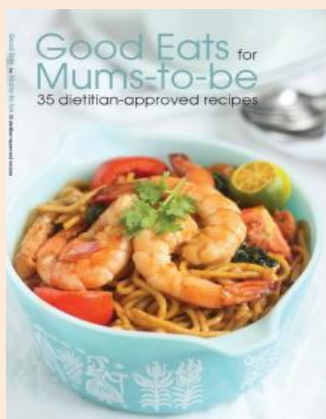
WHAT IS "GOOD-EATS" ABOUT?

- Customised and written from an Asian perspective
- Features 35 tasted and tested recipes that span the best of East and West
- Provides dietary advice for a healthy pregnancy
- Every recipe comes with useful cooking tips and nutritional analysis by the dietitians



RESULTS OF INTEGRATING COMMUNICATIONS STRATEGIES WITH PHILANTHROPY

Since the launch in **June 2013**,



465 Books
were sold

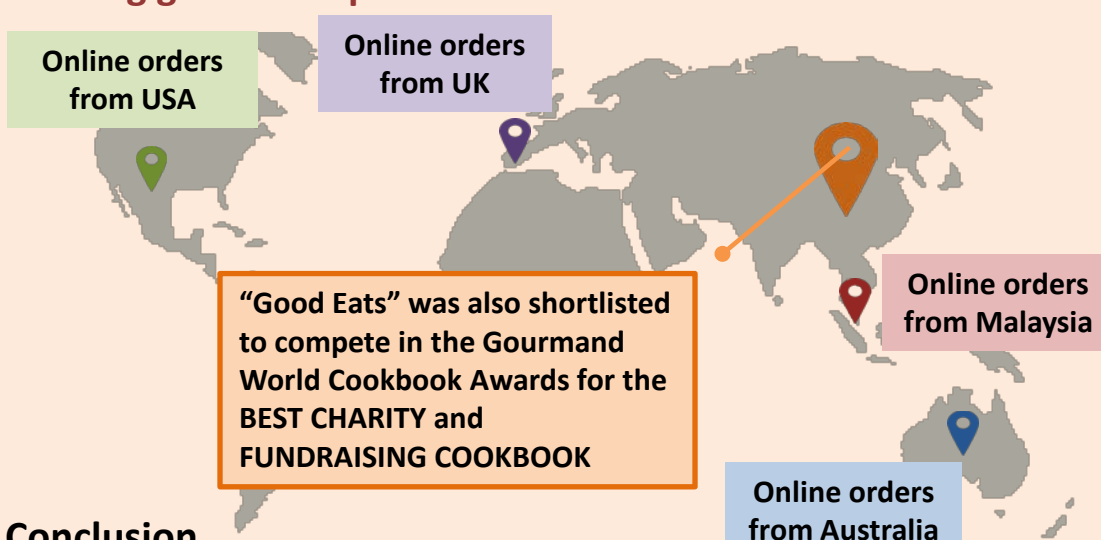


S\$10,560
were raised for charity



10 Publications
reported on the cookbook

Leaving global footprints...



Conclusion

The online media landscape is changing fast, there needs to be new channels to engage the online community. The cookbook has been an innovative way to enhance social presence and fundraise concurrently.

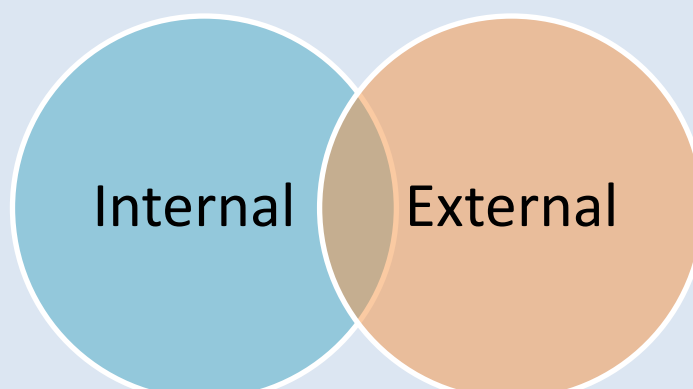
MAIN STRATEGY: INCORPORATING FUNDRAISING ELEMENT

All the sales proceeds were directed towards KKH Health Endowment Fund (KKHHEF)



By making it a charity cookbook, we were able to garner more support for the book via internal and external communications channels

- Established online touchpoints through intranet to raise staff awareness
- Messages were disseminated through emails to increase outreach.



- Cookbook was launched in conjunction with a public forum - KKH Mega Forum 2013
- Press releases were sent out to the media
- Book was retailed through major bookstores, KKH's Patient Education Centre, Retail Pharmacy
- Webpage was created to accept international orders from fans of Ms Heng's blog