



Humber and North Yorkshire Health and Care Partnership

Perinatal Pelvic Health Services Phase 2 Communications Toolkit

We're excited to announce the launch of the second phase of the Perinatal Pelvic Health Service (PPHS) campaign, running until October 2025 across Humber and North Yorkshire.

Last year, Perinatal Pelvic Health Services were launched in Humber and North Yorkshire to support women and birthing people with their pelvic health throughout pregnancy, and until 18 months after birth.

In phase 2 of our campaign, we aim to further raise awareness of the new service, continue to break down some of the stigma around pelvic health problems and dispel some of the myths associated with pelvic health in the perinatal period.

To promote the second phase of the campaign, we have developed a toolkit that can be utilised by our partners and stakeholders.

This toolkit includes:

- Information about our planned campaign activity
- Newsletter/ bulletin copy for target audience and general messaging
- Social media assets and copy
- Web assets
- Link to assets from Phase 1 of our campaign.

Please share this with your networks so that the message can be amplified across the region.

If you need any further information about the campaign, please email the ICB Communications, Engagement and Marketing Team on:

hnyicb.communications@nhs.net

Planned Campaign activity includes:

- **Mumbler Partnership:** We are working with the Mumbler network and have created a website blog, social media posts, and are advertising in Hull and York baby booklets.
- **Social Media Ads:** We are using paid-for social media advertising with carousel ads featuring the top 6 symptoms of poor pelvic health and a 20-second video (live from July–September).
- **Organic Social Media Posts:** Shared across Mumbler platforms and the ICB Let's Get Better channels.
- **Website Content:** Dedicated landing page with a self-referral form meaning people don't need to discuss their pelvic health with multiple health professionals: letsgetbetter.online/pelvichealth

Bulletin/Newsletter Copy

Copy for Target Audience (women and birthing people ages 18-45 as a guide):

Pelvic Health Support for Mums in *[insert place in Humber and North Yorkshire]*

Pregnant or had a baby in the last 18 months?

Your body's been through a lot and if you're experiencing pelvic health symptoms, you're not alone.

Things like:

- Leaking wee when you laugh, cough, run or jump
- A constant urge to go to the toilet
- Vaginal discomfort or pain
- Trouble controlling wind or poo
- Pain during sex
- Lower back or pelvic pain

These are **common**, but they're **not normal** and you don't have to just put up with them.

There's help available, and you **can refer yourself directly** without having to discuss your pelvic health with multiple health professionals.

Visit letsgetbetter.online/pelvichealth to find support and self-refer today.

Why it matters

- 1 in 3 women experience urinary incontinence just 3 months after giving birth
- 1 in 7 experience bowel incontinence within 6 months
- 1 in 12 report symptoms of pelvic organ prolapse

These issues can affect your confidence, relationships, and mental wellbeing but they are **treatable** with the right support.

What support looks like

You'll get a personalised plan that may include:

- Pelvic floor muscle rehab
- Bladder or bowel retraining
- Lifestyle advice
- Specialist physiotherapy

And don't forget- you can download the **Squeezy app** for free if you live in Humber and North Yorkshire and are pregnant or have recently had a baby. It's a great way to stay on top of your pelvic floor exercises.

💖 You deserve to feel strong, supported and confident.

Copy for public messaging (not target audience specific):

New Pelvic Health Support for Pregnant Women and New Mums in Humber and North Yorkshire

Humber and North Yorkshire Health and Care Partnership are excited to introduce the Perinatal Pelvic Health Service, which launched last year to support thousands of pregnant women and new mums in our region. This service aims to improve women and birthing people's quality of life by preventing and treating pelvic health problems.

The service brings together midwives, specialist physiotherapists, and other healthcare professionals to prevent and treat issues like incontinence, prolapse, and injury during pregnancy and until 18 months after birth.

"We know that women and birthing people are often too embarrassed to talk to anyone about some of the symptoms that they experience, and many people believe that things like leaking urine when sneezing or pain when having sex is just part and parcel of being a new parent" said Debbie Plowman, Clinical Lead for Pelvic Health Physiotherapy at York and Scarborough Teaching Hospitals.

"We are here to dispel this myth, break down some of the stigma around pelvic health and remind people that whilst these symptoms are common, they are not 'normal' and something they just have to struggle on with. We are here to help," continued Debbie.

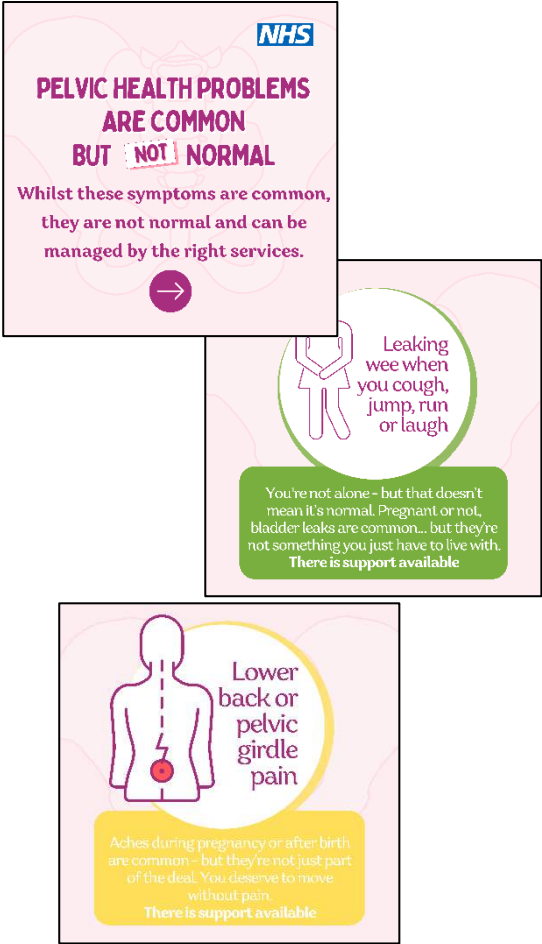
For more information about the service or to self-refer and find support, visit letsgetbetter.online/pelvichealth.

Social Media and Web Images

You can support the campaign by sharing posts from our Facebook page (Let's Get Better), or by uploading any of these resources to your own platforms.

Below are some suggested social media posts that you can use on your channels.

All the social media resources and web images can be found and downloaded by visiting our [Phase 2 Perinatal Pelvic Health Service Campaign Page](#).

Copy	Media
<p>👩 Pregnant or had a baby in the last 18 months?</p> <p>Your body's been through a lot and if you're experiencing pelvic health symptoms, you're not alone.</p> <ul style="list-style-type: none"> 💧 Leaking wee when you laugh, cough, run or jump 🚽 Constant urge to go to the toilet 😞 Vaginal discomfort or pain 🕒 Trouble controlling wind or poo ❤️ Pain during sex 🌀 Lower back or pelvic pain <p>These are common, but they're not normal and you don't have to just live with them.</p> <p>💬 Support is available, and you can refer yourself so you don't have to discuss your pelvic health with multiple health professionals.</p> <p>📱 Visit letsgetbetter.online/pelvichealth to get started.</p> <p>You'll get a personalised plan and access to tools like the Squeezy app</p> <p>💖 You deserve to feel strong, supported and confident.</p> <p>#PelvicHealth #Pregnancy #PostnatalCare #YouAreNotAlone #NHS #Squeezy</p>	<p>Carousel (8 images)</p> 

Short copy (under 125 words):

Are you pregnant or have you had a baby in the last 18 months? Pelvic health issues are common but not normal. We're here to help.



**Vaginal
changes or
pain**

Things can feel different after childbirth – dryness, pressure, pain, or heaviness. It's common, but you don't just have to accept. You can feel good again. There is support available



**Constant
urge to
go for
a wee**

That urgent, can't-hold-it feeling might be common...but it's not something you have to put up with. There's a reason and there's help. There is support available



**Bowel
issues. Not able
to control
wind/pooping
yourself**

Accidental leaks, urgency, or fear of losing control – you're not alone. It's more common than you think. But you don't have to live with it. There is support available



**Pain
having
sex**

Yes, it's common – but no, it's not something you have to put up with. Once your body has recovered, sex shouldn't hurt. You shouldn't. There is support available

**If you are currently
pregnant or have had a
baby in the last 18
months, help and
support is available.**

**Find more details and
self-refer on the website**

letsgetbetter.online/pelvichealth

Posters

There are several printable posters available from Phase 1 of this campaign which can be downloaded from the [Phase 1 Perinatal Pelvic Health Service Campaign Page](#).

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