Pampers and the Association of Women’s Health, Obstetric and Neonatal Nurses Announce New Program to Honor Nurses

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The Pampers Swaddlers Thank You Nurses Campaign and Awards Program Celebrates the Essential Role Nurses Play in Making Life Better for Babies and their Families

CINCINNATI--(BUSINESS WIRE)--Pampers, the #1 choice of U.S. hospitals*, announces the Pampers Swaddlers Thank You Nurses campaign, in partnership with the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN), the foremost authority promoting the health of women and newborns and strengthening the nursing profession. The program celebrates the essential role nurses play in fostering the relationship between newborns and their parents. As a first phase of the campaign, in celebration of National Nurse Practitioner Week, Pampers is launching an Awards program that will honor nurses in three categories – Labor and Delivery, Neonatal Intensive Care Unit (NICU) and Postpartum Care – and will bring to life their inspirational stories through personal documentary-style videos.

“Having a new baby is such an extraordinary, rewarding experience, and nurses are with new babies and their parents every step of the way,” said E. Yuri Hermida, vice president of North American Baby & Feminine Care, Procter & Gamble. “It’s the nurses we trust through labor and delivery, during post-partum care, and in the NICU. They teach us as parents what we need to do to give baby the best start in life. As a brand dedicated to the happy, healthy development of every baby, Pampers wants to honor the nurses who go above and beyond and make life better for baby every day.”

According to a recent Pampers poll of nurses attending the 2015 AWHONN Convention, 61% of nurses say they teach new parents every day how to diaper a baby for the first time, and 61% also say they support the emotional wellbeing of new parents every day. Many nurses find their hard work worthwhile, and 100% of all of the nurses surveyed said that caring for the health and wellbeing of newborns is rewarding. Ultimately, nurses do their part to make life #betterforbaby and their families, but just over half of nurses (66%) say they feel appreciated by new parents every day – providing even more opportunities for families to express their thanks and gratitude to the nurses who took such good care of them.

“Nurses help new parents learn how to care for their newborns and encourage healthy development right from the start,” said AWHONN CEO, Lynn Erdman, MN, RN, FAAN. “We are really excited to partner with Pampers and raise awareness of the passion, devotion and inspirational experiences our nurses have every day. We encourage families, hospitals and other nurses to nominate a nurse for this award and see their personal stories come to life.”

PAMPERS SWADDLERS THANK YOU NURSES AWARDS

To celebrate National Nurse Practitioner Week this November, Pampers is launching the Thank You Nurses Awards, in partnership with AWHONN, honoring nurses across three award categories – Labor and Delivery, Neonatal Intensive Care Unit (NICU) and Postpartum Care. Pampers is inviting parents starting today, to share their stories of nurses who helped make life #betterforbaby by submitting a nurse nomination at www.tongal.com/pampersnurses.

Three nominated nurses will be featured in short documentary videos showcasing their unique and inspirational stories. These three nurse finalists will each receive a one-year membership to the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN), P&G care packages and more. Finalists will also receive a scholarship to attend the AWHONN Annual Convention. In honor of these nurses, three Pampers Swaddlers scholarships will be made available to help nurses from underrepresented groups complete their studies toward a Master of Science in Nursing degree.

In March, Pampers will invite parents to watch these three nurse documentaries and vote on a grand prize honoree who will be announced during National Nurse Appreciation Week in May. This grand prize nurse honoree will be featured in an upcoming Pampers advertisement placed with AWHONN. Full prizing details are available at www.tongal.com/pampersnurses.

ABOUT PAMPERS SWADDLERS

Pampers Swaddlers is the #1 choice of U.S. hospitals* and the first diaper worn by millions of babies. Pampers Swaddlers wraps baby with premium comfort, protection and blanket-like softness, helping to take care of babies during all the
precious first moments they share with their parents. Pampers Swaddlers is Pampers softest diaper and provides a wetness indicator and absorb away liner on all sizes for up to 12 hours of comfort and protection. Pampers Swaddlers are available in sizes P-6. Pampers Swaddlers are available at retailers nationwide and online at www.pampers.com.

**ABOUT #BETTERFORBABY**

As part of Pampers core mission to care for the happy and healthy development of babies and their families for more than 50 years, the brand launched its “Better for Baby” campaign this summer on the belief that babies bring out the best in each of us, so that’s why there is nothing we wouldn’t do to make life better for babies. #Betterforbaby is an ongoing call-to-action where we invite people to share pledges – big and small – of how they plan to make life “better for baby.” The Pampers Swaddlers Thank You Nurses program is an extension of this mission, and highlights all the essential ways nurses help improve life for babies and their families.

**About Pampers®**

For more than 50 years, parents have trusted Pampers to care for their babies. Pampers is a part of The Procter & Gamble Company (NYSE:PG) and is the #1-selling diaper worldwide. Every day, more than 25 million babies in 100 countries around the world wear Pampers. Pampers offers a complete range of diapers, wipes and training pants designed to provide protection and comfort for every stage of baby’s development. Visit www.pampers.com to learn more about Pampers products, join the Pampers Rewards program, and find ideas and information to help your baby get the most out of love, sleep and play.

**About Procter & Gamble**

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit http://www.pg.com for the latest news and information about P&G and its brands.

**About AWHONN**

Since 1969, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) has been the foremost authority promoting the health of women and newborns and strengthening the nursing profession through the delivery of superior advocacy, research, education, and other professional and clinical resources. AWHONN represents the interests of 350,000 registered nurses working in women's health, obstetric, and neonatal nursing across the United States. Learn more about AWHONN at www.awhonn.org.

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1 Twelve question written poll of 167 nurses attending the 2015 AWHONN Annual Convention at the Long Beach Convention Center in Long Beach, CA, June 13-17, 2015

*Based on sales of the newborn hospital diaper

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