

R*OTS*

In de branding

Midwives have one of the most beautiful and grateful professions of all. They are 'de rots in de branding' ('rock in the surf') for expectant parents, because they are available for anything 24 hours a day 7 days a week. Extremely valuable for the parents, but it has a downside for midwives. Being on call, means you have to drop everything you're doing when the work phone rings. This results in a lot of uncertainties and stress, mostly during the night. The fact they know they'll probably get a call during the night makes it difficult for the midwives to fall asleep. What if I used the gratefulness from expectant parents to soothe the midwife?

“Soothing on call midwives before work stress gets in the way of a good night’s rest.”



Expectant Mother



Appointment
midwifery practice



Receiving
help and support



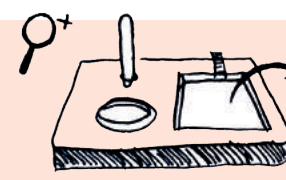
Feeling grateful



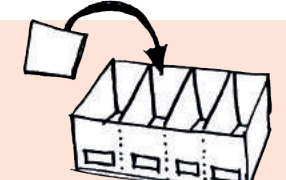
Getting coat




walking past table




Write lemon juice note
to express gratefulness



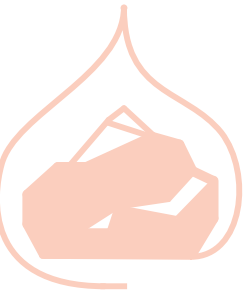
Leaving the note in the
midwife's postbox




Feeling happy




Going home




Midwife




on call
shift starts




end of
the day



finds note in postbox



excited takes home
the note



groceries



cooking




having diner



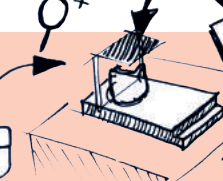
cleaning up, free-time




sleeping ritual



takes note out of bag and puts
it on 'rots in de branding'



light candle



enjoying candle light
and aroma odor



reading message



feeling
confident



worries soothed by
compiments



blow out candle and falls asleep