VITALITY BABY

Enjoy the best care and rewards for you and your baby.



Discovery Vitality, celebrating healthy, happy families

The Vitality Baby 1,000 days programme

Having a baby is one of the most exciting and life changing events in life, whether you're a first-time parent or growing your family. Pregnancy and the first two years following childbirth – the first 1,000 days – play an important role in laying a strong foundation for your child's health, growth and development. Making sure that you maintain a healthy lifestyle during your pregnancy can keep you and your baby healthy. It also ensures a healthy birth weight for your baby, improved growth and lessens the chances of disease in adulthood.

In their first 1,000 days, children develop more rapidly, both physically and emotionally, than at any other point in their lives. This critical period offers a unique opportunity to have a positive impact on your child's future health. To guide you in making the best choices for you and your baby during this important time, Vitality Baby offers you a wellness journey until your child turns two. It comes with the best rewards to make the journey even more exciting, and all the tips you need to ensure you are prepared for every new challenge.

Get inspired to make happy memories as a family while learning how to make healthier lifestyle choices, together.

How to join

Discovery Vitality members who are pregnant or have a baby under the age of two can join the Vitality Baby 1 000 days programme. Activate the Vitality Baby benefit.

You will need to reactivate the Vitality Baby benefit once your child is born to ensure that you continue to earn double Vitality points until your baby turns 6 months old.

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Vitality Baby benefits

Vitality Baby members receive fantastic benefits and rewards which can be redeemed at Babies R Us and Toys R Us stores. These include:

1. Your Vitality Baby gift pack

If you are pregnant or have a baby younger than three months old, you will receive a free Vitality Baby gift pack. When you register for Vitality Baby, you will receive a code which will be displayed on the website, you will be able to SMS the code to your cellphone. Take this code to any Babies R Us or Toys R Us store to collect your Vitality Baby gift pack. It's filled with useful information, as well as exciting gifts for you and your baby!*

- You will be asked to indicate the number of children you are expecting during the registration process.
- The unique code is valid for the collection of one Vitality Baby gift pack per child you are expecting.
- You will receive a unique code for each child. Please note, each code will expire six months after being issued. Please note that this code will expire 6 months after being issued.

*The contents of the Vitality Baby gift pack are subject to change at any time.

Other exciting features of the Vitality Baby programme

1. HealthyCare for you and your baby

Vitality members can activate the HealthyCare benefit and get up to 25% cash back at Clicks or Dis-Chem on selected baby care items including nappies, wipes, baby accessories, baby cleansing products, baby creams as well as maternity care items. HealthyCare cash back is converted into store loyalty points and paid into your Clicks ClubCard or Dis-Chem HealthyCare card. For more information on how the HealthyCare cash back works, go to www.discovery.co.za.

2. Get weekly and monthly updates on your baby's growth

When you register for Vitality Baby you will receive weekly emails that explain how your baby is developing before he or she is born. When your baby is born, you will receive monthly updates about your baby's first two years of development.

3. Double up on Vitality points

Pregnant women and mothers earn double Vitality points for HealthyFood purchases and fitness activities, during pregnancy and until your baby turns six months old.

- Earn double Vitality points for purchasing HealthyFood items
    - This means you'll earn up to 40 Vitality points for every HealthyFood product and have 40 Vitality points deducted for every unhealthy product you buy. The least amount of points you can earn is zero. You can never have a negative point's value in a month. You can earn a maximum of 1,000 Vitality points per single member's policy per month and 2,000 Vitality points per family per month.

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- Earn double fitness points for exercise
    - This means that you can earn double points for your daily workouts. These extra points count toward your overall fitness points, which have a limit of 30,000 points per year.
    - Double points also count towards your Vitality Active Rewards goal. Once your baby turns six months, we will reduce your Vitality Active Rewards goals to match the reduction in double points.
    - Vitality Baby members earn double points for tracking step activities up to a maximum of 2,400 Vitality points a month. More information on tracking step activity can be found on the website.

4. You can earn even more Vitality points

You can earn 2,000 Vitality points if you attend antenatal classes while pregnant. To get your points, submit proof of your attendance online by logging into www.discovery.co.za.

Children under two years can earn 500 Vitality points per vaccination event for your family. To earn these points, submit proof of your baby's vaccinations online by logging into www.discovery.co.za.

5. Discovery Home Care

Discovery Home Care is a separate benefit that Vitality Baby parents have access to. Only members on a scheme administered by Discovery Health have access to this product. The Discovery Home Care benefit will offer the following postnatal services:

- Three daytime midwife visits post discharge over a period of six weeks.

The Discovery Home Care benefit will be serviced by Discovery Home Care. Please email homecare@discovery.co.za or call them on 0860 462 273.

6. Immediate access to support, advice and tools

This benefit is available to members of selected medical schemes administered by Discovery Health. Activate the My Pregnancy or My Baby programme to unlock additional maternity and early childhood benefits. Visit the Discovery website to activate the programme. Discovery Health (Pty) Ltd; registration number 1997/013480/07, is an authorised financial services provider and administrator of medical schemes.

7. Get rewarded for visiting the Well Baby Clinic

Visit the Well Baby Clinic to learn more about how your baby is growing and developing by tracking their height, weight and head-circumference measurements. You can also get advice on a range of health-related topics like breastfeeding, as well as baby's vaccinations and developmental milestones. Babies from birth to 2 years will qualify to earn 500 Vitality points per visit to a maximum of 2,500 Vitality points per year for visiting a Clicks and Dis-Chem Well Baby Clinic.

If you are part of a medical scheme administered by Discovery Health, we will automatically allocate your points when we receive a claim for the visit. Members who are not on a scheme administered by Discovery Health will need to send us proof of attendance at the Well Baby Clinic through our WhatsApp Ask Discovery functionality.

Important points to remember

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- KeyFIT members who have Vitality Baby will not earn Vitality points. KeyFIT members also earn up to 15% back at Clicks for buying HealthyCare items.
- Vitality Baby may contact you to let you know of any new developments in the Vitality Baby programme.
- This benefit is valid during pregnancy and for two years after your due date or two years from your baby's birth date.
- The benefit may be cancelled at any time on the Discovery website at your request.
- Ending your Vitality Baby benefit will cancel the allocation of double points and any other rewards on the Vitality Baby benefit.

Find out more

If you have any questions or need more information about the Vitality Baby benefit, go to www.discovery.co.za. You will also find a full set of Vitality rules. If, for any reason, there is a conflict between rules in this benefit guide and the Vitality Main Rules – the Vitality Main Rules will apply at all times.

Stay in touch

If you have any queries, contact call us on 0860 99 88 77 or chat to us on WhatsApp. Alternatively, you can also chat to a Vitality agent 24/7 through Ask Discovery on the website or in the Discovery app. Look out for the pink chat icon and tap to start chatting.
Or Register for Ask Discovery on WhatsApp. If you have already registered, scan this QR code to start chatting:

Keep up to date with the latest news from Vitality: visit www.discovery.co.za, download the Discovery app, follow Discovery Vitality on (@Discovery_SA) and (DiscoverySA).

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