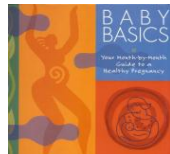
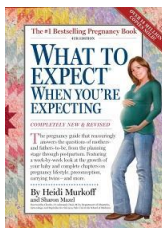


The Baby Basics Brief Implementation Overview



The What to Expect Foundation Baby Basics National Program

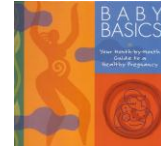


- The What to Expect Foundation takes its name from the 40 million copy international bestseller.
- The Foundation created the Baby Basics Book and Program to meet the needs of underserved expecting families.

Four Main Goals of the Program

1. Provide materials to engage parents
2. Empower underserved parents to be active participants in healthcare system
3. Teach healthcare providers to think about health literacy and cultural competency with their patients
4. Build community initiatives so families receive integrated, coordinated prenatal care information

Baby Basics Baltimore Program



- ▣ Part of the citywide B'More for Healthy Babies Campaign
 - ✓ Partnership between Baltimore City Health Department & Family League of Baltimore
 - ✓ Goal to reduce infant mortality and improve the health of mothers and their babies.

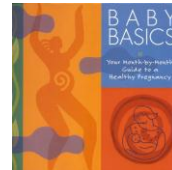


Moms Receive

- ✓ Consistent, comprehensive, prenatal information
- ✓ Health literacy tools to act upon health information
- ✓ Mechanism to share their health information



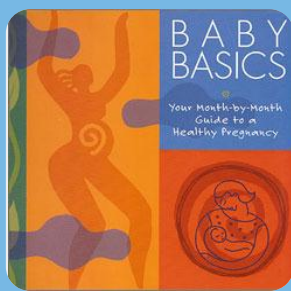
What is Health Literacy?



The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

-Institute of Medicine

Baby Basic Materials



Baby Basics Books

- Written at 3rd and 5th grade level
- Generous use of white space
- Index at front



Baby Basics Planner

- Easy for moms to document questions
- Simple format for remembering appointments and tests



Baby Basics Poster

- Quick reference for book
- Easily accessible by office staff

5

Three Program Components



Prenatal Clinic Program

- Integrate Baby Basics book in prenatal visits
- Standardized materials for the whole practice to use



Mom's Clubs

- Facilitated by trained community members
- Encourage community supports for pregnant women



Home Visiting

- One-on-One use of Baby Basics book
- Can be incorporated into existing home visiting programs

6

The Baby Basics Book Features

Baby Basics is an evidence-based, easy-to-read, month by month guide to a healthy pregnancy.



- Written on a 3rd (purple pages) AND a 5th grade level (white pages).
- All chapters maintain the same structure and include sections :
 - A look at your Baby
 - Your changing Body
 - Questions to Ask Your Provider
 - “Our Stories”
 - Pregnancy Do’s and Don’ts
- Index and glossary help Moms learn how to navigate written materials, and find answers to her pregnancy questions.
- The Baby Basics Book is available in English, Spanish and Chinese.
- Identical pagination across all language editions helps keep Mom and her healthcare providers on the same page.
- Addresses special topics including Homelessness, Incarceration during pregnancy, Drug Use, & Smoking Cessation.
- Meets all ACOG Prenatal health education standards.

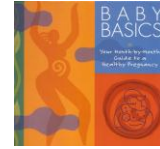
The Baby Basics Planner Features

The Baby Basics Planner is designed as a portable medical record– helping Mom keep track of prenatal appointments, ask questions of her providers, and find the answers she needs.



- Space to write down appointments
- Includes local customized resources and space to write in additional information and resources.
- Monthly Questions to ask your Provider match the questions listed in each month of the book.
- Am I in Labor ? Section helps mom know what to do and where to go when its time for labor and delivery.
- Pagination across all languages of the planner is the same to help keep everyone on the same page.
- “My Form” - Resource for moms who may not have the literacy skills necessary to complete medical paperwork.
- Journal Pages
- Available in 14 languages

Baby Basics Baltimore Program



Baby Basics at in Prenatal Clinics

- ✓ Moms get Baby Basics Book and Planner
- ✓ Everyone uses Baby Basics Clinical 5

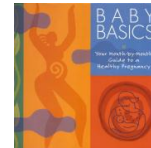
Baby Basics in the Community

- ✓ Baby Basics Moms Clubs support group learning and mom's health literacy skills.

Baby Basics in Home Visiting

- ✓ Supports pregnant women with one-on-one attention during home visiting
- ✓ Home Visitors throughout Baltimore City use the Baby Basics book, planner and curriculum for home visits.

Baby Basics in the Health Center

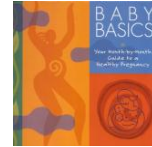


1. Mom receives a Baby Basics Book & Planner.

2. Everyone on staff – from Receptionists to Providers – uses the Baby Basics Clinical “5” when working with Moms.



Baby Basics Clinical “5”



1. Remind Mom to bring her planner to every visit
2. Show Mom important information in the book
3. Check the planner for questions
4. Write down key words and page numbers in the planner
5. Use the Teach-Back Method

Questions?

Contact Laura Latta

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Family League of Baltimore

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