Welcome Baby Overview

November 3, 2014

FIRST 5 LA

Champions For Our Children

www.First5LA.org

WELCOME BABY
PROGRAM OVERVIEW

Universal home visiting program for pregnant and postpartum women

- Serves women living within and outside of Best Start communities and delivering at participating hospitals
- **Free** program providing support and information to pregnant women and new mothers at the hospital and in the home
- Strength-based, family-centered, empathetic approach to enhancing parental understanding of child development.

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WELCOME BABY
PROGRAM GOALS

- Parents provide enriching, structured, and nurturing environments
- Parents have self-efficacy and resiliency
- Children and mothers are healthy
- Families essential needs are addressed

WELCOME BABY
HOW THE PROGRAM WORKS

- One-on-one visits in the home, at the hospital and by phone
- RN, Parent Coach and Hospital Liaison provide personalized support during pregnancy through 9 months
- Provide support and information on:
  - Pregnancy, childbirth and postpartum
  - Breastfeeding and infant feeding
  - Maternal emotional health
  - Home safety before and after birth
  - Healthy attachment, child development
  - Referrals to community resources
  - Program materials to assist with parenting and stimulate baby's learning

Participating Welcome Baby Hospitals

NORTHERN REGION:

*Antelope Valley Partners for Health

NORTHWEST/SAN FERNANDO REGION:

**Northridge Hospital Medical Center

** Providence Holy Cross Medical Center

** Valley Presbyterian Medical Center

EASTERN REGION:

*Citrus Valley Health Partners

Kaiser Baldwin Park

White Memorial Medical Center

CENTRAL/SOUTH LA REGION:

California Hospital Medical Center

Centinela Hospital

St. Francis Medical Center

SOUTHERN REGION:

Miller Children's Hospital Long Beach

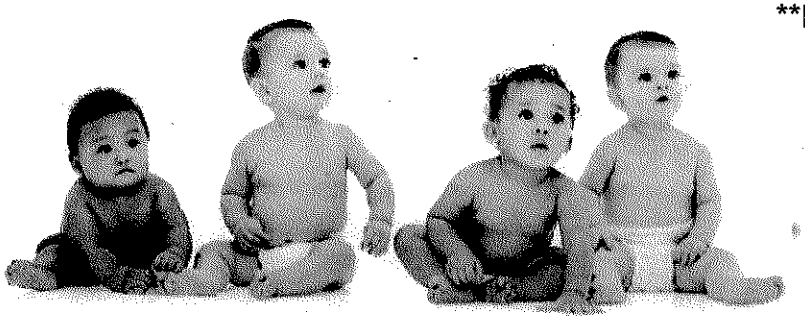
Providence Little Company of Mary San Pedro

St. Mary Medical Center

Torrance Memorial Medical Center

*Highest % of District 5 Births (over 1,000/year)

**Next highest % of District 5 births (~500/year)



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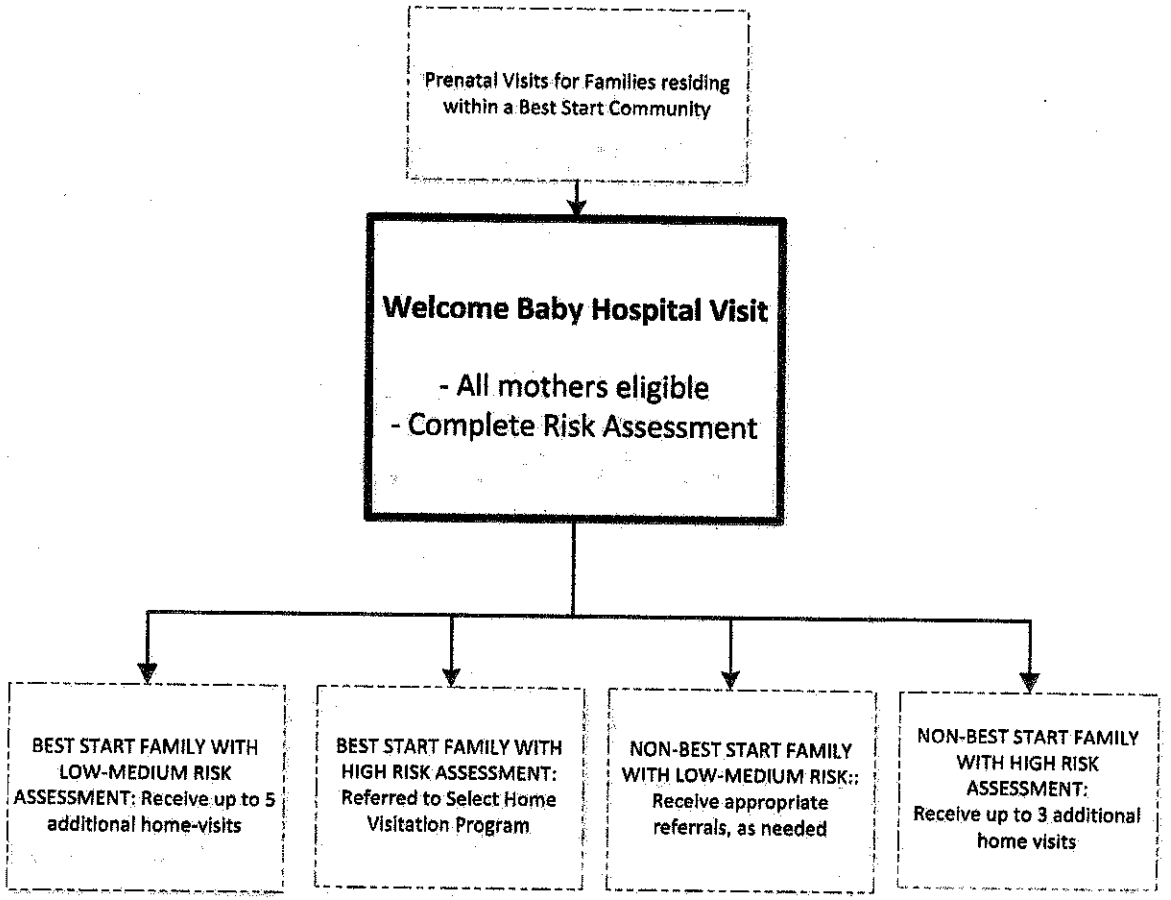
Births from Participating Hospitals

- *42,993 births
  - Estimated Participation at Full Implementation (80% Take-up Rate):
    - Welcome Baby Hospital Visit & Assessment Screen: 34,300 Families (25% of county wide births)
    - Welcome Baby: 13,000 Best Start Families
    - Non-Best Start Families: 21,300

*California Department of Public Health, Center for Health Statistics, OHIR Vital Statistics Section, 2012.

Welcome Baby Eligibility



Legend:
Solid text box: activity completed by Hospital
Dotted text box: activity completed by community-based partner

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Intensive Home Visiting Programs

- Evidence-based national models
- Aligned to First 5 LA Goals:
  - Children safe from abuse and neglect
  - Children ready for kindergarten
- Each Best Start Communities Chose a Home Visiting Program to be implemented in their community:
  - Healthy Families America
  - Parents As Teachers
  - Triple P

Intensive Home Visiting Programs

- 23 Service Sites across Best Start Communities:
  - HFA: 12 sites
  - PAT: 10 sites
  - Triple P: 1 site
- Client enrollment began July 2014