

Welcome Baby E-News

A QUARTERLY UPDATE

Winter 2011

We are pleased to introduce the first edition of the Welcome Baby E-News. This quarterly update is being sent to you because you are a part of a provider office or clinic that is eligible to refer patients to the program. Many providers in LA already offer their patients an extra layer of care by working with Welcome Baby, and we invite those of you who are just learning about the program to read about the benefits to you and your patients.

Program Update: The Welcome Baby program is offered at no cost to women of all income levels who live within five miles of California Hospital Medical Center and plan to deliver there. Women can now be enrolled prenatally (up to 38 weeks of pregnancy) or while in the hospital after delivery. We encourage you to partner with us and refer all eligible patients. Visit beststartla.org/welcomebaby or call 213.749.4261 to learn more about the program and sign up for outreach at your office or clinic.

Welcome Baby helps your patients feel confident and



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prepared for their journey into motherhood. We're excited to have this opportunity to share personal stories and outcomes so that you can share in the successes of our collaboration.

Improving Patient Continuity of Care

You may already know about Welcome Baby, and may have even referred women to the program, but did you know that moms enrolled in Welcome Baby experience greater continuity of care? One of the many positive outcomes of referring



women to the program is that women enrolled have a high rate of return to their health care provider for critical follow up visits.

Additionally, women who enroll in Welcome Baby during pregnancy are more likely to receive the full benefits of the program. These

benefits include information and assistance with breastfeeding from a Certified Lactation Educator, developmental toys and home safety items, and emotional support from a Parent Coach before and after baby comes home.

Visit our [website](#) to learn more about these and other benefits of Welcome Baby for your patients.

Gaining confidence to ‘truly experience parenthood’

Vanessa* was 34 weeks into her pregnancy when she first contacted Welcome Baby. Shy and lacking confidence, Vanessa was looking for someone who could guide her through the remaining weeks of pregnancy and post delivery, even though she had gone through it once before. “Vanessa wanted to truly experience parenthood with this baby since she was a teen with her first child and her mother provided all the care,” said to Brenda Robledo, a Welcome Baby Parent Coach, adding Vanessa’s eldest child, Gabriel*, is now 8 years old. Brenda remembers meeting the 23-year-old, who wanted to learn more about the information and services Welcome Baby could offer, and also find ways to become more connected to resources in her community. She was also interested in breastfeeding – something she hadn’t done with Gabriel.



Read more about [Vanessa](#) and [other women](#) who have received support in their pregnancy and motherhood through Welcome Baby.

About Us

Welcome Baby is a program of Best Start, an effort funded by First 5 LA that brings together parents and other community members to support young children and families.

In the *Best Start* [Metro LA community](#), [Maternal and Child Health Access \(MCHA\)](#) and [California Hospital Medical Center](#)

developed and run the program, contributing years of expertise serving pregnant women and families.

For more information about *Best Start*, visit BestStartLA.org.

** real names not used*



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