



Bring on the Baby Bump

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Conception of an Idea



- Catching parents during a time when they're excited to learn
- Supporting attachment from the beginning
- Building stronger partnerships within our communities
- Becoming a part of the true early childhood system

Our Early Stages



- Identifying and connecting with those who already provide similar services
- Seeking staff input
- Beginning training
- Making decisions: screening, marketing, program preparation

Getting Through the Middle



- Picking a depression screening: Edinburgh
- Identifying appropriate resources
- How to do outreach
- Research project by students at Utah Valley University

SWOT	Helpful	Harmful
Internal	<p>STRENGTHS:</p> <ul style="list-style-type: none"> • Free developmental screenings for children ages 0-5 years old • Have social media, such as Facebook, Twitter, YouTube, Pinterest • Schedule posts for Facebook and Pinterest to create more traffic for HMG website 	<p>WEAKNESSES:</p> <ul style="list-style-type: none"> • Have a designated Social Media representative to create more of a presence on social media pages: Twitter, Facebook, YouTube, Blog, Pinterest • Website: make it user-friendly, more appealing to the eye and increase page hits • Branding and logo: make more appealing, recognizable and updated
External	<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> • Funding: Utah State Department of Health, United Way, BabyWatch, TANF, Private donors • Want more diverse funding 	<p>THREATS:</p> <ul style="list-style-type: none"> • Too much competing social media • Difficulties finding “new” moms who would like information on resources • Not all new moms and families have heard about HMG due to limited access to these resources. • Need to make HMG more known through social media and physician offices

1. What do you wish you had information and resources to during pregnancy?
(Click all that apply)

#	Answer	Bar	Response	%
1	Places to get Sonograms/Ultrasounds		23	32%
2	Genetic Testing		6	8%
3	Prenatal Testing		11	15%
4	Places to get Vaccines		12	17%
5	Testing for Pre-eclampsia		14	20%
6	Birthing Options		41	58%
7	Parenting Classes		35	49%
8	Safe Prenatal Exercises/Activities		44	62%
9	Nutrition Classes		36	51%
10	Places to find a Doctor		17	24%
11	Breast Pumping		41	58%
12	Lactation Consultant		45	63%
13	Food/Formula Programs		22	31%
14	Fetal Developmental Charts		25	35%
15	Best Sleeping Positions		26	37%
16	Vitamins During Pregnancy		24	34%
17	Financial Expectations with Having a Baby		26	37%
18	Health Insurance		24	34%
19	Medications to take/not to take		42	59%
20	Foods to eat/not eat		41	58%

3. Other:

Text Response

Classes on how to best care for a sick child. Classes on sleep training.

Ways to combine holistic views and safe birthing within a hospital setting.

More consistent iron deficiency testing

The boxes I checked--I actually had access to the information, but it was all from my own internet searching. None of this information was freely given to me or offered to me at the doctor's office.

bodily changes that are expected

Emphasis on what women 'can' do with exercise. There are so many opinions that it's hard to know!

Miscarriage resources

I wish I'd known earlier that I would qualify for Medicaid. Oh, another one you don't have on there: taking a prenatal class is a huge help to better know what to expect when giving birth. It's also helpful to know what changes to expect personally during pregnancy (physically, emotionally, socially...)

This is Getting Pretty Big!



- Enrolling practice families
- Capturing common questions
- Screening protocol
- Using our Child Development Specialists

Project Delivery



- Announcement to community partners and providers
- Realigning goals with new connections
- Actively seeking and accepting prenatal families
- Launching the depression screening

Our Baby is Growing



- On-going training
- Adjusting protocol around depression screening
- Reaching a new population for community, family and physician outreach
- Staff pregnancy project

HELP ME GROW **UTAH**

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