## Clinical Partners

every prenatal care provider who serves underserved moms

1. Hand out BB materials at 1st visit
2. Trained in BB program and implement program using learning collaborative with partner sites.
3. Can train staff health educator or contract for a health educator froma partner to run weekly BB Mom's Clubs or refer moms to a Mom's Club in the community - ie. the library.
4. Can build waiting room volunteer program.

## Housing/Shelters/Prisons

1. Can train health educators or contract with a partner to run BB moms clubs.
2. Can partner with clinics and community based orgs.

## Public Library and Adult Literacy/ESL Programs

1. Will host BB Mom's Clubs at local branches or facility. Staffed by Health Educator, literacy tutors and Children's Librarian

## High Schools & Charter Schools

1. Will use BB and curriculum to teach teens in the schools.
2. Can partner with clinics Community based orgs.

# BABY BASICS INITIATIVE

**led by Perinatal Consortium, or Public Health Department, or other Family Health Collaborative**

1. Program convener & leader
2. Employs Health Educators that run grops across Queens
3. Oversees all BB materials
4. Center for all fundraising and serve as program's fiscal agent

## Medicaid Managed Care Plans

1. Will help underwrite materials costs
2. Can incorporate book and programming into their case management system.
3. Will receive training.

## Community Based Organizationsand other Prenatal Education Programs (such as NFP, Healthy Families, WIC, etc. that works with expecting moms),

1. Will be trained to use BB
2. Will have ongoing training in literacy and education best practices.
3. Will know moms have received BB at provider visit and be able to teach from it and use tools and curriculum to standardize and organize education.
4. Will be able to partner with clinics to run BB Mom's Clubs.

## Funding & Marketing

Foundations, State and City Health Departments, Politicians, Business Leaders, TV & Newspapers

## Pregnant Women and their families