

NEW JERSEY BABY BASICS INITIATIVE

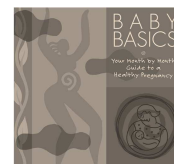
New Jersey Baby Basics, a prenatal health literacy program for foreign born, underserved women was funded by the *Robert Wood Johnson Foundation-New Jersey Health Initiatives* from July 1, 2009 – June 30, 2012. The goal of the program was to improve prenatal health literacy, influence perinatal outcomes, and assist the targeted population in navigating the complexities of our healthcare system. The program was funded for three New Jersey regions and led by each region's Perinatal Consortium.

- **Gateway Northwest Maternal Child Health Network**
- **Hudson Perinatal Consortium**
- **Central NJ Maternal Child Health Consortium**

In New Jersey, the Baby Basics program was integrated into participating Federally Qualified Health clinics, home visitation programs, and community-based organizations to provide one-on-one education and Moms Club group sessions. The geographic reach of the program was expansive throughout Central and Northern New Jersey. The regions included densely populated cities as well as counties including, the City of Newark, Jersey City, the City of Perth Amboy, Hunterdon and Mercer Counties as well as Middlesex and Somerset Counties.

Timeline:

- 2008: Collaborating partners conducted needs assessment and identified funding opportunity.
- 2009: Lead Agency was awarded 3-year grant from the *Robert Wood Johnson Foundation-New Jersey Health Initiatives* to implement the Baby Basics program across three perinatal regions.
- Partners developed a workplan for introducing book, planner, curriculum and strategies into their existing process map.
- WTEF conducted the Health Education and Literacy training for 45 participants. Trainees were health educators, home visitors, Ob nurses, Ob providers, clinic providers, program coordinators, community organizations, and hospital providers.
- 2009-2010: Collaborating partners planned, created and implemented a process for materials storage, tracking and distribution.
- 2010-2011: Home visiting implementation
Baby Basics Moms Club implementation
WTEF provided technical support
- 2011-2012: Home visiting implementation
Baby Basics Moms Club implementation
- 2012: Collaborating partners developed strategy for expansion and sustainability.



HOME VISITING:

7 organizations implemented the one-to-one Education Program

Partners Include:

- Jersey City Nurse Family Partnership
 - Jersey City Healthy Families/TIP
 - Access to Care Teen Health Initiative
 - Parents as Teachers Program Somerset County
 - Family Success Centers
 - Healthy Families-TIP Program Middlesex/Somerset Counties
 - La Casa de Don Pedro
1. Letter of Intent: Program supervisors agree to:
 - ✓ Give every mom a Baby Basics book & planner.
 - ✓ Read Baby Basics curriculum and assess relevance to current program
 - ✓ Send all home visitors to a 2-day Baby Basics training
 2. Training for all staff:
 - ✓ All staff that work with moms attend a 2-day Baby Basics Health Education training.
 - ✓ Break-out sessions help programs review implementation and share innovations.
 3. Implementation:
 - ✓ Baby Basics becomes a standard of health literacy education at all home visiting sites.
 4. New Tool creation/on-going TA:
 - ✓ Sites are encouraged to share best practices, and create new tools and strategies for using materials.
 5. Linkage:
 - ✓ Home visiting programs learn more about clinical partners and develop linkage strategies.
 - ✓ Home visiting programs link to additional support services as the collaboration grows.

BABY BASICS MOMS CLUBS:

12 organizations implemented Moms Clubs

Letter of Intent: Moms Club leaders and host agencies agree to

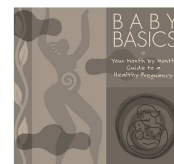
1. Planning:
2. Training for all staff:
 - ✓ All staff that will run a moms club attend the 2 day Baby Basics Health Education training.
 - ✓ Break-out sessions help programs review implementation and share innovations.
3. Implementation:
 - ✓ New Tool creation/on-going TA
 - ✓ Community engagement
4. Linkage:
 - ✓ Community partners
 - ✓ Referral network

Partners include:

Jewish Renaissance Medical Center

Raritan Bay Medical Center's Joseph S. Yewaisis Outpatient Center

Comenzando Bien



Hola Bebe/Baby Basics Prenatal Group Education Series
Newark Community Health Centers at St. James
Newark Community Health Centers at Broadway
UMDNJ-University Hospital OB Clinic
Metropolitan Family Health Network, Jersey City
North Hudson Community Action Corporation Health Center,
North Hudson Community Action Corporation Health Center Jersey City,
North Hudson Community Action Corporation Health Center Jersey City West New York
Horizon Health Center, Jersey City

NJ Baby Basics Program Successes:

- ✓ Offering Baby Basics in multiple week sessions with a completion date that is marked by a celebration encouraged attendance and retention.
- ✓ Offering Spanish language Baby Basics Moms Clubs met the needs of Hispanic population.
- ✓ Ensuring an integrated comprehensive community-based health and social service referral system was essential to the success of the Baby Basic's program.
- ✓ Central Consortium used its Middlesex County Central intake as a referral source and coordinated services and distributed books through its Home Visitation program.
- ✓ Baby Basics has increased low-literacy foreign-born pregnant women's access to information about pregnancy and childbirth.
- ✓ The program created a new model for delivering services – collaboration among maternal and child health consortia.
- ✓ Baby Basics brought pregnant women together on days when they did not have prenatal appointments.