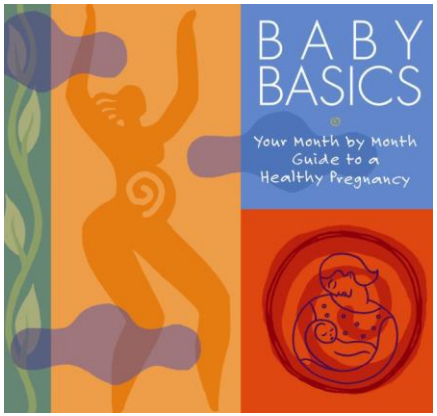
The Baby Basics
Health Literacy and Education Training

February 9 and 10, 2017
New York City
Cost: $350 per participant



Take Baby Basics (and health literacy) **out of the book** and into Moms' lives!

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If You Are A…

- ✓ Home Visitor
- ✓ Promotora de Salud
- ✓ Health Educator
- ✓ Prison Health Educator
- ✓ Prenatal Case Manager
- ✓ RN/Nurse Practitioner/Nurse Manager
- ✓ An educator who touches pregnant women's lives

…then the Baby Basics Health Literacy and Education Training is for You!

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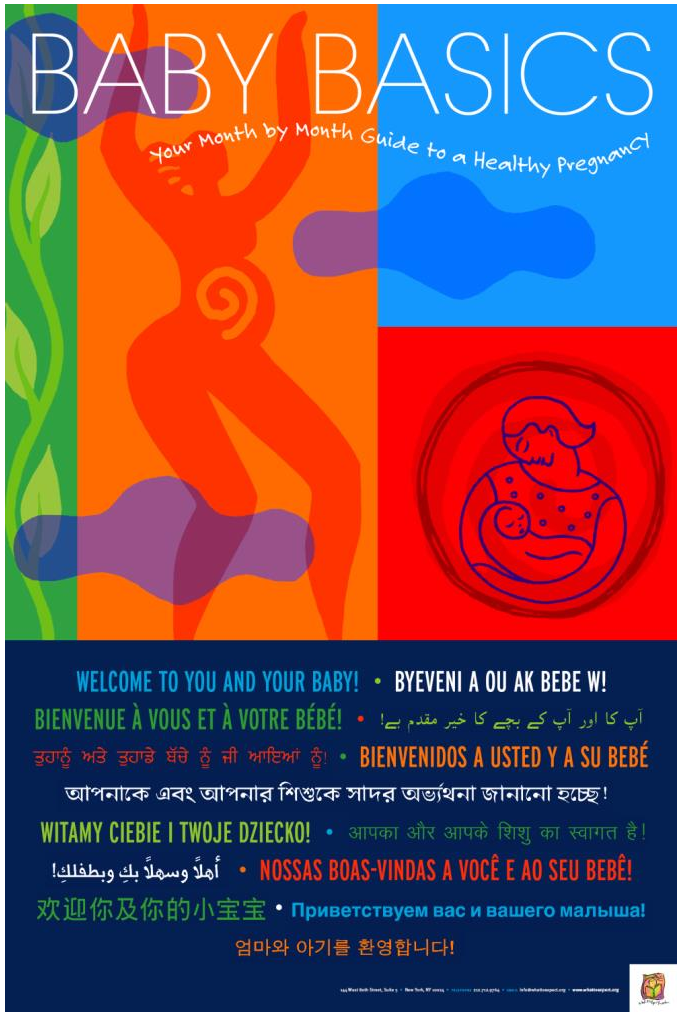
Why Should you Attend?

- ✓ Deepen the impact of your Baby Basics investment.
- ✓ Help moms learn life-long health literacy skills.
- ✓ Make pregnancy a teachable moment for the entire family's health and well-being.



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What you'll learn:

- ✓ What health literacy is and why it is important in prenatal care.
- ✓ Literacy strategies you can use to teach health information to moms.
- ✓ Best Practices for integrating the book, planner and curriculum into your existing practice.
- ✓ How to use the Moms Clubs Prenatal Health Education Curriculum during one-on-one home visits.
- ✓ Group education strategies.
- ✓ Implementation strategies for incorporating Baby Basics tools, framework and evaluation into your current program.
- ✓ How to build community initiatives using Baby Basics strategies.

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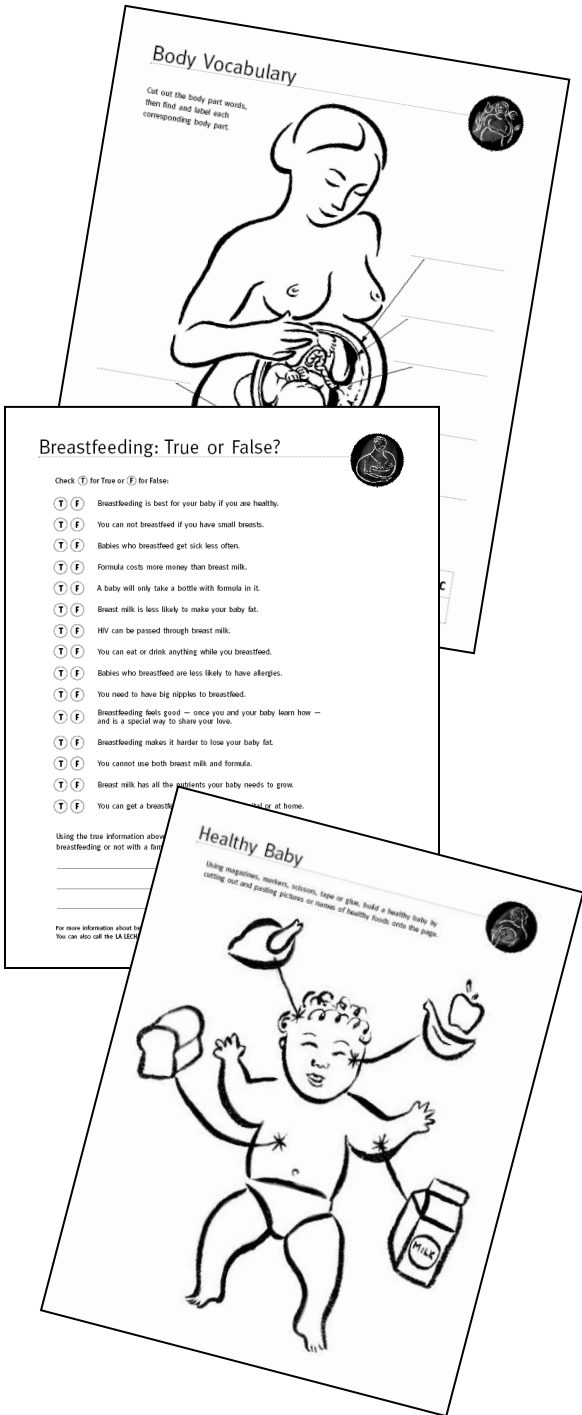
What you'll receive:

- Two-day live Baby Basics Health Literacy and Education Training
- The Baby Basics Moms Club Curriculum (One-on-One and Group Versions)
  - 24 Curriculum Activities with English & Spanish handouts
  - Meets all ACOG prenatal standards
- Baby Basics Teaching Tools and Strategies
- A Baby Basics Book and Planner
- A Baby Basics "Welcome" Poster

**All this plus breakfast and lunch!*



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Baby Basics Testimonials: Practitioners

"The training not only clarified the concept for the Baby Basics book, but also addressed the real issues pregnant women and expectant dads may encounter during a pregnancy and, how outreach workers, service providers and program representatives can assist with decreasing the barriers to care."

"Simply paging through a Baby Basics book gives you an opportunity to see how worthwhile it is for a participant, but going through the training really makes the book (and other supplemental information such as the Moms Club Curriculum) a useful tool. "

" It is one thing to provide a participant with reading materials, as our program is very accustomed to doing, but it is quite another to make that reading material approachable and effective for the participant. "

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Baby Basics Testimonials: Moms

"I really enjoyed participating in the program. It gave me knowledge about pregnancy I didn't experience with my first child."

"Each time I have a question for my doctor I write it in my planner — and I can take it with me!"

"I really like the book. I read it from cover to cover. It taught me that not only was I not receiving the care that I was supposed to, but neither was my baby… so I changed hospitals."

"Baby Basics has helped me by giving me lots and lots of information about being pregnant. It is teaching me how to do right and positive things for the daughter I am carrying. And the planner helps me to keep better records."

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To learn more or register, please contact:

Ruth Turoff at

ruth@whattoexpect.org

Please register early as space is limited.

The deadline to register is **Thursday, December 15, 2017**.

www.whattoexpect.org