

BABY BASICS SOUTH WEST VIRGINIA INITIATIVE

Baby Basics Moms Club Summary

Launched in 2006, the Baby Basics Moms Clubs of Southwest Virginia started as a small pilot with one partner, and one regularly scheduled Club and has blossomed!

By the end of 2012, Baby Basics has reached over 5,000 pregnant women across this rural Appalachian region – and over 1,000 moms have attended Baby Basics Moms Clubs.

In 2013, there will be 5 sites holding multiple Baby Basics Moms Clubs in English or Spanish. There is also a plan to expand the program statewide.

Lead Agency: The Perinatal Council of SW Virginia

Partners include:

The March of Dimes

Wellmont Bristol Regional Medical Center

Speedway Children's Charity

Volunteer State Health Plan

Children's Miracle Network

Kiwanis of Bristol

Rotary of Abingdon

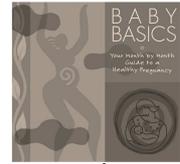
Christ the King Catholic Church

Food City

Krogers

About the Baby Basics Moms Clubs of SWVA:

- Groups are run by facilitators who have been trained by The What to Expect Foundation. The Baby Basics Moms Club Curriculum serves as the basis of the program.
- There are core pregnancy topics that the Moms Club addresses – but the group is really led by the moms – who are able to direct the conversation based on their needs and concerns. The very fluid nature of the groups does allow the facilitation team to add to the topics based on up to the minute data. For example – when domestic violence rates during pregnancy began to rise, the Moms Clubs facilitation team were able to quickly bring in advisors, and create discussion points and partnerships so they were able to talk about it during Moms Club and make accurate referrals when needed.
- There are weekly sessions that are free of charge to pregnant women – no matter what their due date, no matter how many clubs they want to attend. Moms Club continues to meet four times per month in Bristol and at all BBMC locations. The Moms Club meets



on the first and third Mondays in the morning for 90 minutes and then on the second and fourth Mondays for 90 minutes in the evening. This allows more opportunity for moms and their support partner to attend.

- Since maternal obesity is one of the leading causes contributing to death of women during the childbearing years, Baby Basics Moms Clubs offer 2 grocery shopping excursions led by a trained dietician. With their input moms plan a “healthy menu” then shop at a local supermarket for groceries (Food Club and Kroger’s have participated). They cook a meal together, and then moms take home the groceries she has selected. All of this is done keeping real budgets in mind.
- Toyota of Bristol has joined forces with the Baby Basics Moms Club allowing us use of their indoor facilities for car seat installations/inspections by a specially trained Bristol Police Officer. Toyota also recognized the need in some of our families for safety approved car seats and donated funds to assure that all participating moms have a safe car seat for their new baby.
- Depression/Intimate partner violence has been included in the core curriculum and offers moms a better understanding of services available and when to seek help. Clubs link participants with services they may not have otherwise received and give moms knowledge about behaviors that place her and her unborn baby at risk. The groups and the facilitators also help moms with tools and resources to change behaviors.
- The Moms Club Facilitators, Program Consultant and The What To Expect Foundation’s Program Team work in tandem to identify opportunities of growth and continue to expand the information provided to Moms Club members. The facilitation and leadership team meet monthly to share best practices, make suggestions, and keep each other on their toes.
- Walgreens Pharmacy at Wellmont participates in marketing and support of the Clubs and began offering breast pumps and supplies to the group. A staff pharmacist frequently attends meetings and serves as a resource to both our moms and the Baby Basics Program Team.
- The Community helps out: local youth groups, faith based organizations, and both the Kiwanis and Rotary support efforts of Baby Basics Moms Club with diapers. Local community service organizations and churches continue to assist the Baby Basics Moms Club with incentives and rewards for the moms. Each mom receives a welcome pack of diapers, wipes and a child’s book when she enrolls in Moms Club in addition to her Baby Basics Book and planner. Then moms receive a ten pack of diapers each time she attends a club meeting. Once she completes the core curriculum she receives a sleep sack further encouraging safe sleep practices. If mom has attended all six core curriculum she may participate in a postpartum program evaluation and receive a \$50.00 Target gift card. These rewards may seem small but provided encouragement and needed supplies for many of the moms who attend. Local restaurants provide dinners at no charge for our evening groups.