Welcome Baby

A universal home visitation program that provides support, information and resources to pregnant and postpartum women.
Welcome Baby Overview

- **FIRST OR SECOND TRIMESTER OF PREGNANCY**
  Visit in the home, tote bag with diapers

- **PHONE CALL CHECK-IN**

- **THIRD TRIMESTER OF PREGNANCY**
  Visit in the home, parenting DVD

- **BABY IS BORN**
  Postpartum hospital visit

- **NURSE HOME VISIT WITHIN ABOUT 3 DAYS OF MOM AND BABY COMING HOME**
  Boppy pillow and medical kit

- **BABY’S 2–4 WEEKS**
  Visit in the home, new parent kit

- **BABY’S 2 MONTHS**
  Phone call check-in

- **BABY’S 3–4 MONTHS**
  Visit in the home, home safety items and developmental toy

- **BABY’S 9 MONTHS**
  Final visit in the home, developmental toy
Program Philosophy/Approach

WB is a strength-based, client-centered, empathetic approach to enhancing parental understanding of child development.
Benefits of Welcome Baby

• Increased breastfeeding initiation rates (for both any and exclusive)

Exclusive Breastfeeding Initiation Rate Comparison

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<thead>
<tr>
<th></th>
<th>California Rate</th>
<th>WB Prenatal Rate</th>
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<tbody>
<tr>
<td>Latina /Hispanic</td>
<td>53%</td>
<td>68%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>50%</td>
<td>54%</td>
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Benefits of Welcome Baby

WB Breastfeeding Initiation Rates versus Comparison Groups

- All WB: 91% (54% Exclusive, 37% Any)
- WB Prenatal: 94% (66% Exclusive, 28% Any)
- SPA 4: 85% (21% Exclusive, 64% Any)
- SPA 6: 82% (5% Exclusive, 77% Any)
- CHMC: 89% (39% Exclusive, 50% Any)
- LA County: 89% (39% Exclusive, 50% Any)
- California: 91% (57% Exclusive, 34% Any)