Outreach Materials for Welcome Baby and Home Visiting Programs

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LA Best Babies Network (LABBN) produces brochures, flyers, posters, forms, and other materials to help raise awareness and recruit families into Welcome Baby and its partner home visiting programs.

This guide outlines the intended purpose of each item, including who should receive it and when it should be used. Please direct questions about any of these materials to LABBN's communications team: Steve Nish, snish@labestbabies.org; Amie Miramontes-Franco, amiramontes-franco@labestbabies.org; and Jessica Perez,jperez@labestbabies.org.

DOWNLOADABLE PROGRAM MATERIALS

In addition to coordinating the production and distribution of outreach materials for Welcome Baby sites, LABBN makes them available for downloadable materials at LABestBabies.org/resources.

This downloadable resources section includes:

- Outreach Materials and Templates: brochures, flyers, posters, postcards, Best Start Community maps, forms
- Home Visiting Resources: resources for each stage of pregnancy and postpartum period, community resource directories, appointment cards, completion certificates, client surveys
- Logos and Fonts: graphics in various formats, plus style guides

CUSTOM PROGRAM MATERIALS

Using cost-savings or other funding sources, Welcome Baby sites are able to produce customized materials for staff or for outreach. The design must follow the First 5 LA style guidelines, and all custom materials (print or digital) must be approved by LABBN prior to production. Please submit proofs to the LABBN communications team for approval.
THE “SHOP”: ORDERING PROGRAM MATERIALS

Each Welcome Baby site is able to order program materials, including items used for outreach (e.g., stickers, pens, and totes) through the LABBN online store (WelcomeBabyLA.org). LABBN coordinates the purchase and delivery of this material. Orders can be placed on a monthly basis.

FLYERS

FAMILY STRENGTHENING NETWORK FLYER

- Double-sided flyer available in English and Spanish
- Customized for each Welcome Baby site

Purpose:
- Provides an overview of Welcome Baby and home visiting programs in the Family Strengthening Network, including the differences between the programs and the benefits of each.
- Illustrates the full Welcome Baby visits. The reverse side of the flyer lists Welcome Baby hospitals partner home visiting programs.

Use:
- Outreach Specialists and Hospital Liaisons can share this flyer with prospective clients who will likely have the option to enroll in Welcome Baby or its partner home visiting programs.
- Additionally, it could be used for lobby enrollments, maternity tours, and one-on-one meetings with prospective clients.
CLIENT FLYERS
- Single-sided flyer available in English and Spanish
- Two versions: a general flyer without Welcome Baby hospitals’ contact information and one customized for specific Welcome Baby sites

CLIENT FLYER (WITH SITE LOGO & CONTACT NUMBER)

Purpose:
- Outlines the benefits of the Welcome Baby program, similar to the client brochure, but does not include the timeline of the Welcome Baby program visits.
- This flyer contains the same information as the general client flyer, but also includes Welcome Baby-site specific information (logo and phone number).

Use:
- Can be used when outreaching to a large group of people (e.g., health fairs, local community events) and you may not have the chance to talk to the prospective clients individually or when dropping off material at a place where you may not have an established relationship.
- Best practice tip: If these flyers will be left anywhere (e.g., at hospitals, information desks, nurse’s station in the maternity ward of the hospital, etc.) consider leaving them in branded document holders. You could place a Welcome Baby sticker on the bottom corner and place a sticker on the inside back of the document holder with a message similar to this one:

  We’re all out of Welcome Baby flyers! More will be coming soon. If you’re interested in learning more about the in-home support you could receive with Welcome Baby, please contact us at [phone number].

  If you do this, keep a record of where you are leaving these flyers and periodically check back to replenish the material.
CLIENT FLYER - GENERAL (NO HOSPITAL LOGOS)

Purpose:
- Outlines the benefits of the Welcome Baby program, similar to the client brochure, but does not include the timeline of the Welcome Baby program visits.
- This flyer does not have hospital logos or site-specific contact information.

Use:
- Can use it when outreaching to a large group of people (e.g., health fairs, community events) when you may not have the chance to talk to prospective clients individually or when dropping off material at a place where you may not have an established relationship.
- Best practice tip: Print out labels with your name and number and place them on the flyer. This gives those interested in learning more another way to do so, beyond the First 5 LA website listed on the flyer.
WELCOME BABY GENERAL FLYER (ALL HOSPITALS)
Double-sided (English/Spanish) flyer

Purpose:
• Provides a brief description of the Welcome Baby program and lists all participating hospitals, with contact information and the Best Start communities they serve.

Use:
• Can be shared with:
  o referral specialists,
  o city or county agencies,
  o nonprofits that serve pregnant women and families with newborns
  o provider offices (e.g., clinics and WIC offices)
  o prospective clients and families at health fairs and other community events
HOME VISITING FLYERS (PAT and HFA)
Single-sided flyer available in English and Spanish
Customized to include name, location, and contact information for specific home visiting agencies

Purpose:
- Outline the Parents as Teachers (PAT) and Healthy Families America (HFA) programs offered through the Welcome Baby home visiting partner program agencies, including the benefits of each program and contact information for each of the agencies.

Use:
- Outreach Specialists and Hospital Liaisons can use this flyer as an aid when describing the HFA/PAT program to prospective clients who are eligible or have been referred to a specific select home visiting program.

BEST START COMMUNITY OUTREACH FLYERS
- Single-sided flyer available in English and Spanish
- Customized to include name, phone number and logo of Welcome Baby hospitals by region

Purpose:
- Provide a tailored message to those at Best Start meetings about the Welcome Baby program
- Lists the benefits of participating in Welcome Baby

Use:
- Can be shared at Best Start community meetings
BROCHURES

CLIENT BROCHURES

- Tri-fold brochure; English and Spanish
- Customized for each Welcome Baby site

CLIENT BROCHURE (BEST START CLIENTS)

Purpose:
- Outlines the Welcome Baby program, including its benefits, the visits for the full and light-touch programs, and information on where to learn more and contact information for the specific Welcome Baby site

Use:
- Outreach Specialists can share this flyer when explaining the Welcome Baby program to prospective clients who live in a Best Start community.
- Note: The Welcome-Baby light program visits are identified in this graphic on this brochure with a lighter shade box around them.
- Note: The timeline of Welcome Baby engagement points graphic is available as a print out on the LA Best Babies Network resources page.

CLIENT BROCHURE (NON-BEST START CLIENTS)

Purpose:
- Outlines the Welcome Baby light-touch program, including its benefits, the visits for the program, and information on where to learn more and contact information for the specific Welcome Baby site.

Use:
- Outreach Specialists can share this flyer when explaining the Welcome Baby program to individual prospective clients who do not live
in a Best Start community or when doing outreach outside of a Best Start community.

- Best practice tip: This brochure should not be left at provider offices, hospital lobbies, etc. This brochure should be distributed to prospective clients directly by an Outreach Specialist. If you are looking to leave material, it is best to use the client flyer.
- Note: The timeline of Welcome Baby engagement points is available as a print out on the LA Best Babies Network resources page.

**PROVIDER BROCHURES AND FLYERS**

**Purpose:**
- Designed to be shared with healthcare professionals
- Outline the Welcome Baby program, including a timeline of visits and the benefits for families and practitioners referring patients.
- Provides information on how to refer patients to the Welcome Baby program

**Use:**
- This material can be used as an aid when introducing Welcome Baby to healthcare professionals (e.g., doctors, nurses, midwives, doulas, nurse practitioners or physician assistants) and as leave-behind material for the healthcare professionals to review. **This material should not be shared with clients.**

**REFERRAL FORMS**

Should be distributed to referral partners, including provider offices, agencies/organizations, or any others in the community who could potential serve as a referral source.
POSTERS
Available in English and Spanish; customizable for each of the Welcome Baby sites

Purpose:
• Promotional material to help increase awareness of the Welcome Baby program. The posters provide key messages about the Welcome Baby program to pique people’s interest and provide a call-to-action.

Use:
• Display anywhere expecting or new parents are likely to visit.
• With permission, these posters can be displayed in provider offices, hospital lobbies, local community centers, etc.
• Best Practice Tip: When allowed to display a poster in an office, offer to post it up so that it does not get forgotten.

BANNERS
33” x 80” vinyl pop-up banners available in English and Spanish; customized with logos and contact information for each of the Welcome Baby sites

Purpose:
• A portable promotional tool to increase awareness of the Welcome Baby program and grab the attention of passersby

Use:
• Can display at community outreach events, agencies and/or Welcome Baby hospitals
POSTCARDS
4” x 6” postcards available in English and Spanish; customized to include logos for each of the Welcome Baby sites

BLANK POSTCARD

Purpose:
- A blank, branded postcard you can use to send a personalized message to a client or prospective client regarding the Welcome Baby program.

Use:
- Best practice tip: Be sure one of the other postcard templates available does not contain the message you plan to write on a blank postcard.

HOME VISITING PROGRAM REFERRAL POSTCARD

Purpose:
- Serve as a reminder for families who were referred to a home visiting program during the Welcome Baby hospital visit that they will be contacted by the home visiting agency in the coming weeks to schedule their first home visit.

Use:
- Send to families who were referred to a First 5 LA-funded or DPH-funded home visiting program by a Hospital Liaison after the Welcome Baby hospital visit.
- This postcard should be sent to families as soon as possible after the referral was made.
NON-BEST START POSTCARD

Purpose:
- Inform families who are interested in Welcome Baby and who do not live in a Best Start community that:
  - they are eligible for the Welcome Baby hospital visit
  - they may be eligible to participate in a DPH-funded home visiting program
The postcard provides contact information for the DPH referral desk that they can reach out to for more information.

Use:
- Mail out to families who expressed interest in Welcome Baby prenatally but do not live in a Best Start community.

WELCOME BABY POSTCARD

Purpose:
- For prospective prenatal clients who:
  - Are eligible to enroll prenatally but have not enrolled or
  - Are not eligible to enroll prenatally but will be eligible to enroll after the birth of the baby
- This postcard lets them know they are eligible to receive the Welcome Baby hospital visit and that they can enroll in the program in the hospital.

Use:
- Mail out to prospective prenatal clients who:
  - Are eligible to enroll prenatally but have not enrolled or
  - Are not eligible to enroll prenatally but will be eligible to enroll after the birth of the baby
STICKERS AND PENS

- Round stickers: available in pink and purple with either a white or transparent logo
- Rectangular stickers: available with either a white or a transparent background
- Pens include Welcome Baby logo

Purpose:
- Promotional material to help increase awareness of the Welcome Baby program

Use:
- Can use as giveaways at outreach events, presentations, or included in thank you gifts to providers, health centers, WIC centers, and other potential partners.
  - Can display on folders, DVD jewel cases, bags with home safety items, or other Welcome Baby materials.
- Can affix stickers on top of the old Welcome Baby logo on earlier editions of the Welcome Baby books and other materials.

ADDITIONAL TEMPLATES

Design of the templates, including font and colors, should not be changed.

GENERAL

PowerPoint Presentation Template
- Use: Use this PowerPoint presentation template when developing presentations about Welcome Baby and/or its partner select home visitation programs in the Family Strengthening Network.
- Note: An entire PowerPoint presentation is available for presentations delivered to healthcare providers.

PowerPoint Presentation for Providers
- Purpose: Provide an overview of the Welcome Baby program and PAT and HFA programs in the Family Strengthening Network
o Use: Presentations to providers/healthcare professionals. There is space on the first and second-to-last slide for you to list your name and other contact details.

**Letterhead**

- **Purpose:** Branded document you can use to send correspondence to a provider or a client regarding the Welcome Baby program. There is a letterhead template for each hospital available on the LABBN resources page at [LABestBabies.org/welcome-baby/materials](http://LABestBabies.org/welcome-baby/materials).

**Community Resource Guide**

- **Purpose:** A template that can be used to list community resources you would like to share with a family you serve.
- **Best practice tip:** Prepare this guide prior to meeting with the family

**Business Cards**

- Available for all Welcome Baby staff and can be ordered from LA Best Babies Network by submitting the [order form](http://www.orderform.com) available on the LA Best Babies Network resources page.

**Tablecloth Template**

- **Template** that can be used when designing a Welcome Baby tablecloth for your site.
- **Please note:** All material created in-house by Grantees must be sent to LABBN for approval prior to distribution (print or digital).

**Welcome Baby Overview Document**

- **Customizable:** can include site logo and contact information for Welcome Baby site.
- **Purpose:** Provide an overview of the Welcome Baby program, including its history, benefits, program objectives, how it works, and engagement points.
- **Use:** This document can be shared with community leaders or any individuals — other than prospective clients — interested in learning about the program. Generally, it is not considered best practice to share this document with providers. There is specific material that can be shared with providers.
FOR HOSPITAL LIAISONS
“Sorry We Missed You!” Table Tents
- Available in English and Spanish
- Purpose/use: Provide a way for Hospital Liaisons to share information about Welcome Baby with women who are away from their hospital room at the time they visit. These should be left bedside in the hospital room.

Appointment Labels and Cards
- Purpose: Appointment reminder cards to help clients remember the date and time their next Welcome Baby visit will take place.
- Best Practice Tips:
  - HL’s should set up the RN visit with the client before she leaves the hospital.
  - Appointment Labels: Write the date and time of the scheduled appointment on the label and put the label on the back of your business card before giving to the client.

FOR HOME VISITORS
“Sorry We Missed You!” Door Hangers
- Available in English and Spanish
- Available with Welcome Baby logo, and separately with standard First 5 LA logo (for PAT and HFA programs)
- Purpose: Parent Coaches, RN’s, and other home visitors can leave these on the door of a client’s home to let them know they stopped by and inform them of the next steps (stopping by again, provide contact info to reschedule, etc.).