

# Welcome Baby Program Summary

Welcome Baby enhances your work with pregnant women and new moms by providing women information and support and linkages to community resources to assist them through the journey of pregnancy and early parenthood.

Welcome Baby's pilot program launched at California Hospital Medical Center in partnership with Maternal and Child Health Access in 2009, serving moms within a 5-mile radius of the hospital.

To date, more than 6,000 women have benefited from the program, with initial data showing increases in the following areas: exclusive breastfeeding rates; obtaining health care coverage; and following up with postnatal well-baby visits.

Several families have additionally been connected to partnering agencies selected to be in the Family Strengthening Network. These home visiting programs provide more intensive services that will best benefit each family's specific needs.

In 2013, Welcome Baby program expanded its reach significantly, adding 13 new Welcome Baby hospitals to that cover all of LA County, participating hospitals that currently offer the program.

## Welcome Baby Hospitals in LA County

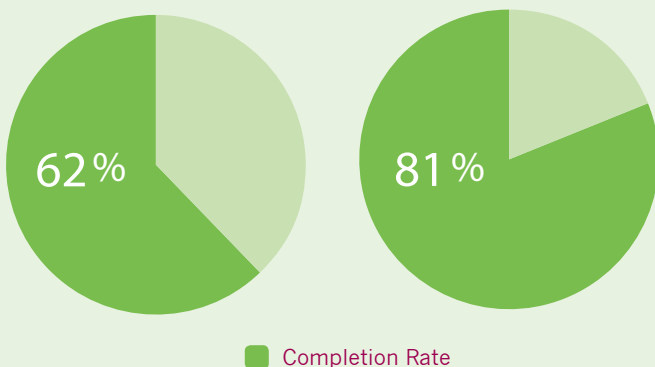
Antelope Valley Partners for Health  
California Hospital Medical Center  
Centinela Hospital  
Citrus Valley Health Partners-Queen of the Valley  
MLK  
Miller Children's and Women's Hospital  
Northridge Hospital Medical Center  
Providence Holy Cross Medical Center  
Providence Little Company of Mary-San Pedro  
St. Francis Medical Center  
St. Mary Medical Center  
Torrance Memorial Medical Center  
Valley Presbyterian Hospital  
White Memorial Medical Center

\* As of July 2015

### Prenatal Enrollment is Key to Retention

Enrolled in Hospital

Enrolled Prenatally



### Moms Enrolled in Welcome Baby Have Greater Continuity of Care

**97%** of Welcome Baby clients have had or scheduled their first well-baby visit within two weeks of delivery.

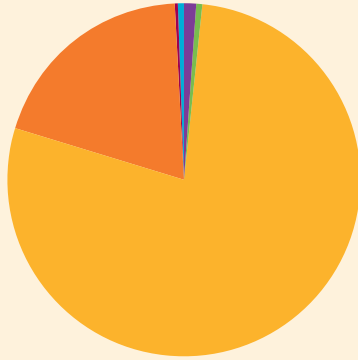
**70%** of Welcome Baby clients have received their postpartum check-up within 3-8 weeks.

# Results from the Pilot Program

## Welcome Baby Provides Culturally Competent Care

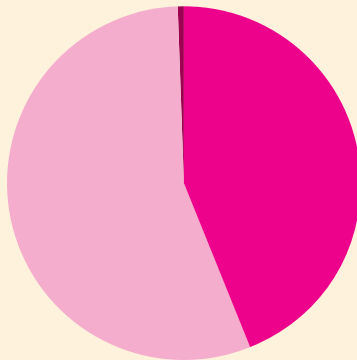
### Clients Enrolled by Race/Ethnicity

- Hispanic/Latino 78%
- Black/African-American 19%
- White 1%
- Multiracial <1%
- Asian/Pacific Islander <1%
- Other <1%



### Enrolled Clients by Language

- English 56%
- Spanish 44%
- Other <1%



## Welcome Baby Breastfeeding Rates

FY 2010–11\*

Program engagement point	Exclusive	Any
Hospital visit	41%	88%
Nurse visit	51%	92%
1–2 month visit	36%	76%
3–4 month visit	35%	64%
9 month visit	N/A	49%

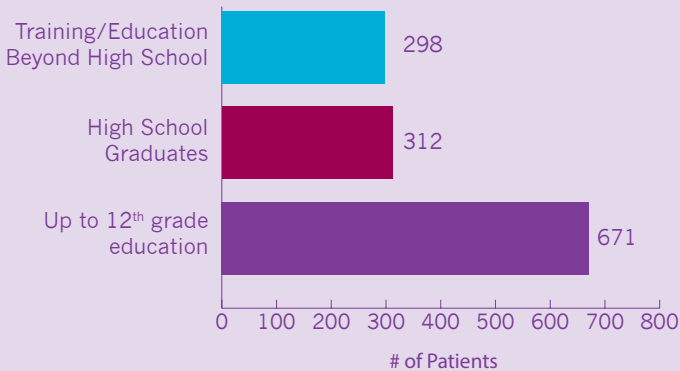
\*Welcome Baby moms breastfeed exclusively at rates higher than LA County (32.7%) and higher than the rate of any breastfeeding (86.7%).

## PROGRAM MATERIALS

Welcome Baby participants receive various incentives at each program engagement point to help each new mom and mom-to-be prepare for their new baby.



## Welcome Baby Provides Valuable Information for Patients of All Income and Education Levels



Welcome Baby is a program of Best Start, an effort funded by First 5 LA to transform 14 Los Angeles County neighborhoods into places where children can grow up safe, healthy and happy.

For additional information, contact

