

Welcome Baby is a free program for women of all income levels, that offers moms-to-be a trained professional with home visits, how-tos and referrals that help mom, baby and the whole family.

Whether you are a medical provider, direct-service staff or work with pregnant women in another setting, Welcome Baby can enhance your work by offering pregnant and postpartum women trained Parent Coaches who provide information and individual support on topics like bonding and attachment, breastfeeding and home safety.



“Welcome Baby Parent Coaches bond with patients in their own homes, providing an extra layer of support to my in-office care.”

—Kelly Jones, MD
USC Family Practice

As part of Welcome Baby participants receive:

- **One-on-one appointments** with a personal Parent Coach from pregnancy through baby’s first 9 months
- **An in-home appointment with a nurse** within the first few days after mom and baby come home from the hospital
- **Assistance with breastfeeding** and general infant feeding from a trained Certified Lactation Educator
- **Screening and referral** for perinatal depression
- **Information on child development** and assessment of developmental milestones
- **Program Materials** to assist with parenting and stimulate the baby’s learning
- **Support** with the role as a new mother
- **Referral to other community resources** as needed

* All moms are eligible for the Welcome Baby hospital visit and will benefit in different ways based on location and specific needs.

Welcome Baby Program Timeline and Program Materials



FIRST OR SECOND TRIMESTER OF PREGNANCY

Visit in the home



PHONE CALL CHECK-IN



THIRD TRIMESTER OF PREGNANCY

Visit in the home, parenting DVD



BABY IS BORN

Postpartum hospital visit



NURSE HOME VISIT WITHIN ONE WEEK 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

Visit in the home, home safety items



BABY’S 3–4 MONTHS

Visit in the home, developmental toy



BABY’S 9 MONTHS

Final visit in the home, developmental toy

All appointments are held with a personal parent coach or nurse who offers women support and education every step of the way.