

Outreach and Communications

OBJECTIVES:

Participants will be able to:

1. Define outreach and how an effective outreach effort benefits our programs and the families we serve
2. Define and describe the Family Strengthening Network (Welcome Baby and home visiting programs) using key messages
3. Recall target audiences and apply appropriate messages in simple language
4. Identify Family Strengthening Network outreach marketing materials, who the materials are intended for, and how they are used
5. Identify communications strategies that improve recruitment, enrollment, and retention of clients

AGENDA:

TIME	PRESENTATION	FACILITATORS / SPEAKERS
8:30-8:40 am	Introductions, Overview of Training Objectives	Terrie Anciano, BS Patrick Flippin-Weston, BA
8:40-9:00 am	Welcome Baby Outreach	Steve Nish, MA
9:00-10:30 am	Welcome Baby Messaging <ul style="list-style-type: none"> • Exercise: Small Group Activity 	Steve Nish, MA Amie Aguiar, BA Helen Kontorousis, BS
10:30-10:45 am	BREAK	
10:45-11:45 am	Outreach Marketing Materials <ul style="list-style-type: none"> • Exercise: Role Play 	Steve Nish, MA Amie Aguiar, BA Helen Kontorousis, BS
11:45 am-12:15 pm	Bringing it all together: <ul style="list-style-type: none"> • Communications Exercise 	Steve Nish, MA Amie Aguiar, BA Helen Kontorousis, BS
12:15-12:30 pm	WRAP UP AND EVALUATION	Terrie Anciano, BS Patrick Flippin-Weston, BA

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2. Define and describe the Family Strengthening Network (Welcome Baby and home visiting programs) using key messages
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4. Identify standardized outreach marketing materials and identify who the materials are intended for and how they are to be used
5. Identify communications strategies that improve recruitment, enrollment, and retention of clients

AGENDA:

TIME	PRESENTATION	FACILITATORS/ SPEAKERS
1:00-1:10 pm	Introductions, Overview of Training Objectives	Terrie Anciano, BS Patrick Flippin-Weston, BA
1:10-1:50 pm	Welcome Baby Outreach	Steve Nish, MA
1:50-2:30 pm	Welcome Baby Messaging <ul style="list-style-type: none"> • - Exercise: Small Group Activity 	Steve Nish, MA Amie Aguiar, BA Helen Kontorousis, BS
2:30-2:45 pm	BREAK	
2:45-3:30 pm	Outreach Marketing Materials <ul style="list-style-type: none"> • -Exercise: Role Play 	Steve Nish, MA Amie Aguiar, BA Helen Kontorousis, BS
3:30-3:45 pm	Bringing it all together: <ul style="list-style-type: none"> • - Communications Exercise 	Steve Nish, MA Amie Aguiar, BA Helen Kontorousis, BS
3:45-4:00 pm	WRAP UP AND EVALUATION	Terrie Anciano, BS Patrick Flippin-Weston, BA

Outreach and Communications

SPEAKER BIOS

Steve Nish, MA, is the **Manager of Communications** at LA Best Babies Network (LABBN). With 20 years of experience in the communications field, he has led national and global communications campaigns in education, corporate ethics, and community building. Prior to working with LABBN, he was Senior Editor of the Los Angeles-based Josephson Institute, where he focused on sustainability and ethics in business and on character development in schools and youth service programs. He did his undergraduate work at UC Santa Barbara and has a master's from Syracuse University's Maxwell School of Citizenship and Public Affairs.

Amie Miramontes Franco, BA, is a **Communications Specialist** at LA Best Babies Network. She has progressive experience in communications, community outreach, and public relations with a demonstrated record of developing innovative communication strategies that strengthen brand awareness. The majority of her work has been focused in the education and healthcare fields. She has always been passionate about finding ways to leave a lasting, positive impact through her work — especially within her local community. She is happy to be working toward advancing the mission of LABBN and is committed to ensuring all the wonderful work being done is showcased. Amie is an alumna of the University of California, Los Angeles (UCLA), where she earned her BA in Communication Studies.

Helen Kontorosis, BS, is a **Communications Specialist** at LA Best Babies Network. She comes from a journalism background, with seven years of experience working in the television news industry, most recently in Sacramento. She has worked behind the scenes as a producer, covering crime, political, health, environmental, entertainment, and community-focused stories. Helen earned her BS in Telecommunication from the University of Florida.

Outreach Communication

Crafting the Right Message
for Your Audience



Grab something to write with and a piece of paper.

Did yours look
like this?



Credit: Clear Language Lab, a division of Literacy Works





What is Outreach?

Targeted communication by an organization with a group of people to meet a particular goal.

What is Outreach?

Outreach often takes on an educational component (i.e., the dissemination of ideas or education), but it can also be used to engage and recruit people.

Outreach seeks to help people understand how they can improve their lives through what you have to offer.

Welcome Baby Outreach Goals:

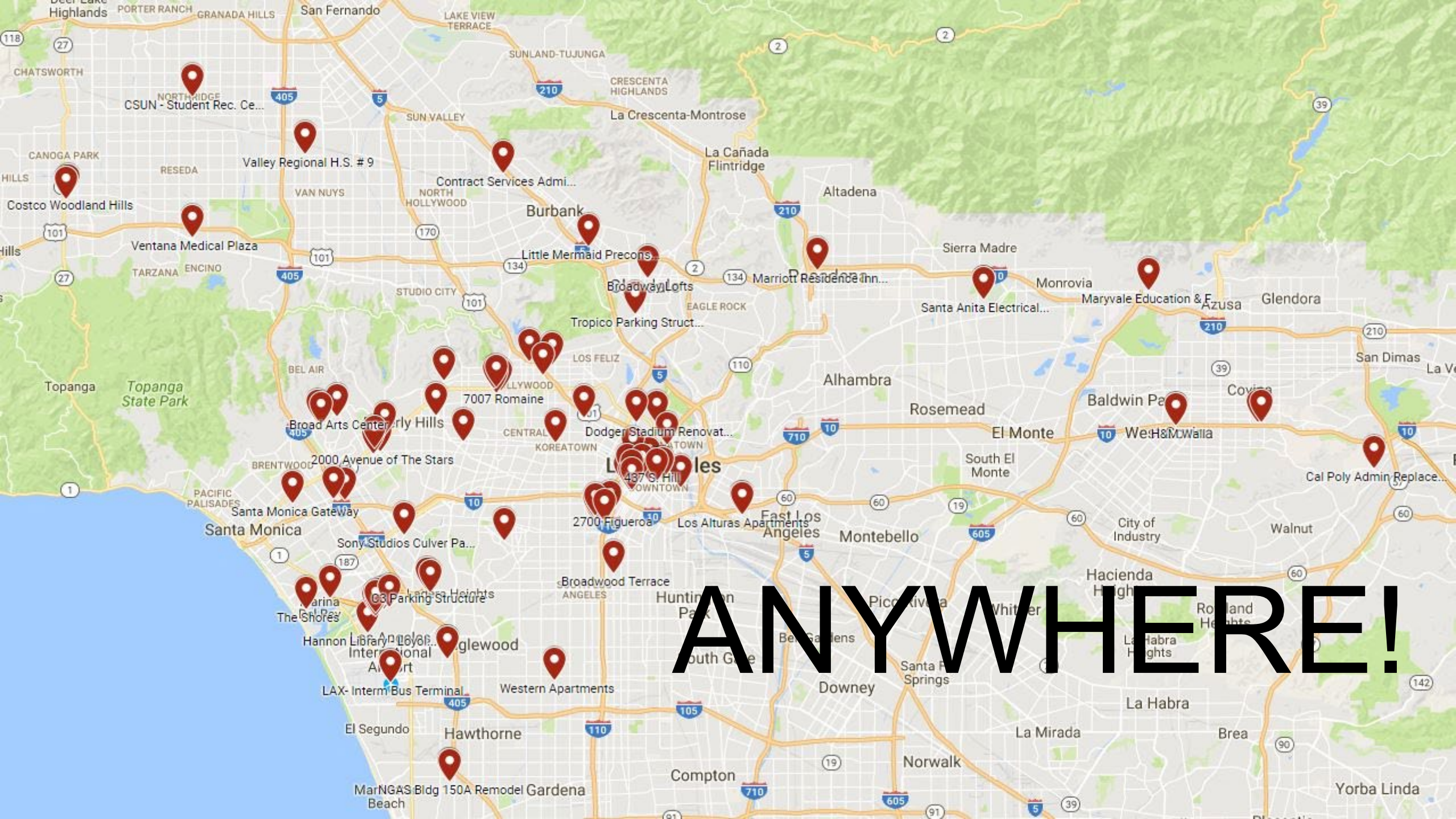
- Recruit parents into WB
- Build relationships with providers/partners to refer clients
- Build relationships in community

Welcome Baby Outreach Activities:

- ✓ Inform providers, community members and organizations about the program
- ✓ Outreach virtually, at community health centers, provider offices, hospital tours, and (potential) partner sites
- ✓ Recruit parents into the program
- ✓ Document why parents decline the program

Where Can Outreach Be Conducted?

- Online:
 - Virtual meetings
 - Social media
- Health care centers
- Hospital tours/presentations
- WIC centers
- Church
- Provider/partner offices
- Community organizations
- Baby showers
- Lamaze classes
- Hospital lobby
- Community events
- Grocery store
- Park
- On the street
- While riding public transportation
- Library
- Schools
- Health fairs



ANYWHERE!

Where Do You Come In?

All staff members represent Welcome Baby and should be aware of outreach opportunities, both at your organization and in your community.

This applies all the time, but especially during this time.

Where Do You Come In?

INFORM

Inform pregnant women and new parents about Welcome Baby and its benefits

ENROLL

Motivate pregnant moms to enroll in WB

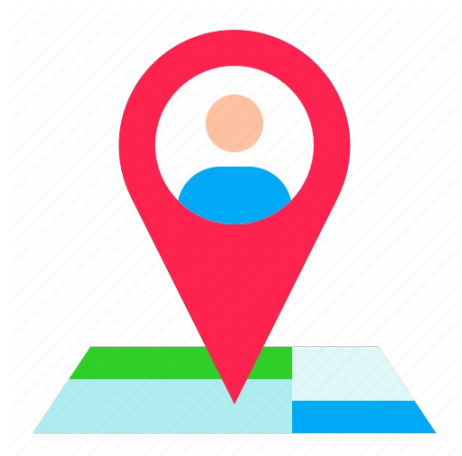
ENGAGE

Help clients see the benefits of staying engaged in the program – and referring friends




What are some ways **YOU can help
with outreach efforts?**

“The basic underlining principle of outreach is to start where the client is...”



— *Centers for Disease Control and Prevention*



The more the people you target see themselves reflected in your message, the more likely they are to respond to your message.



Meeting People Where They Are

- Life Skills
- Health
- Spiritual Needs
- Social Service
- Time
- Habits
- Place of residence
- Language
- Culture
- Emotional Needs
- Social Needs/Practices
- Level of Educations



Meeting People Where They Are

- How can we help the audience make the connection?
- What values/resources/ideas are important to our audience?
- How can we connect new information to prior knowledge?

Credit: Clear Language Lab, a division of Literacy Works



Crafting Your Message

Welcome Baby Talking Points

- Families will benefit from Welcome Baby in different ways.
- All families who give birth at a participating hospital and who sign up for WB can receive a hospital visit.
- A Welcome Baby staff member will visit you in the hospital following delivery to make sure you and your baby are doing well, and to give you helpful information.
- Your Parent Coach and RN can help you find community resources that will benefit your family, including additional support services, if needed.
- In some cases, you may have the option to receive services from one of our partner home visiting programs.

Welcome Baby Talking Points

- **Based on your needs.** Families will benefit from Welcome Baby in different ways.
- **An in-hospital visit.** A Welcome Baby staff member will visit you in the hospital following delivery to make sure you and your baby are doing well, and to provide breastfeeding assistance and other helpful support.
- **Your own Parent Coach,** who will be there to answer questions about pregnancy and caring for your newborn (and yourself!)
- **Your own Registered Nurse,** who can answer questions and check up on you and the baby after you get home from the hospital
- **Ongoing support.** Your Parent Coach and RN can help you have a healthy pregnancy and birth, manage stress, make breastfeeding easier, bond with your baby, and create a baby-safe home.

What is the Welcome Baby Program?

Welcome Baby is a free program that provides support and information to pregnant women and families giving birth at participating hospitals across Los Angeles County.

- ✓ Welcome Baby is a free program that is offered to everyone who gives birth at our hospital.
- ✓ We believe that all parents can benefit by having a supportive person to help answer questions or address concerns, whether this is your first baby or you have other children.

The purpose of the program is to provide you with the following:

- ✓ Information on how to care for yourself and the baby
- ✓ Information on how your baby is developing
- ✓ Assistance with health insurance coverage for your newborn baby
- ✓ Coordinating with your doctors to make sure that you and the baby get the care you need
- ✓ Support with breastfeeding
- ✓ Support with your feelings about parenthood
- ✓ Answers to your questions and concerns
- ✓ Referral to other community resources you might need

Families will benefit from Welcome Baby in different ways depending on where they live and their needs.

- ✓ All families giving birth at a participating Welcome Baby Hospital will receive a visit by the Welcome Baby staff and if they choose to participate in Welcome Baby they will receive information and referrals to community resources that they might need.
- ✓ Families who live in one of First 5 L.A.'s Best Start Communities can enroll in the program during pregnancy or while they are in the hospital and they will receive: (use the brochure to review these):
 - 1-3 visits during your pregnancy
 - A visit in the hospital
 - A visit by a nurse within the first week after leaving the hospital
 - A visit when your baby is 2-4 weeks old
 - A visit when your baby is 3-4 months old
 - A visit when your baby is 3-4 months old
 - A final visit when your baby is 9 months old
- ✓ Families who do not live in a Best Start community and have needs identified at the hospital visit will receive three visits postpartum in addition to the hospital visit:
 - A visit by a nurse within the first week after leaving the hospital
 - A visit when your baby is 2-4 weeks old
 - A visit when your baby is 2 months old
- ✓ Families receiving home visits will also receive baby and parent-friendly items, toys and other materials that will help with parenting.
- ✓ Some families may be eligible to be enrolled in other home visiting programs that offer support.

To participate in the program, you must plan to give birth at a hospital that is participating in the Welcome Baby program. Our hospital is part of Welcome Baby. Services are confidential and your privacy will be protected. However, in order to identify your individual needs and for statistical purposes, certain personal information will be collected, if you choose to participate.

Welcome Baby is a voluntary program. While we encourage moms and dads to participate in all of the visits, you have the right to withdraw from the program at any time.

Home Visiting Talking Points

- We are part of a network of home visiting programs and agencies in L.A. County: **Family Strengthening Network**
- Welcome Baby works with other home visiting programs in the community that provide more frequent (virtual) home visits over a longer period of time than Welcome Baby.
- Welcome Baby connects families with programs in the community that will support them best, even if it isn't the Welcome Baby program.

Home Visiting Talking Points

- **All free and voluntary.** You can benefit from the program for as long as you wish during the time the program is offered (some programs, up to 3 years after the birth of the child; others, up to kindergarten).
- **No travel required.** We do house calls! You can stay at home and relax – no hassles with traffic, parking, or having to change diapers in the back seat.
- **Benefits the entire family.** Some educational material focuses on the baby, but your home visitor can provide resources for all involved, including the father of the child, siblings, and grandparents. All are welcome to participate, but one-on-one visits are also fine if you prefer that.

first 5 la
Giving kids the best start

Home Visiting Programs

Outreach Messaging for HFA/PAT Staff

OPENING PITCH

[Do your best to build rapport first. Have your organization's interest form on hand so you can fill it out to start the enrollment process.]

[Introduce yourself.] I work with [name of your organization], and we offer the free [Parents as Teachers / Healthy Families America] program to families in L.A. County. Our program provides support, information, and resources for pregnant people and families who have recently given birth. *[Ask if they have heard of programs like this or have ever enrolled in one. Then mention some of the benefits below.]*

KEY MESSAGES – BENEFITS

- **It's all free and voluntary.** You can benefit from the program for as long as you wish during the time the program is offered (some programs, up to 3 years after the birth of the child; others, up to kindergarten).
- **We're flexible.** Virtual visits are available or you can choose to meet at your home or in a park or other location – at a time that's best for you.
- **You get one-on-one support.** You get your own home visitor who can find resources just for you, and be there to answer any questions you have about your baby – and about you and your own health.
- **No travel required.** We do house calls! You can stay at home and relax – no hassles with traffic, parking, or changing diapers in the back seat.
- **It's based on your needs.** The program is personalized to help you and your baby in any way you might need support. Some examples:
 - Tips on reducing your stress and managing emotions
 - Information on how to help your baby grow strong and healthy
 - Support with breastfeeding and transitioning to solid foods
 - Help preparing kids so they're ready for preschool
 - Help with setting and achieving goals: personal, job-related, education, anything that helps you and your family
 - Help finding free or low-cost resources in the community
- **It benefits the entire family.** Some educational material focuses on the baby, but

Links to Related Materials

- **HFA Outreach, Recruitment and Referral Protocol**
- **PAT Outreach, Recruitment and Referral Protocol**
- **Interest Forms:** Use to determine eligibility and start enrollment process for a family.
- **Referral Form:** Distribute to providers who may wish to refer patients/clients. Also use this when transferring a prospective client to another home visiting program.
- **General Outreach Script:** Guidance for home visitors on how to describe the program and services during outreach activities.
- **Outreach Script to Identify Reasons for Declining to Enroll:** Guidance on how to respond when a family declines to enroll.
- **Outreach Flyers:** Distribute during outreach efforts to promote your home visiting program.
- **Outreach Tracking Form:** Track outreach activities for goal-setting and documentation.


Updated 12/17/2022 | First5LA.org & @First5LA | LABestBabies.org & @LABestBabies

f i t w y

Communications in Outreach

Activity





“Welcome Baby is a free, voluntary home visiting program funded by First 5 LA. It’s available to pregnant women and parents with newborns who give birth at one of the 13 participating hospitals. It matches caregivers with a personal Parent Coach who provides breastfeeding support, information on infant development and nutrition, and referrals to other helpful resources in the community. Families benefit from it in a multitude of ways.”

Communications in Outreach

Activity



Crafting an Impactful Message

1. Your message should make a strong first impression.
 - A weak generic message won't be impactful and will likely be ignored.
2. Keep it short and sweet – but clear.

What Is a Key Message?

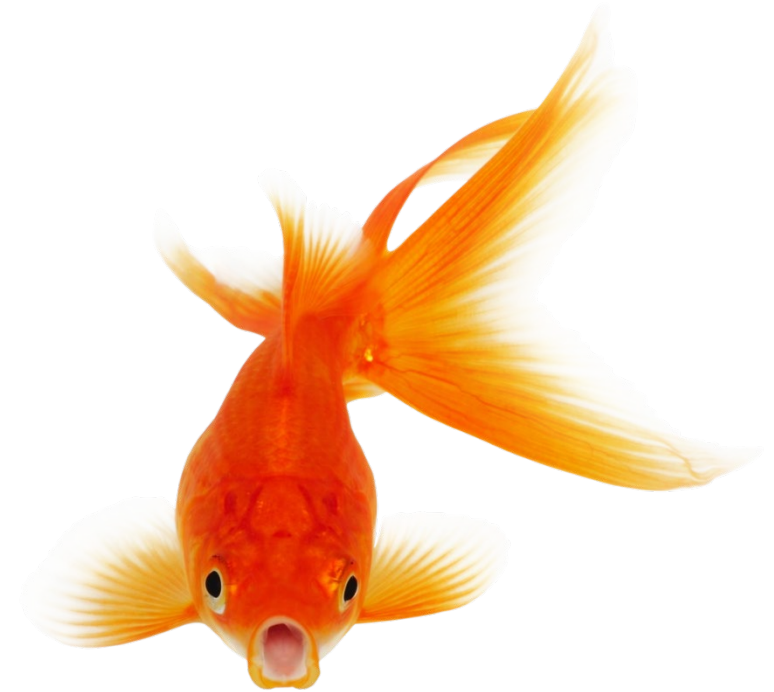
- The takeaway, master narrative, elevator pitch; *essence* of what you want to communicate.
- What's needed to *engage* people.
- Bite-sized summations that articulate:
 - what you do
 - what you stand for
 - how you are different
 - what value you bring to stakeholders



Humans: 8 seconds



Goldfish: 9 seconds





What's Your
Key Message?

Crafting an Impactful Message

1. Your message should make a strong first impression.
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3. Make sure your message flows.

Organizing your Key Messages

- General – but relevant – information first
 - Exceptions, conditions, and specialized information later
- People need information that is quick, clear, and easily accessible
 - Get rid of the unnecessary
- Quickly let them know:
 - Why they should care
 - What the point is

**Ready for a
Stretch Break?**

Crafting an Impactful Message

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3. Make sure your message flows.
4. Tailor your message to the people you're targeting by using language that they are familiar with – make it relatable.

A significant proportion of the population is predisposed to demonstrate lexicaphanicism and grandiloquence in both written and oral discourse.

Um ... what?

Lots of people like to use big words
when writing or talking.

NO
PARKING
11 A.M. TO 1 P.M.
TUESDAY
STREET CLEANING

CVC 22651(N)
TOW AWAY
SCHOOL DAYS
NO STOPPING
MON THRU FRI
CCMC 7.03.215(D) 7:30 AM THRU 4 PM →

SCHOOL DAYS EXCEPTIONS
15 MON THRU FRI
MINUTES 7:30 AM TO 8 AM
SCHOOL BUSINESS
CCMC 7.03.300

CVC 22651(N)
TOW AWAY
SCHOOL DAYS
CCMC 7.03.010
1 HOUR PARKING
MON THRU FRI
4 PM 6 PM
ONCE PER DAY, PER DISTRICT
CCMC 7.03.305

DIST. PERMITS 4
EXEMPT
CCMC 7.03.300
→

CVC 22651(N)
TOW AWAY
CCMC 7.03.010

CULVER CITY BOARD
PROHIBITED
THE FOLLOWING ACTIVITIES:
• GOLF PRACTICE
• ARCHERY PRACTICE
• SKATE BOARDING
• SKATING
• OPERATING
• OPERATION OF ANY F
• HARBALL AT ELET
SCHOOL



“Once we know something, we find it hard to imagine what it was like not to know it. Our knowledge has ‘cursed’ us. And it becomes difficult for us to share our knowledge with others, because we can’t readily re-create our listener’s state of mind.”

- Chip and Dan Heath, *Made to Stick*

Plain Language

We use plain language to ensure:

- We get messages across clearly and receive responses and action quickly
- The receiver understands what the information you share means for their life
- We avoid creating barriers that set us apart from the people with whom we are communicating.

Plain Language Essentials

- **Keep it Brief**

- Sometimes we overdo it with words.
- A rule of thumb: be simple and direct, use familiar and accessible words
- Speak in short sentences.
- Limit the amount of information you provide at any one time

- **Use Second-Person pronouns**

- Say “you” instead of “the client” or “a person”
- Personal pronouns — *I, you, we* — have a subtle way of connecting

- **Break Down Jargon**

- Use common words, break dense information into smaller pieces, use examples

Everyday Words for Public Health Communication

“Risk factor”

CDC Original: Cigarette smoking is the primary risk factor for lung cancer.

Plain Language: Cigarette smoking is the number one reason people get lung cancer.



Everyday Words for Public Health Communication

“Health care setting”

CDC Original: Health care-associated influenza infections can occur in any health care setting and are most common when influenza is also circulating in the community.

Plain Language: You can get the flu in the doctor’s office, hospital, or clinic, especially when the flu is spreading in the community.



Everyday Words for Public Health Communication

“Morbidity”

CDC Original: Maternal morbidity includes physical and psychologic conditions that result from or are aggravated by pregnancy and have an adverse effect on a woman’s health.

Plain Language: Women who’ve given birth can get sick because of physical and psychological reasons that pregnancy causes or makes worse.



Using Plain Language

"Legalese vs. Plain English: An Empirical Study of Persuasion and Credibility with Attorneys"

Large group of judges & attorneys given two versions of a document – one in plain language, the other in complex legal jargon.

Large majority considered the plain-language version “more effective” and “written by someone from a more prestigious law firm.”

Using Plain Language

Prenatal



During pregnancy

Postpartum



After pregnancy

Assist, assistance



Aid, help

Commence



Begin, start

In an effort to



To

Reside



Live

Provides guidance for



Guides

Provide referrals



Helps connect

Plain Language

The Takeaway

Plain language doesn't *dumb down* – it *clears up*.

It makes you more effective at getting your point across.





PARKING SCHEDULE

	M-F	SAT	SUN
-	(P) FREE	(P) FREE	(P) FREE
7am	(R)	(P) 1 HR	(P) FREE
8am	(R)	(P) 1 HR	
8 ³⁰ am			
4pm	(P) 1 HR	(P) FREE	(P) FREE
7pm	(P) FREE		
+	(P) FREE	(P) FREE	



Narrowing Your Targets



Narrowing Your Targets

Targeting = Working with a large subgroup of people possessing similar characteristics and providing information in a manner consistent with those characteristics

Narrowing Your Targets

- We narrow our targets because we recognize the diversity of the populations we work with.
- We narrow, understanding that we won't leave people out, but will create specific strategies for each sub-group in hopes of maximizing efficacy.



When you speak
to everyone, you
speak to no one.

Meredith Hill

Some Categories for Narrowing Targets

- Gender
- Neighborhood
- Age
- Family Structure
- Activities/Likes/Interests
- Level of Education
- ...What else?



Targeting Essentials

- Tailor your message to the people you're targeting:
 - By using language that they are familiar with
 - Making it relatable to the community
- Some things to keep in mind:
 - What do they care about?
 - What's in it for them?
 - What are their attitudes, beliefs, and feelings about the topic?
 - What misconceptions might they have?

**Ready for a
Stretch Break?**

The Message Beyond the Words

Crafting an Impactful Message

1. Your message should make a strong first impression.
 - A weak generic message won't be impactful and will likely be ignored.
2. Keep it short and sweet.
3. Make sure your message flows.
4. Tailor your message to the people you're targeting by using language that they are familiar with – make it relatable.
5. Be intentional with your words.

Tone

It's important to recognize the impact of specific word choices on tone.

Things to ask yourself:

- How do you want people to feel when they hear your message?
- Does your word choice work hand in hand with your intended tone?

Let's look at an example...

Research shows that low-income children hear millions of less words than middle class children and often start school behind their peers.



Find out more about everyday ways to help your child learn new words in fun yet easy ways...The more words they know, the more prepared they can be for school.

Crafting an Impactful Message


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 - A weak generic message won't be impactful and will likely be ignored.
2. Keep it short and sweet.
3. Make sure your message flows.
4. Tailor your message to the people you're targeting by using language that they are familiar with – make it relatable.
5. Be intentional with your words.
6. Make sure your body language is sharing the same message.
 - Your body language and your verbal cues should align.



55%

of communication
occurs through
nonverbal
communication.

Body language communicates feelings and attitude which helps people form judgments, assumptions and decisions.



~93%

of communication
occurs through
nonverbal
communication.

Body language communicates feelings and attitude which helps people form judgments, assumptions and decisions.



Positive Body Language Includes:

- Open body position (e.g., arms unfolded, legs shoulder width apart)
- Good posture (e.g., sit or stand upright, don't slouch)
- Relaxed and open facial expression
- Facing the person
- Regular eye contact
- Positive arms and hand (e.g., free hands, open palms)
- Socially appropriate personal space

Make a conscious effort to match your verbal and nonverbal messages.



Communications in Outreach

Activity





- Lead with your value, not your name.
- Keep it short and sweet — no more than a minute or so.
- Keep it simple — no technical jargon or complicated details.
- Build rapport.
- Personalize it for the person you're talking to.
- Make it flow in a way that is comfortable for you.
- Consider ending by offering to follow-up, when appropriate.
- Don't let your elevator pitch stand alone.
- Be intentional with your words.
- Check your body language.



- Group 1:** You are a Parent Coach. During a home visit, your client shares that her neighbor just announced her pregnancy.
- Group 2:** You are explaining Welcome Baby to a friend who asked you about your work. Your friend works at a childcare center where lots of moms are pregnant.
- Group 4:** You are a Hospital Liaison. A woman just delivered at your hospital, and you are informing her about the program. Breastfeeding has been a struggle for her.
- Group 5:** You shared a Welcome Baby Facebook post and one of your followers wants to know more about the program. This friend works at a Regional Center helping kids with special needs.
- Group 6:** You are asked to do a quick video to pitch the program. This video will be shared on your hospital's Facebook account.
- Group 7:** You are checking out at the grocery store. The woman in line behind you is pregnant and she tells you that she thinks your reusable Welcome Baby bag is cute.
- Group 8:** One of your co-workers is pregnant. She works in a different department and doesn't know anything about the program.



You've been asked to conduct outreach to a huge and diverse population (like Latinos living in specific neighborhoods, high-risk youth, individuals at risk of being homeless, etc.). How do you create a message and strategy that speaks to **EVERYONE** effectively?

YOU DON'T!!

If we try to create a message that speaks to everyone, we reach no one.

Welcome Baby Outreach Materials

It's so good to hang out with you, Dad!

Dads can make a huge difference in helping babies grow healthy and strong. FREE Welcome Baby programs will give you tips and answers to your questions to make parenting as easy as possible.

Welcome Baby provides virtual visits to help you during pregnancy and early parenthood.

Welcome Baby is a free program from First 5 LA that supports pregnant people and families with newborns in L.A. County. The program provides personal health and parenting education, plus support with breastfeeding, home safety, and infant development. It also helps families find local community resources that can help them.

Welcome Baby is FREE — no matter your income, insurance, or immigration status — if you plan to deliver at one of these hospitals. Call now to sign up — or visit WelcomeBabySupport.org!

- Antelope Valley Medical Center**
Lancaster, CA (661) 942-4719
Serving the Best Start Lancaster and Palmdale communities
- California Hospital Medical Center**
Los Angeles, CA (213) 242-3127
Serving the Best Start Central LA community
- Centinela Hospital Medical Center**
Inglewood, CA (323) 242-5200, x238
Serving the Best Start South and Central LA communities
- Emanuel Health - Queen of the Valley Hospital**
West Covina, CA (626) 853-2749
Serving the Best Start El Monte, South El Monte communities
- Francis and Mary Luter King, Jr. Hospital**
West Covina, CA (626) 853-2749
Serving the Best Start El Monte, South El Monte communities
- MemorialCare Miller Children's and Women's Hospital - Long Beach**
Long Beach, CA (562) 935-2400
Serving the Best Start Long Beach, Compton, and Wilmington communities
- Norridge Hospital Medical Center**
Northridge, CA (818) 885-3575
Serving the Best Start Pacima and Panorama City communities
- Providence Holy Cross Medical Center**
Wood Hills, CA (818) 406-4173
Serving the Best Start Pacima and Panorama City communities
- St. Francis Medical Center**
Lynwood, CA (310) 900-4710
Serving the Best Start South and East LA communities
- St. Mary Medical Center**
Long Beach, CA (562) 491-4841
Serving the Best Start Central Long Beach, Compton, and Wilmington communities
- Torrance Memorial Medical Center**
Wilmington, CA (310) 314-5444
Serving the Best Start Wilmington community

Welcome Baby program helped me understand my baby and develop more confidence as a parent.

Free virtual visits to help you with your new baby

As part of Welcome Baby you'll receive:

- A one-on-one appointment after you give birth to encourage your recovery and help you prepare to go home with your new baby
- Information to help you nurture the development of your newborn
- Help with breastfeeding and infant stimulation from a Certified Lactation Educator
- Referrals to additional resources available in your neighborhood to help you and your baby thrive. Visits depend on where you live and what you get

Family Strengthening Network Home Visiting Programs



first 5 la - WELCOME BABY

Welcome Baby gives you personal support and resources during pregnancy and early parenthood. FREE for families delivering at Antelope Valley Hospital — no matter your income, immigration status, or insurance coverage.

FREE virtual visits and phone support!

Program Visits

- FIRST OR SECOND TRIMESTER OF PREGNANCY Virtual or home visit*
- PHONE CALL CHECK-IN
- THIRD TRIMESTER OF PREGNANCY Virtual or home visit*
- BABY IS BORN Postpartum hospital visit*
- NURSE VISIT SHORTLY AFTER MOM AND BABY COME HOME Virtual or home visit*
- BABY'S 2-4 WEEKS Virtual or home visit*
- BABY'S 2 MONTHS Virtual or home visit*
- BABY'S 3-4 MONTHS Virtual or home visit*
- BABY'S 6 MONTHS Final visit

Call to enroll now! 661-942-4719 First5LA.org/Welcome-Baby

WHAT YOU GET

- Your own Parent Coach who will be there — virtually, by phone, or at home — to answer newborn (and yourself) questions about pregnancy and caring for your assistance and other helpful support
- Your own Registered Nurse who can answer questions and check up on you and the baby after you get home from the hospital
- Ongoing support to help you have a healthy pregnancy and birth, manage stress, make breastfeeding easier, bond with your baby, and create a baby-safe home
- Connections to community resources: Free or low-cost baby supplies, applying for programs like WIC or CalFresh, finding a specialist ... whatever you need!

*Only virtual visits during pandemic



Join the Welcome Baby Family!

As part of Welcome Baby you'll receive:

- A one-on-one appointment after you give birth to encourage your recovery and help you prepare to go home with your new baby
- Information to help you nurture, care and support the healthy development of your newborn

Bring your patients to the support



during the pandemic, Welcome Baby gives pregnant families one-on-one education and resources during their baby is born.

FREE for families delivering at a participating hospital — no matter your income, immigration status, or insurance coverage.

Program team

- practice by
- deep
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Program visits

- FIRST OR SECOND TRIMESTER OF PREGNANCY Virtual or home visit*
- PHONE CALL CHECK-IN
- THIRD TRIMESTER OF PREGNANCY Virtual or home visit*
- BABY IS BORN Postpartum hospital visit*
- NURSE VISIT SHORTLY AFTER MOM AND BABY COME HOME Virtual or home visit*



¡Felicidades!

En el hospital, tu mamá se inscribió en un programa de Visitas a Domicilio.

Congratulations!

At the hospital, your mommy enrolled in a free home visiting program!

She'll learn the best ways to help you grow to become a happy and healthy kid. She'll also get support for achieving personal and family goals.

See you at the hospital!



WHAT YOU GET

- All programs provide one-on-one support to help you:
 - Gain confidence as a parent
 - Promote your baby's growth and brain development
 - Breastfeed more easily
 - Find community resources (baby supplies and programs like WIC, CalFresh, housing services)
 - Create a safe, nurturing home environment
 - Coordinate health coverage and check-ups for mom and baby
 - And more ...

We're here for you! Call 661-942-4719



Sign up for Welcome Baby and get your own Parent Coach

Join the Welcome Baby Family!



Welcome Baby gives you support and resources during pregnancy and early parenthood. FREE for families delivering at Antelope Valley Hospital — no matter your income, immigration status, or insurance coverage.

As part of Welcome Baby you'll receive:

- A one-on-one appointment with your Parent Coach during your pregnancy or when your baby reaches 6 months of age
- Information to help you nurture the development of your newborn
- Help with breastfeeding and infant stimulation from a Certified Lactation Educator
- Referrals to additional resources available in your neighborhood to help you and your baby thrive. Visits depend on where you live and what you get

Calendario de visitas

- PRIMER O SEGUNDO TRIMESTRE DEL EMBARAZO Visita en casa
- TERCER TRIMESTRE DEL EMBARAZO Visita en casa
- ACERCA DE LA TRANSICIÓN DEL TRABAJO
- NACIMIENTO DEL BEBE Visita postparto en el hospital
- VISITA EN CASA DE UN PROFESIONAL DE LA SALUD PARA AYUDAR A LA MADRE Y AL BEBE RECUPERARSE
- SEMANAS 2 - 4 DEL BEBE Visita en casa
- EL 2º MES DEL BEBE Visita en casa
- SEMANAS 3 - 4 DEL BEBE Visita en casa
- EL 6º MES DEL BEBE Visita en casa

Únase a la familia Welcome Baby

Únase a la familia Welcome Baby

¿Qué obtendrá usted durante su participación en Welcome Baby?

- Citas individuales con su Consejera Materna durante su embarazo y hasta que su bebé cumpla los 3 meses de edad
- Información para ayudar a alimentar al sano desarrollo de su recién nacido
- Ayuda para coordinar el seguro de cobertura de la salud y otros recursos para su recién nacido
- Visitas de casa en el momento justo después de que regrese a casa del hospital
- Ayuda con la lactancia y la alimentación del niño por parte de una Educadora Certificada en Lactancia
- Referencias a otros recursos disponibles en su comunidad que le ayudarán a usted y a su bebé

Llame para inscribirse ahora mismo: 661-942-4719



Outreach Materials About HFA and PAT

Healthy Families America (HFA)

What is Healthy Families America?




Healthy Families America (HFA) is a free and voluntary home visiting program. Its Family Support Specialists provide one-on-one support and information to help you be the best parent you can be. HFA's services are available for up to five years after your child's birth.

How does HFA benefit my family?

- **Parenting information** to help you build on the parenting skills you already have
- **Child development education** that lets you know what to expect and how to promote your child's healthy growth
- Help scheduling **check-ups and immunizations with a medical provider**
- Helpful tips on how to **care for babies, toddlers, and young children**
- **Connections to community resources** that help with things like job placement and finding day-care providers
- **Flexible visits** that work with your schedule

Program Location:
Antelope Valley Partners for Health
44226 10th Street West
Lancaster, CA 93534
Phone: 661.942.4719

VIRTUAL VISITS DURING THE PANDEMIC!

Parents as Teachers (PAT)

What is Parents as Teachers?




Parents as Teachers (PAT) is a free and voluntary home-based visiting program. Parent educators provide personalized support to help you become your child's "best first teacher." The PAT approach teaches you fun ways to interact with your children so they grow up happy, healthy, and ready for school.

How does PAT benefit my family?

- Activities that focus on **positive play and interaction** to help your child learn
- Information to help you **identify your children's needs** so they can develop strong bodies and brains
- Help coordinating **check-ups and other medical care**
- Referrals to **community resources** and other services
- **Flexible visits** that work with your schedule

Program Location:
Family Centers
Suite #424
CA 90020
Phone: 213.335.3739

VIRTUAL VISITS DURING THE PANDEMIC!

Family Strengthening Network Home Visiting Programs

Caring for a new baby isn't easy, and we want to make it as stress-free as possible for you.

In L.A. County, some hospitals — including **Antelope Valley Hospital** — offer the free Welcome Baby program. It provides one-on-one support and helps you find free resources for your family. **With virtual visits, it's all available right from your couch!**

Depending on where you live, Welcome Baby may support you during pregnancy and a few months after your baby is born. But some families may qualify for a partner program's home visiting services, which can last up to 5 years.

We'll help you determine which program is best for you, but the choice is yours, and there's no commitment.

VIRTUAL VISITS

COVID-19 may prevent us from meeting in person, but if you have a smartphone or computer, we can connect virtually.

When in-person visits become available, you can choose to meet at your home or any other convenient location.

WHAT YOU GET

All programs provide one-on-one support to help you:

- Gain confidence as a parent
- Promote your baby's growth and brain development
- Breastfeed more easily
- Find community resources (baby supplies and programs like WIC, CalFresh, housing services)
- Create a safe, nurturing home environment
- Coordinate health coverage and check-ups for mom and baby
- And more ...

Partner Programs

- Antelope Valley Partners for Health
- Child and Family Guidance Center
- Child Care Resource Center

We're here for you!
Call 661-942-4719







It's so good to hang out with you, Dad!

Dads can make a huge difference in helping babies grow healthy and strong. The FREE Healthy Families America program will give you tips and answer questions to make parenting as easy as possible.

Sign up for Healthy Families America and get your own Home Visitor! We'll come to your home — or another place, if you prefer — to provide support and education, and to connect your family with free community resources.

You Get

- Support from a trained professional to help you care for your newborn.
- Answers about insurance? Finding a pediatrician? Day care? We can help!
- Finding free or low-cost baby supplies.
- Create a strong bond with your child — even before they're born.
- What can you do to help build your baby's brain and body? We'll show you.
- And so much more!

(213) 385-5100, ext. 3069
eDirectory.HomeVisitingLA.org





First 5 LA funds these programs to make them completely free for families in Los Angeles County.

Outreach Materials Usage Guide

- All outreach materials LABBN provides for Welcome Baby and HFA/PAT programs are included in [this guide](#).
- The guide outlines the intended purpose of each item, including who should receive it and when it should be used.

Outreach Materials for Welcome Baby and Home Visiting Programs

Usage Guidelines

LA BEST BABIES NETWORK
Healthy Babies. Our Future.

first 5 la
Giving kids the best start

first 5 la
LA BEST BABIES NETWORK
Healthy Babies. Our Future.

StrongerFamilies.LABestBabies.org | @LABestBabies

available in English and Spanish; customized to include
Welcome Baby sites

OUTREACH MATERIALS

Outreach materials, including items
(e.g., Welcome Baby kits) through the LABBN online
portal. The purchase and delivery
occurs on a monthly basis.

Available in
English and Spanish



Downloadable Resources

LABestBabies.org/Resources

- Outreach Materials
(flyers, brochures, etc.)
- Referral Forms
- Best Start Community Maps
- Style Guides, Logos and Fonts

The screenshot displays the LA Best Babies Network website interface. At the top, there is a navigation bar with social media icons (Facebook, Twitter, Instagram, YouTube) on the left, a search bar, and a language dropdown menu set to 'English'. Below the navigation bar, the site logo 'LA BEST BABIES NETWORK' is accompanied by the tagline 'Healthy Babies. Our Future.' and a menu with 'About', 'Resources', and 'News & Reports'.

The main content area features a large heading: 'Family Strengthening Network Outreach Materials, Templates'. Below this heading, a sub-heading reads: 'Here are various materials for outreach and administration.' A paragraph of text states: 'You can search for files by using the search filters below. To download a file, simply right-click the link and choose "Save target/link as..."'.

To the right of the main heading is a thumbnail image of a brochure titled 'first 5 la' with the text 'Outreach Materials for Welcome Baby and First 5 LA logos and style guides.' Below the thumbnail is a link: 'Click here for the Welcome Baby and First 5 LA logos and style guides.'

At the bottom of the screenshot, there is a search filter section with a search bar and a 'File Types' dropdown menu. To the right of this section are three download buttons, each with a 'Download →' link:

- Torrance – Completion Certificates
- St. Mary – Completion Certificates
- PLCM – Completion Certificates

Creating Your Own Materials

- Welcome Baby Outreach Materials Customization
 - Minor changes requested by your site done through LABBN
- Site-Specific Items
 - Materials created in-house (table cloths, banners, uniforms)
 - Printing Budget
 - Hospital Marketing Department Collaboration
 - Press Events

***** All Items
Created By Your
Site MUST BE
APPROVED BY
LABBN PRIOR
TO USE *****

Welcome Baby Website

- About Welcome Baby
- Program benefits
- Participating hospitals
- Online form to enroll
- Video testimonials
- Page for providers (how/why to refer patients)

Please share on social media!

first 5la
— WELCOME BABY —

Home Welcome Baby Hospitals Frequently Asked Questions For Providers

Facebook Twitter Email Print +

Pregnant during the pandemic? We're here for you!

FREE PREGNANCY AND EARLY PARENTING SUPPORT

PROGRAM BENEFITS


Welcome Baby Hospitals
If you're delivering at a participating hospital, all benefits are free.

Learn more

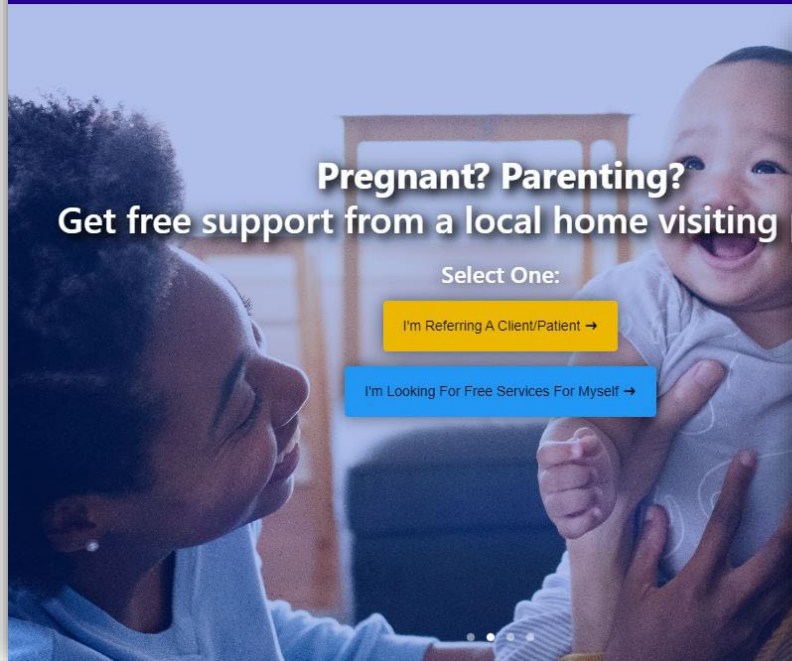
In Spanish and other languages too!

[WelcomeBabySupport.org](https://www>WelcomeBabySupport.org)

Home Visiting eDirectory

 L.A. County's
eDirectory
Free support with pregnancy and parenting

[Home](#) [About](#) [FAQs](#) [List of Programs](#)




Pregnant? Parenting?
Get free support from a local home visiting program.

Select One:

[I'm Referring A Client/Patient →](#)

[I'm Looking For Free Services For Myself →](#)

 L.A. County's
eDirectory
Free support with pregnancy and parenting

[Home](#) [About](#)

Step 1/5

Answering these questions helps us determine which programs you are eligible for.

Is your patient/client less than 28 weeks pregnant? ▶

- Please select - ▼

Is your patient/client expecting their first child? ▶


- Please select - ▼

Is your patient/client planning to deliver at one of these hospitals? ▶

- Please select - ▼





 L.A. County's
eDirectory
Free support with pregnancy and parenting

[Home](#) [About](#) [FAQs](#) [List of Programs](#)



[Print this page](#)

Here is a list of FREE programs your client/patient may be able to participate in:

Recommended Home Visiting Programs	Contact Information	Enroll Now
Welcome Baby		
 Antelope Valley Partners for Health	1600 W Ave J Lancaster, CA 93534 Tel: 661-942-4719, ext. 107	Sign-Up Now
Healthy Families America		
 Children's Bureau	3910 Oakwood Ave. Los Angeles, CA 90004 Tel: 323-953-7350, ext. 416	Sign-Up Now
 Children's Institute, Inc.	2121 W Temple St. Los Angeles, CA 90026 Tel: 213-385-5100, ext. 1857	Sign-Up Now
 Wellnest	3031 S. Vermont Ave. Los Angeles, CA 90007 Tel: 323-373-2400	Sign-Up Now

eDirectory.HomeVisitingLA.org

Stronger Families Blog

- Research and news
- Resources
- Upcoming training and events
- Video testimonials and success stories (Got one? Email Steve at snish@labestbabies.org so we can share it!)



The screenshot shows the homepage of the Stronger Families website. At the top left is the 'first 5 la' logo with the tagline 'Giving kids the best start'. To the right is the main title 'Stronger Families' and the subtitle 'Healthy Pregnancies, Good Parenting, Thriving Kids'. Below this is a navigation bar with links for 'ABOUT', 'OUR STORIES', 'RESEARCH, OTHER NEWS', 'RESOURCES', 'TRAINING AND EVENTS', and 'LABESTBABIES.ORG'. The main content area features a large photo of two women and two children. To the right of the photo are social media icons for Facebook, Twitter, and YouTube. Below the photo is a video player with the title 'Video: My #HomeVisiting Experience: Araceli and Yani'. To the right of the video player is a search bar, an 'Email Alerts' section with a text input field and a 'Sign me up' button, and a 'Newsletter Subscription' section with a text input field and a 'Sign me up' button.

first 5 la
Giving kids the best start

Stronger Families

Healthy Pregnancies, Good Parenting, Thriving Kids

ABOUT ▾ OUR STORIES ▾ RESEARCH, OTHER NEWS RESOURCES TRAINING AND EVENTS ▾ LABESTBABIES.ORG

Search

Email Alerts

Enter your address and we'll email you new posts.

Type your email

Sign me up

Newsletter Subscription

Get our newsletter (don't worry...)

Our Stories

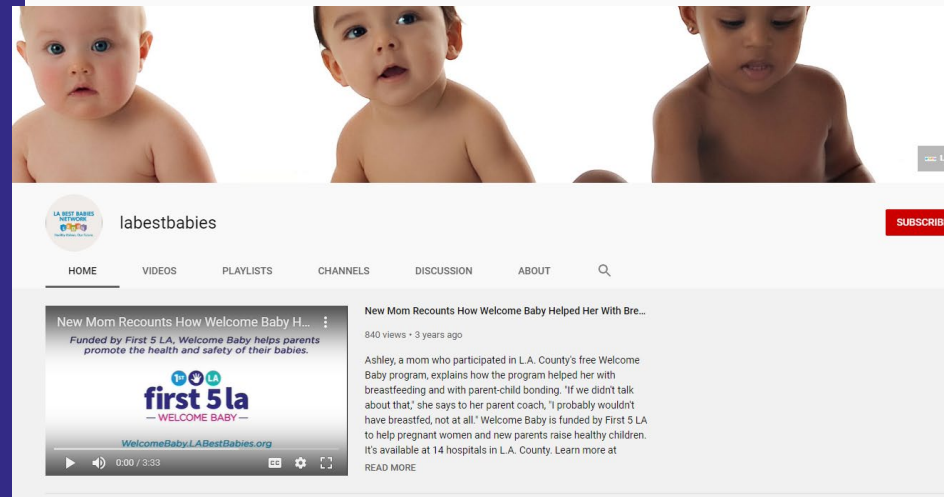
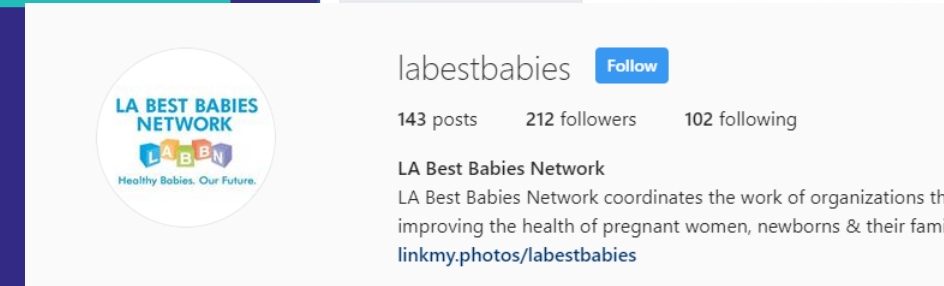
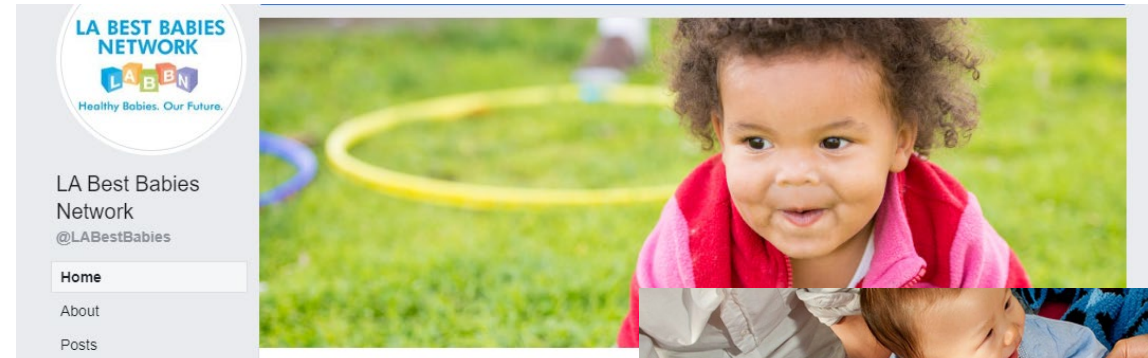
Video: My #HomeVisiting Experience: Araceli and Yani

StrongerFamilies.LABestbabies.org

Social Media

Please Like, Follow, and Subscribe!

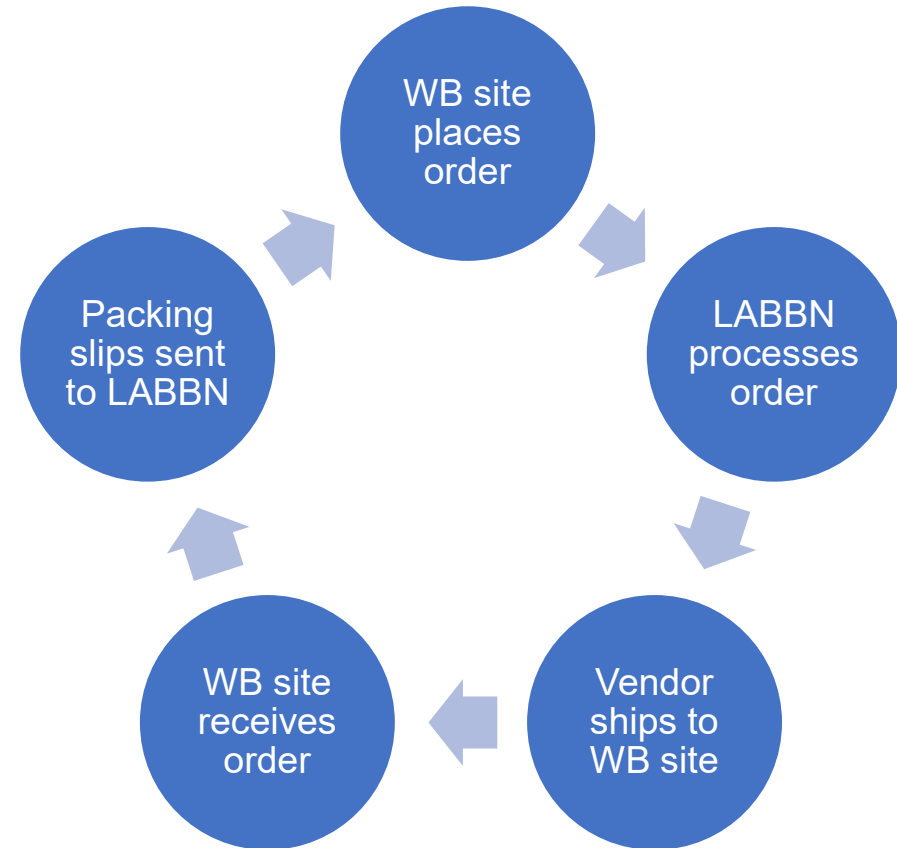
- Facebook
- X (Twitter)
- YouTube
- Instagram



[@LABestBabies](#) | [@First5LA](#) | [@WelcomeBabySupport](#)

The Ordering Process

- Order contact places orders on 1st and 15th of each month
- LABBN processes orders within 5 days
- Vendors ship orders to sites
- Sites receive shipments and send packing slips to LABBN



Inventory Management

ORDER CONTACT RESPONSIBILITIES:

1. Place orders for your WB site
2. Receive shipments
 - Track packages
 - Communicate with Receiving Dept.
 - Verify orders when they arrive
 - Send packing slips to LABBN
3. Manage inventory
4. Complete monthly inventory report
5. Anticipate needs for program materials



Inventory Management

Monthly Inventory Report

- Mandatory for all sites
- Due on the last business day of each month
- Helps anticipate inventory needs
- Reflects distribution of printed materials

Outreach Giveaways

- Pens
- Mugs
- Donated items

Questions? Contact Faith Soltero at FSoltero@LABestBabies.org.

**THANK
YOU**

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SNish@LABestBabies.org

Amie Aguiar

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HKonto@LABestBabies.org

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Outreach Materials for Welcome Baby and Home Visiting Programs

Usage Guidelines

Updated: August 2023

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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 and Amie Miramontes-Franco, amiramontes-franco@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.



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:
 - referral specialists,
 - city or county agencies,
 - nonprofits that serve pregnant women and families with newborns
 - provider offices (e.g., clinics and WIC offices)
 - prospective clients and families at health fairs and other community events



HOME VISITING FLYERS (PAT and HFA)

CLIENT FLYER – GENERAL

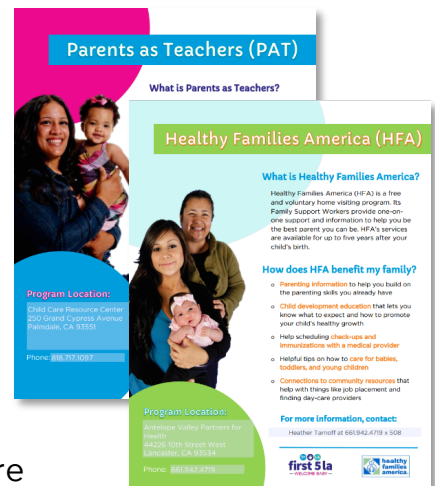
Single-sided flyer available in English and Spanish
 Customized to include name, location, and contact information for specific home visiting agencies

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.



CLIENT FLYER – FLYER TAILORED FOR DADS

Purpose:

- Outlines ways fathers/father figures can benefit from participating in an HFA or PAT program
- Has site logos and site-specific contact information. It is available in English and Spanish.

Use:

- Can be used when conducting outreach in places where dads/father figures are likely to be present



BEST START COMMUNITY OUTREACH FLYERS

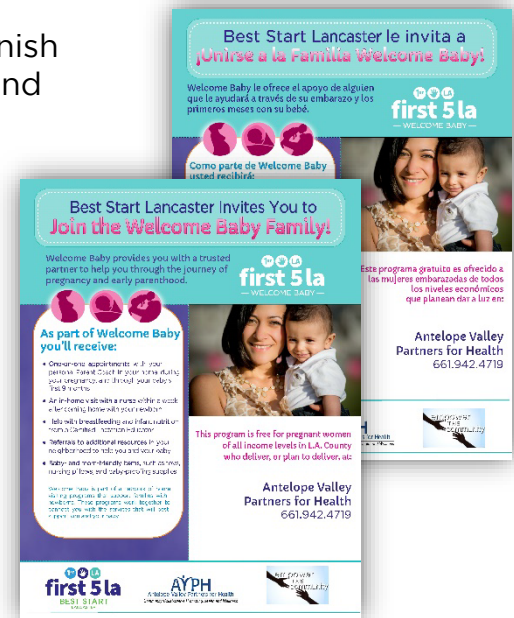
- Single-sided flyer available in English and Spanish
- Customized to include name, phone number and logo of Welcome Baby hospitals by region

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



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

Vertical Vinyl 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 be displayed at community outreach events, agencies and/or Welcome Baby hospitals



Horizontal Vinyl Banners

5" x 8" vinyl banners with grommets; 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 be displayed outside of a building or any other place you can hang the banner
- Can be displayed at booths during community outreach events



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.



WELCOME BABY ENROLLEE POSTCARD

Purpose:

- Serves a reminder for families who signed up for Welcome Baby at the hospital that:
 - They signed up for the program
 - They will have a RN visit soonThe postcard also includes contact information for the WB program.

Use:

- Send to families who enrolled in Welcome Baby at the hospital



HOME VISITING PROGRAM REFERRAL POSTCARD

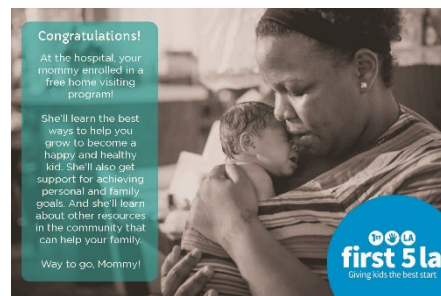
Purpose:

- 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.

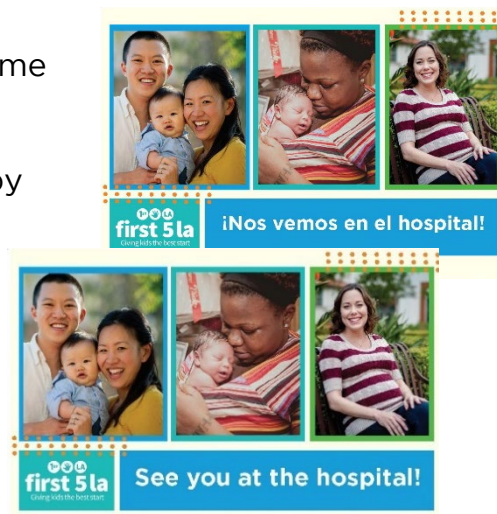


NON-BEST START POSTCARD

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.

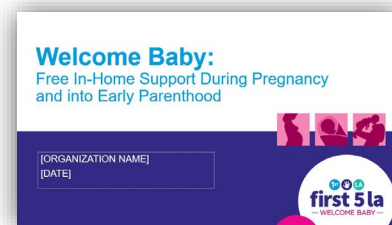
GENERAL

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 and another for clients.

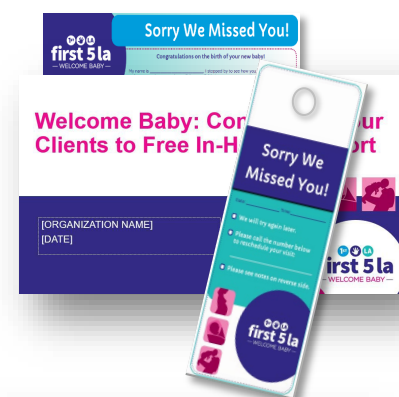
PowerPoint Presentation for Clients

- Purpose: Provide an overview of the Welcome Baby program
- Use: Presentations to prospective clients
- Note: There are slides in the presentation deck that need to be filled by the presenter.



PowerPoint Presentation for Providers

- Purpose: Provide an overview of the Welcome Baby program and PAT and HFA programs in the Family Strengthening Network
- 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.



Virtual Backgrounds

- Purpose: Welcome Baby staff can use branded virtual background(s) while on Zoom or another virtual platform.
- Custom virtual backgrounds were created for all Welcome Baby sites.



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.

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](#) 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.



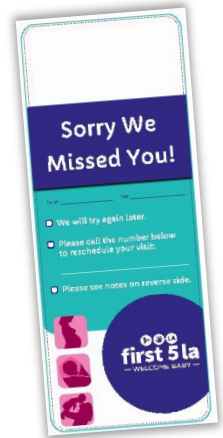
Appointment Labels and Cards

- 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.).



LA Best Babies Network (LABBN) maintains several communications vehicles to support the Welcome Baby and Home Visiting teams. Through these channels, LABBN seeks to provide:

- Useful *research and news reports* on perinatal health and other issues relevant to your work
- Practical *resources* that you can use with the families you serve
- Updates on *training opportunities* and other events
- A vehicle for you to share *your success stories*



STRONGER FAMILIES BLOG: StrongerFamilies.LABestBabies.org

Includes research/news, resources, upcoming events, and stories (with video) of staff and families. Subscribe to get alerts of new posts.



LISTSERV: Emails sent to WelcomeBaby@lists.LABestBabies.org and HomeVisiting@lists.LABestBabies.org go to all Welcome Baby and Home Visiting teams, respectively. If you have a message for everyone, just send it to both addresses. (It will require the moderator's approval.)



LABBN FACEBOOK PAGE: Facebook.com/LABestBabies

Like LABBN on Facebook – and share your comments on our posts!



LABBN INSTAGRAM ACCOUNT: Instagram.com/LABestBabies

Follow LABBN on Instagram – and share your comments on our posts!



LABBN TWITTER ACCOUNT: Twitter.com/LABestBabies

Follow LABBN on Twitter for useful news and links to resources.



LABBN YOUTUBE ACCOUNT: labestbabies

Subscribe to LABBN's YouTube account to access training webinar recordings and client video testimonials.

An elevator pitch is a bite-sized description of our mission and work. It helps us zero in on what we do and why we do it (and it makes life easier when you're asked about your job). An effective pitch not only describes our network of services quickly and clearly, but also motivates people to act.

Here's a quick guide to creating a Family Strengthening elevator pitch.

Basic Components of the Pitch

- 1. The purpose:** Why does the Family Strengthening Network exist? Start by explaining the purpose of Welcome Baby and home visiting.
- 2. The solution:** What are the benefits of our programs? What does it look like when we succeed?
- 3. The call to action:** What are you asking your listener to do?
- 4. The follow-up offer:** What will you do to be sure that your listener takes action?

Remember to . . .

- Lead with your value, not your name.
- Keep it short and sweet — no more than a minute or so.
- Keep it simple — no technical jargon or complicated details.
- Build rapport.
- Personalize it for the person you're talking to.
- Make it flow in a way that is comfortable for you.
- Consider ending by offering to follow-up, when appropriate.
- Don't let your elevator pitch stand alone.

Key Points About Welcome Baby and Home Visiting Services

- *Free* education and resources for pregnant women and families with newborns — in the home, by phone, and at the hospital after delivery.
- For *all* women giving birth, or planning to give birth, at a participating hospital.
- Every mom can receive a hospital visit with an assessment to determine which services would best benefit her and her family.
- *One-on-one appointments* with a professional (parent coach, nurse, home visitor).
- *No commitment* — families can discontinue services any time. Welcome Baby is available during pregnancy through baby's first nine months; home visiting can last up to five years.
- Benefits:
 - Education on infant development, overall health of baby and mom
 - Support for breastfeeding, nutrition
 - Assistance coordinating health insurance coverage, doctor visits
 - Help in creating a safe and healthy home environment
 - Connections to community resources

— WORKSHEET —

1. Who are you trying to reach with this pitch?
2. What population does the Family Strengthening Network serve?
3. What is unique about the Family Strengthening Network? What sets it apart from other family support programs?
4. Why is your program important?
5. What is the geographic reach of the community you serve?
6. What do you want the listener to do as a result of hearing this pitch?

— WRAP-UP —

- What words or phrases did you use or hear that worked?
- What did you say or hear that did *not* work?
- Were you successful? How so?

— Crafting the Right Message —

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