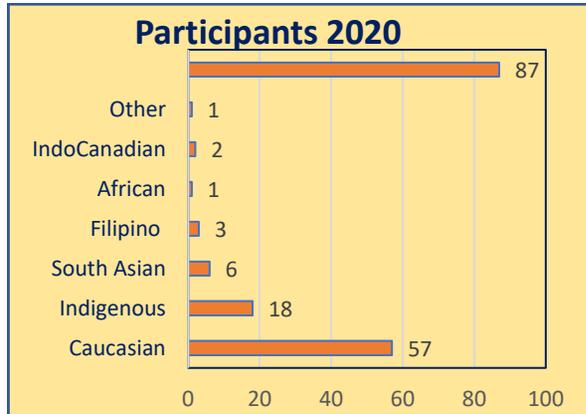


# Baby's Head Start

A free community program that offers support to women during pregnancy and the early post-partum period



## Goals

- To provide** education and support to promote a healthy pregnancy and healthy baby.
- To increase** access to healthy food.
- To provide** education on breastfeeding and healthy lifestyle including addiction.
- To provide** information and connection to community resources.

## Groups

|                | # Groups  | # attended |
|----------------|-----------|------------|
| Lunch & Learn  | 31        | 265        |
| Infant Massage | 16        | 37         |
| Song Time      | 5         | 14         |
| Prenatal       | 2         | 12         |
| <b>TOTAL</b>   | <b>54</b> | <b>328</b> |

## Stats

- Healthy Birthweight** (2500-4500 grams) **89%**
- Gestation (37-40 weeks)** **92%**
- Breastfeeding**
  - Initiated at delivery **95%**
  - At exit (6 months post-partum) **76%**
- Nutrition gift cards** (Total amount spent) **\$13,500.**
- Food bags/boxes delivered** **250-300**
- Meals prepared** by BHS for delivery or pickup. **Over 100**

## Testimonials

- What worked well** – Open discussion, gift cards, farmers market, food share, classes gave me a lot of info. “Staff were reassuring and supportive”.
- I have increased knowledge in** – Nutrition, pregnancy risks, purple crying, baby’s development, sleep patterns, importance of bonding and communicating with my baby.
- I liked** – “I could ask questions without hesitation”, “I felt like I could be a good mum with the information given”, “It was phenomenal”.

## How we maintained contact with clients during COVID19

- In person 1-1;** in office when possible, clients’ homes and yards outside, going for a walk.
- When in person not possible;** telephone, Zoom, Teams, Facebook, email, drop offs, mail

## Doulas for Support

This year Baby’s Head Start received \$10,000. from **Women United** to provide the support of a doula during labor and delivery for clients who could benefit from this service.

## New challenges our clients experienced due to COVID19

- Loss of employment
- Afraid to leave home, feelings of isolation
- Increased Substance Use
- Increased anxiety and depression

## Farmers Market Coupon Program

Baby’s Head Start received \$16,800. in coupons which increased the amount of fresh local produce clients could add to their diet each week for 16 weeks this summer. These coupons were shared with **Families First** and **First Steps**.