

Issue/Gaps Identified

- Limited access to prenatal education and support services for expecting mothers.
- Inadequate postpartum care and support for new mothers, impacting maternal health outcomes.
- Disparities in access to healthcare services among underserved communities.
- High rates of infant mortality and adverse pregnancy/birth outcomes.

The BabyCare Program in Chesapeake

- Addresses community resource shortages for pregnant women and new parents.
- Provides tailored education and access to essential social services.
- Promotes healthier outcomes and enhances family well-being.

Outputs

- Development of documentation such as manuals, guidelines, and reporting frameworks for consistent service delivery.
- Structured program components such as holistic case management protocols and home visitation frameworks.
- Educational materials covering prenatal and postnatal care, parenting skills, and community resource directories.
- Capacity building through training healthcare professionals on personalized care delivery and breastfeeding support.
- Community engagement initiatives like outreach activities, community events, and partnerships with local organizations.

Outcomes

- Enhance maternal and child health outcomes through improved access to prenatal and postnatal care.
- Increase utilization of healthcare services with better education and support.
- Provide comprehensive resources and training for parents to enhance newborn care skills.
- Address barriers to healthcare access to reduce disparities among socioeconomic and racial groups.
- Influence local policies and advocacy efforts to promote systemic changes benefiting maternal and child health across the community.

Challenges

- Ensuring content is evidence-based and adheres to current best practices in maternal and child health.
- Communicating effectively with non-English speaking parents.
- Managing no-shows and rescheduling appointments.
- Designing a user-friendly layout with relevant visuals and supplementary materials.

Lessons Learned

- Conducting home visits, assessing diverse family dynamics, and documenting standards of care.
- Understanding community resources, adapting to healthcare policies, and promoting evidence-based practices.
- Gaining practical experience in collaborating with multidisciplinary teams and navigating ethical considerations.

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Happy Moms.
 Healthy Babies.
 Strong Families.

