VIRGINIA DEPARTMENT OF HEALTH



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 wellbeing.

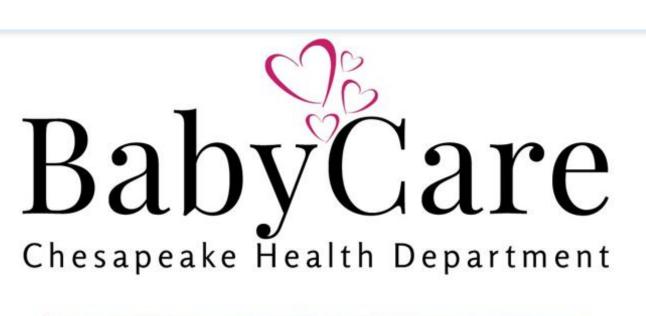
Outputs

- 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.

May Salama, Old Dominion University **Chesapeake Health Department – The BabyCare Program** Cohort 2, May-July 2024

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.





Happy Moms. Healthy Babies. Strong Families.

Challenges

- speaking parents.
- appointments.



Lessons Learned

- of care.

Supervisor Program.

• Ensuring content is evidence-based and adheres to current best practices in maternal and child health. • Communicating effectively with non-English

• Managing no-shows and rescheduling

• Designing a user-friendly layout with relevant visuals and supplementary materials.

> Conducting home visits, assessing diverse family dynamics, and documenting standards

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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