

## INNOVATION

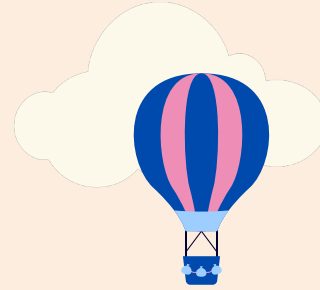
For over 20 years, Broome County Health Department (BCHD) had a robust maternal & child health home-visiting nursing program for new families. Like many other Health Departments, it was drastically impacted by the nationwide nurse shortages, inability to compete with salaries provided by private medical institutions and the impact of COVID-19 on the public health workforce. These factors changed the nature of the program and program delivery was reorganized. In 2019 the Welcome Baby program was created to reach out to new parents through phone calls by a maternal child health (MCH) nurse. In 2021 a resource & educational packet was included that was mailed to mothers after the phone call.

In 2023, the program was reevaluated to add the use of an electronic, quantifiable method of data collection through phone calls. The creation of a new family resource guide that incorporate QR codes from primary education sources and Broome County programs. Adopting a brochure design for the packet to make updated education material more approachable and cut down on mailing costs.

NYS Smokers' Quitline  
1-866-697-8487

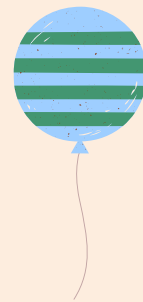


NIH's learn how to create a safe sleep environment for baby!



## DATA

Information on local births is garnered from the Statewide Perinatal Data System. Previously, a packet of information was assembled and mailed by an assistant then the nurse was given the list of new moms to call. Part of the reorganization of the program was to eliminate repetitive actions. With the new online assessment, information is collected and automatically uploaded to a spreadsheet for easy access, by the nurse. Incoming/ Outgoing phone calls with our MCH nurse can measure the number of times resources, such as HEAP (Home Energy Assistance Program) is given out, along with what lactation and other medical advice is provided.



## Urgent Warning Signs After Having a Baby

Everyone should learn these warning signs. If you are experiencing any of these please seek medical help.

- Severe Headache
- Dizziness or Fainting
- Changes in your Vision
- Fever
- Trouble Breathing
- Extreme Tiredness
- Chest Pain
- Severe Belly Pain
- Extreme Nausea & Throwing Up
- Severe Swelling
- Thoughts about Harming Yourself or Baby

“Necessity is the mother of invention.” - plato



One of the challenges of transitioning the MCH nurse home-visits into a phone call was ensuring all the data was captured and recorded in a way that could be used for public health surveillance purposes. MCH nurse provides a tremendous amount of support to new mothers, gives lactation counseling, medical advice, and refers them to resources, such as WIC. Throughout this process the MCH nurse's job of calling new mothers and checking in on them has not changed. What has changed is how the data is captured and how it can easily help to inform the challenges and successes of the MCH program. Using Microsoft Forms as the tool for the online assessment, with the input of the MCH nurse, we were able to create a guide to help identify needs in our community. When the assessment is filled out for each newborn, the data is automatically generated into reports and graphs. Now this paramount information on Broome mothers and newborns can be gleaned and analyzed in minutes.

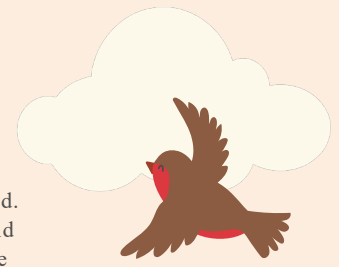
**Welcome Baby**  
**Let the Adventure Begin!**

**BROOME COUNTY HEALTH DEPARTMENT**  
**RESOURCE GUIDE FOR FAMILIES OF NEWBORNS**

## THE MAILOUT

The previous educational material sent to newborns was evaluated. Focusing on education and resources parents would value and find beneficial. Also, to make a connection to the work the MCH nurse provides and the Welcome Baby packets educational material.

- Visually
  - understanding that a cell phone friendly brochure is the most accessible way to reach residents
  - move away from formula & toy centric illustrations to more healthy and non-monetary images
  - nature background with real baby pictures that are educational for safe sleep, car safety, and breastfeeding
  - bright, stimulating colors, and graphics
- Font
  - remove all cursive and focus on font styles that are easily accessible to a generation that grew up computer literate without a need for handwriting.
- Tone
  - smiling babies
  - positivity
  - nonjudgmental
- Maternal Health
  - postpartum urgent warning signs
  - mental health support
- Reinforcing & explaining medical standards
  - well child care visits
  - vaccines
  - dental health
- Approachable
  - Certain topics can be triggering but are paramount to educate on. Ensure the brochure was sensitive, informative and nonjudgmental on all subject matters but particularly on the following topics:
    - Positive Parenting & child abuse
    - Safety
    - Postpartum physical and mental health
    - Vaccines
    - Breastfeeding
- Diversified Resources
  - National, Local, & BCHD programs that are verified as beneficial
  - Utilizing QR codes to go directly to pertinent resources.
    - interactive environments
    - BCHD applications that residents can fill out to access services
    - CDC free Milestone Tracker app
    - input from BCHD MCH nurse



“Save one person, you're a hero. Save hundreds, you're a nurse.” - Unknown

Eligible caregivers can apply for a free car seat!



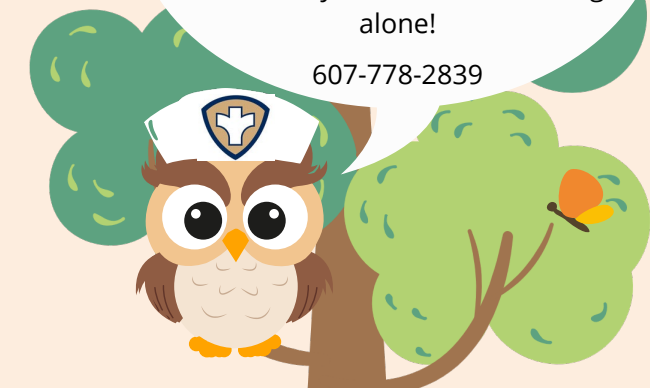
“Education then, beyond all other devices of human origin, is the great equalizer of the conditions of men, the balance-wheel of the social machinery.” - Hbr ace Mann

CDC free Milestone Tracker app  
Check your baby's progress, find fun activities and help communicate with your doctor.



At the Broome County Health Department, we reach out to families of newborns to provide resources, answer questions and give support during this exciting time. Remember you don't have to wing it alone!

607-778-2839



## MOVING FORWARD

- have the brochure translated into languages most commonly used in Broome by mothers
- use data collected to notify and direct BCHD programs
- look for ways to expand program

Office of Women's Health  
411 of breastfeeding



“Nothing will work unless you do.” - Maya Angelou

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