



Day One Newsletter

Studying the State of Perinatal Wellness in WV

In the last several years, West Virginia's infant mortality rate and percent of low-birth weight babies have increased, ranking West Virginia well below other states and below the national average for these two indicators of child well-being. West Virginia medical professionals report many pregnant women continue to smoke, and some are addicted to illegal drugs. They also report that West Virginia has a high percentage of infants receiving neonatal intensive care services and insufficient programs promoting prenatal wellness. With funding from the Claude Worthington Benedum Foundation, the West Virginia Healthy Kids and Families Coalition and West Virginia Community Voices, Inc. are conducting a study of the current status of perinatal wellness in West Virginia. The West Virginia Hospital Association, Day One program is actively involved in this study seeking to learn more about the needs of pregnant women and their infants. The goals of this study are:

Goal 1: To understand the health of West Virginia children by studying and reporting key issues affecting the health and wellness of pregnant women and their infants.

Goal 2: To identify strategies and programs and make recommendations to improve the health and wellness of West Virginia pregnant women and their infants.

Goal 3: To improve the health and wellness of West Virginia children by pooling educated resources to develop solutions to the problem identified.

Goal 4: Create a document, the Blueprint for State Action to Improve Perinatal Health and Wellness in West Virginia

If you are associated with a program related to perinatal wellness (parent education, childbirth education, breastfeeding education/support, etc.), we want to hear from you. Please go to www.wvhealthykids.org and click on Perinatal Wellness Study, Go To Study Site to complete the survey forms most appropriate to your programs and services. You will find surveys on: Breastfeeding Education, Perinatal Education/Support programs and services, and Perinatal Products Retailer services. You will also find a Key Informant Survey form for medical professionals and a Call for Papers on Perinatal Health.

Information gathered by this group will be compiled into a print document, and may be posted on the web and shared with stakeholders at a statewide meeting to be held in May in Charleston. To learn more about this important study, go to www.wvhealthykids.org.

West Virginia
Hospital Association

April 2006

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BABIES TO BUSINESS

INVESTING IN BABIES IS GOOD BUSINESS FOR WEST VIRGINIA

The quality of early child development is a strong predictor of a child's cognitive and language development and future economic success. James Heckman, Nobel Prize-winning economist, is a major proponent of investments in early child development. His research confirms that dollars spent on early child development have very high rates of return. Heckman indicates that clearly, the highest rate of return of investment is during the birth through preschool period.

The Marshall University Center for Business and Economic Research recently completed a study of the economic impact of early child development programs in West Virginia. For the purpose of this study, early child development includes all formal full-day and part-day early care and education programs, such as Head Start, pre-Kindergarten, preschools, family child care homes and child care centers. This study confirmed the economic benefits of investing early in our children and stated that a conservative estimate would give West Virginia a \$5.20 return for each \$1 invested in early child development.

Brain research indicates that the time between birth and preschool offers opportunities to support and enhance a child's development unequalled by any other period of life. Supportive, nurturing relationships with caring adults help build children's brains and contribute to their social, emotional, cognitive and physical development. The principles of the Day One program provide parents, grandparents, childcare providers, and others the foundation to provide infants and young children with the best start in life.

Programs that support early child development contribute to a more productive society and strong economy. The study conducted by Marshall University has a very clear conclusion. "The evidence is in and it is overwhelming: early child development programs are a major tool to be used in economic development for a state or region. The payoff for investing in early child development is probably higher than for any other economic development expenditure."

Our business community has a very important role to play in investing in our youngest citizens. More information on this topic will be included in future communication from Day One. If you have examples of how businesses in your community are supporting early child development, maybe even supporting your Day One program, please share them. E-mail them to ckittle@wvha.org.



Resources for You

*The Education Alliance is West Virginia's statewide public education fund. This non profit organization's Mission is to create positive, systemic change in public education. The Vision of **The Education Alliance** is higher student achievement for every child in West Virginia.*

They have developed a brochure about reading to babies and have given us permission to make this an available resource to our Day One providers. A copy is included as an attachment to this newsletter. You may print this (on 11"x14" paper) and share it as you wish. Many thanks to the Education Alliance for sharing this wonderful resource! Go to www.educationalliance.org for more information.

National Health Observances for April

National Child Abuse Prevention Month

Children's Bureau
Administration for Children and Families
330 C Street, SW
Washington, DC 20447
(800) 394-3366
(703) 385-7565
nccanch@caliber.com
nccanch.acf.hhs.gov/topics/prevention/index.cfm
Materials available
Contact: Customer Services Department

National Infant Immunization Week

National Immunization Program
Centers for Disease Control and Prevention
1600 Clifton Road, NE, MS E-05
Atlanta, GA 30333
(800) 232-4636 English/Spanish
(888) CDC-FAXX Free fax-back (232-3299)
nipinfo@cdc.gov
www.cdc.gov/nip/events/niiw/

2006 WalkAmerica

March of Dimes Birth Defects Foundation
(888) M-O-DIMES (663-4637)
(800) 525-WALK (9255)
(914) 997- 4617
walkamerica@modimes.org
www.walkamerica.org
Materials available
Contact: Katrina Edwards

The March of Dimes is a national volunteer health organization dedicated to helping parents have healthy babies. Founded by President Franklin D. Roosevelt in 1938 to fight the polio epidemic, our mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality.

Walk America is a fun family event. Established in 1970, it is the first and best-loved volunteer walking event in the United States. Whether you get involved as a sponsor, a walker, or a volunteer, your help is greatly needed and appreciated! You can register online at www.walkamerica.org, or contact Penny Fioravante at 304-720-BABY(2229).

Find national health observances for each month at www.healthfinder.gov

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2006 Legislative Update Child's Right to Nurse Act

The Child's Right to Nurse Act died in committee to the dismay of lead sponsor Del. Bonnie Brown (D-Kanawha), nursing moms and tots, healthcare providers, and breastfeeding supporters throughout the state. "Lactivists" will continue raising the issue with their elected officials, educating them on the importance of breastfeeding for healthier West Virginia families and for public health generally.

The American Academy of Pediatrics most recent recommendations challenge society to back breastfeeding by enacting legislation to protect it. "Our typical image of how we feed infants is to stick a bottle in their mouth. We need to make breastfeeding the standard way we think of infants being fed," said Laurence Grummer-Strawn, chief of maternal and child nutrition at the Centers for Disease Control and Prevention. Through legislation, such as The Child's Right to Nurse Act, the legislature can increase the incidence and duration of breastfeeding, by helping to change public opinion about breastfeeding. Society must learn that breastfeeding is not just a lifestyle choice, but a significant health choice for mother and child, with financial and public health implications that affect us all.

To join in advocacy efforts for better public policy around breastfeeding, join the West Virginia Breastfeeding Network discussion group at <http://health.groups.yahoo.com/group/WVBreastfeedingNetwork/> or email info@mommasmilk.com

Thanks to Amy Weintraub for this update.



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Information & Reminders

Day One trainings are being scheduled for the spring/summer. If you are interested in hosting a training or attending a training, contact Cinny Kittle at ckittle@wvha.org. The training has been approved for 3.6 contact hours for nurses and 3 contact hours for social workers. Thanks to a generous grant from the Claude Worthington Benedum Foundation, these trainings are provided free of charge.

Much thanks to those of you who are actively using the Day One program that submit monthly reports to me. These are very helpful in reporting to our current funders, and illustrating to potential future supporters the level of participation in the program and the numbers of parents and other care providers that benefit from Day One. For more information, reporting forms, etc. CONTACT CINNY KIT-TLE ckittle@wvha.org 304-344-9744 or 304-419-0899



Building Blocks for a Bright Baby

Books To Read To Your Baby



Duck in the Truck — Jez Alborough
One Little Spoonful — Alike
The Three Little Kittens — Anna Alter
Big Fat Hen — Keith Baker
Ten, Nine, Eight — Molly Bang
My Car — Byron Barton
The Three Bears — Byron Barton
Mitten — Jan Brett
Play Rhymes — Marc Brown
Goodnight Moon — Margaret Wise Brown
The Very Hungry Caterpillar — Eric Carle
I See the Moon, and the Moon Sees Me
 — Helen Craig, editor
Freight Train — Donald Crews
You Are My I Love You
 — Maryann Cusimano
Jamberry — Bruce Degan
Tomie DePaola's Mother Goose
Copy Me, Copycub — Richard Edwards
Wynken, Blynken, & Nod — Eugene Field
 illust. by Johanna Westerman
The Everything Book — Denise Fleming
Time for Bed — Mem Fox
Potty Time — Guido van Genechten
Book! — Kristine O'Connell George
The Babies are Coming! — Amy Hest
Where's Spot — Eric Hill
When You Were a Baby
 — Ann Jonas



Peter's Chair — Ezra Jack Keats
Mother Goose — Sylvia Long
Boom, Baby, Boom, Boom! — Margaret Mahy
Brown Bear, Brown Bear, What Do You See?
 — Bill Martin, Jr.
The House that Jack Built — Diana Mayo
Guess How Much I Love You
 — Sam McBratney
If You Were My Bunny — Kate McMullen
Big and Little — Margaret Miller
My Very First Mother Goose
 — Iona Opie, editor
Chewy Louie — Howie Schneider
Green Eggs and Ham — Dr. Seuss
Outside the Window — Anna Egan Smucker
Carlo Likes Reading — Jessica Spanyol
Baby Says — John Steptoe
I Love Trains! — Philemon Sturges
Snowy Flowy Blowy: a Twelve Months Rhyme
 — Nancy Tafuri
Where Does the Brown Bear Go?
 — Nicki Weiss
Apple Farmer Annie — Monica Wellington
Max's Bedtime — Rosemary Wells
Read To Your Bunny — Rosemary Wells
"More, More, More," Said the Baby
 — Vera B. Williams



The **Education**
alliance
 Business and Community for Public Schools

The Education Alliance is a statewide non-profit organization that promotes student success by creating positive, systemic change in public education.

Family Literacy, a statewide intergenerational volunteer program of The Education Alliance, seeks to foster a lifelong love of reading by promoting the pleasures and benefits derived from the practice of reading aloud.

Printing of this brochure made possible by support from
 BB&T

West Virginia Hospital Association



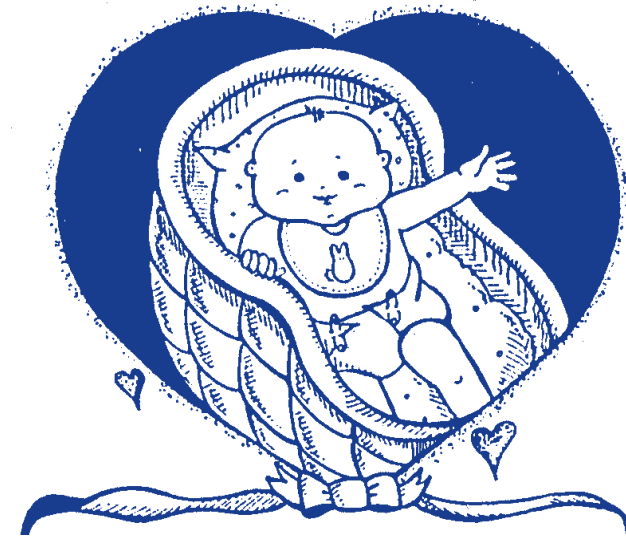
Present programs of
The Education Alliance include:

Mini-Grants for Classroom Projects
 Partnerships in Education
 Family Involvement Grants
 Education Policy Research Institute
 Family Literacy

The Education Alliance

P.O. Box 3071
 Charleston, WV 25331-3071
 (304) 342-7850 fax (304) 342-0046

The Greatest Gifts You Can Give Your Baby



Read to your child from birth
 Cuddle your child
 Hug your child
 Sing to your child
 Talk to your child
 Whisper to your child
 Laugh with your child
 Listen to your child
 Praise your child
 Play with your child
 Tell your child "I love you"
 Take your child to the library
 Get your child a library card

Visit our website at www.educationalliance.org

Why should I read to my baby?

It's fun!--and it is **good** for your baby. Reading to your infant, even 10-20 minutes a day, will stimulate brain development. Toddlers soak up new words and increase listening skills. Doctors and healthcare professionals encourage parents to read to their babies. Studies show that children who are read to as infants and toddlers are better students when they enter school.



When should I read to my baby?

Begin reading to your baby as soon as you begin talking to your baby! Babies come into the world ready to learn language. The more they hear words spoken, sung or read to them, the faster and better they understand them.

What should I read to my baby?

In the beginning, try cloth or board books with large, colorful pictures and a few words on each page. As your baby grows and can listen for longer periods of time, try books that tell a story. You will find a good list of books to begin with in this brochure. You can also ask your local librarian for suggestions and visit our "Read Aloud" section of our website at www.educationalliance.org.



Tips for Reading Aloud to Your Child



Make time to read to your child every day.

Choose a book with a story and language that you and your young child will find interesting.

Hold your child in your lap or sit close together. Enjoy this special time.

Ham it up! Kids love it when you read with expression. Try using different voices for different characters. Change your reading pace when you get to the exciting parts. Whisper when the characters whisper, shout when they shout!

Talk about books with your child. Ask the child to point out things in the illustrations or describe how the character looks. Talk about your feelings with each other during the sad or exciting parts of a story.

Visit the library often. Let your child help select books, and ask the youth librarian for help if you have any questions.

