



# Day One Newsletter

## BLUEPRINT FOR WV PERINATAL WELLNESS RELEASED

The West Virginia Perinatal Wellness Study has been completed and a Blueprint for Perinatal Wellness was released on November 3, 2006 at the 2nd Annual Growing Healthy Children conference, held in Charleston. The Blueprint provides a wealth of information about the current status of perinatal health in West Virginia and several recommendations for setting the way to improve the health of pregnant women and young children. Ten areas of concern were identified as part of the study and each of those areas of concern have specific recommendations.

The policies recommendations include:

1. Create a coordinated statewide perinatal system
2. Save state dollars by reducing costly medical procedures
3. Reduce exposure to tobacco smoke during pregnancy
4. Reduce drug and alcohol use during pregnancy
5. Improve breastfeeding support and promotion
6. Improve perinatal health and birth outcomes of African American women
7. Recruit and retain more obstetric providers
8. Expand newborn screening to 29 conditions
9. Encourage WV businesses to offer perinatal worksite wellness
10. Improve the oral health of pregnant women through policy and education

Thanks to all of you who participated in the study by completing surveys, participating in workgroups, submitting comments on the Blueprint draft and attending the Perinatal Wellness Summit, Growing Healthy Children conference or other meetings related to this topic. There will be growing opportunities in the future to become involved in the work related to the recommendations made in the Blueprint. Future updates on this project will be provided as they develop.

The full Blueprint, and additional information gathered during the study can be found online at Healthy Kids and Families Coalition website, [www.wvhealthkids.org](http://www.wvhealthkids.org).

Day One  
West Virginia  
Hospital Association

February 2007

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There are no seven wonders of the world in the eyes of a child.

There are seven million.

~Walt Streightiff



## POLICY UPDATE

### NATIONAL NEWS

Important! Breastfeeding legislation is coming up in this session of the US House of Representatives. Rep. Carolyn Maloney is going to reintroduce the Breastfeeding Promotion Act this coming session.

The Breastfeeding Promotion Act would: amend the Civil Rights Act of 1964 to protect breastfeeding by new mothers; provide tax incentives for businesses that establish private lactation areas in the workplace; provide for a performance standard for breast pumps; and provide families with a tax deduction for breastfeeding equipment.

Contact your Representative in Washington to discuss the importance of the Breastfeeding Promotion Act.

Share this information with **every mother, friend, listserv, breastfeeding support group and parenting site you know so that others can get involved.**

### WEST VIRGINIA NEWS

There are several bills related to supporting breastfeeding introduced so far during the 2007 WV Legislative Session. Committee Substitute for SB 148 is one that seems to be moving ahead. Other bills of interest related to infants and young children that have been introduced include increasing newborn screening from the current 8 conditions to 29 conditions, increasing the tax on tobacco products (which has been proven to reduce use), reducing exposure to secondhand tobacco smoke and others.

To learn more about these, and other legislative bills, you can visit [www.legis.state.wv.us](http://www.legis.state.wv.us). Click on 2007 Bill Status and enter search information. You may enter bill numbers (in this case, 148) as well as search by subject, sponsor, etc. Information is updated regularly regarding the status of bills throughout session.

## Resources for You

The revised Day One booklet, **Building Blocks for a Bright Baby**, is now available. This booklet, which has been expanded from 8 pages to 16 pages, addresses issues related to infant brain development and sensory stimulation and also includes information about other topics related to healthy child development, health and safety. The booklet will also be posted on the Day One website at [www.wvha.org/day\\_one](http://www.wvha.org/day_one).

New topics included in the Building Blocks for a Bright Baby are:

Secondhand Tobacco Smoke Exposure

Breastfeeding

Reading to Your Baby

Keeping Your Baby Safe.

Additional materials available include:

**Day One brochure:** a great item for distribution at health fairs, in waiting rooms, etc. This publication provides a brief summary of what parents can do to support and enhance healthy brain development.

**Secondhand Smoke and Your New Baby brochure:** This brochure offers information about the dangers of exposing infants and children to secondhand cigarette smoke and ways to protect them.

COMING SOON: parent education brochure about Oral Health for Babies

Our goal is to get these parent education materials to all new parents in the state. They are provided to all hospitals free of charge thanks to grant funding from the Claude Worthington Benedum Foundation and the West Virginia Bureau for Public Health, Division of Tobacco Prevention.

Please visit the Day One website ([www.wvha.org/day\\_one](http://www.wvha.org/day_one)) for updated supply orders, monthly report forms, past issues of the Day One newsletter, and various other resources and links.

For additional information about Day One, contact Cinny Kittle, Project Director, at the West Virginia Hospital Association. 304-344-9744, e-mail at [ckittle@wvha.org](mailto:ckittle@wvha.org).

## National Health Observances

### February is...National Children's Dental Health Month

American Dental Association

211 East Chicago Avenue

Chicago, IL 60611

(312) 440-2500

[publicinfo@ada.org](mailto:publicinfo@ada.org)

[www.ada.org/goto/ncdhm](http://www.ada.org/goto/ncdhm)

Materials available

Contact: Department of Public Information

### March is...National Nutrition Month®

American Dietetic Association

120 South Riverside Plaza, Suite 2000

Chicago, IL 60606-6995

(800) 877-1600 x4771

(312) 899-4790 Fax

[nnm@eatright.org](mailto:nnm@eatright.org)

[www.eatright.org](http://www.eatright.org)

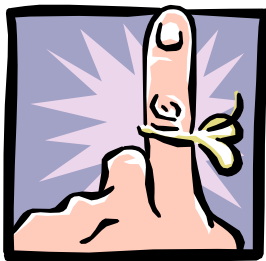
Materials available

Contact: Knowledge Center

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## Information & Reminders

Day One trainings are being scheduled for the spring. If you are interested in hosting a training or attending a training, contact Cinny Kittle at [ckittle@wvha.org](mailto: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 on a regular basis. 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 KITTLE [ckittle@wvha.org](mailto:ckittle@wvha.org) 304-344-9744 or 304-419-0899

*Building Blocks for a Bright Baby*



*This publication has been made possible through support from the Claude Worthington Benedum Foundation.*

## News to Use

### Tobacco Cessation QuitLine Services

As of January 1, 2007 the following West Virginia residents are eligible for free, full services including enrollment, educational materials, up to four coaching sessions, and two shipments of four weeks of Nicotine Replacement Therapy (NRT) by calling Partners in Corporate Health, a beBetter Company at 1-877-966-8784.

- Uninsured
- **Pregnant women and their families who live in the same household who are NOT covered by Medicaid**
- College students, faculty and staff
- Active, Reserve and Retired Military Personnel and their immediate families
- Youth 24 years and younger (those under 18 will need a physician consent for NRT)
- Adults 65 and older
- Medicare
- Medicaid QMB

All Medicaid Covered individuals must contact Free and Clear's Quit For Life Program for Tobacco QuitLine services at 1-866-784-8454.

This information provided by the West Virginia Bureau for Public Health, Division of Tobacco Prevention. For additional information you may contact Kathy Danberry at 304-558-6260.