

LA Best Babies Network (LABBN) produces materials to support your program’s outreach efforts, plus educational resources and other materials to help you implement the program. LABBN manages the printing and the distribution of materials to all Welcome Baby sites. Materials are available through the LABBN online store and in the downloadable resources section of the LABBN website.

LABBN ONLINE STORE: LABestBabies.org/shop

Each Welcome Baby site has an account to order materials in the LABBN online store. Order quantities are limited by budgetary constraints and orders can only be placed on designated dates each month. See “Ordering and Inventory FAQs” in the online store for details.

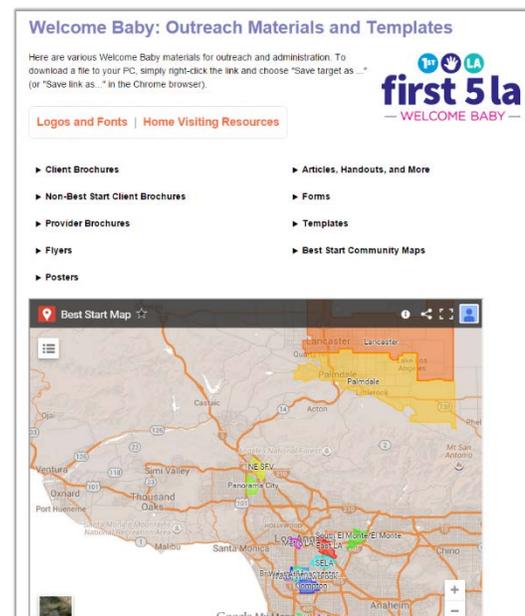
DOWNLOADABLE RESOURCES: LABestBabies.org/resources

The downloadable resources section includes these pages:

- [Outreach Materials and Templates](#) (see screenshot image below): brochures, flyers, posters, postcards, Best Start maps, forms
- [Home Visiting Resources](#): resources for each stage of pregnancy and postpartum period, community resource directories, appointment cards, completion certificates, client surveys
- [Logos and Fonts](#): graphics in various formats, plus style guides

Most printable outreach materials — including all the brochures, flyers, posters, and templates below — are available online so you can download and print them.

If you need more than the supply of materials given by LABBN, you may use your own printing budget to order from LABBN’s printing partner. (Please contact LABBN for help coordinating this.)



FAMILY STRENGTHENING NETWORK FLYER

What's it for:

- Designed to help hospital liaisons explain the differences between Welcome Baby and more intensive home visiting programs, this flyer is useful for anyone wanting an overview of the Family Strengthening Network's programs.
- This flyer, in English and Spanish, introduces and explains Welcome Baby on one side and home visiting partner programs on the other.
- The flyer is customized for each Welcome Baby hospital and lists the names of its home visiting partner programs.
- It helps prospective clients see what benefits they can receive if they participate in Welcome Baby or one of our other home visiting programs. A timeline shows the visits for clients who live in Best Start communities, which are more extensive than the timeline of visits in the brochure for non-Best Start clients (see below). The program materials are not listed, but if you believe you are speaking with a high risk-Best Start mom, you may share with her that depending on the assessment done at the hospital, she may be receiving some items at each visit that will benefit both her and her baby.



Who's it for:

- Give this flyer to pregnant women and new moms who are just learning about the program and may have the option of enrolling in either Welcome Baby or other home visiting programs.
- This is for families who live in a Best Start community. Note that the timeline on this flyer is more extensive than the one on the non-Best Start brochure (see below).

When to use:

- This flyer was designed to help hospital liaisons explain our programs to a new mom at bedside, especially if her family has the option to choose between Welcome Baby and a more intensive home visiting program.
- Use this flyer to answer any questions the mom has about our programs. Highlight key points and leave the flyer with her.
- You may also use this flyer for lobby enrollments, maternity tours, and individual meetings with prospective clients.

CLIENT BROCHURE (BEST START CLIENTS)

What's it for:

- This bilingual brochure (English on one side, Spanish on the other) introduces and explains the Welcome Baby program to someone who may be interested in participating in it.
- The brochure explains that the program is free. It also helps prospective clients see what benefits they can receive if they participate in Welcome Baby. A timeline shows the visits, which are more extensive than the timeline of visits in the brochure for non-Best Start clients (see below). The program materials are not listed, but if you believe you are speaking with a high risk-Best Start mom, you may share with her that depending on the assessment done at the hospital, she may be receiving some items at each visit that will benefit both her and her baby.



Who's it for:

- This is the brochure that you'll give to pregnant women and new moms who are just learning about the program and may want to enroll.
- This brochure is for families who live in a Best Start community. Note that this brochure's timeline is more extensive than the one on the non-Best Start brochure (see below).
- This brochure is NOT for providers. It's very important that you learn to tell these brochures apart so you don't give moms or pregnant women the materials for providers.
- Note that the provider brochure is white and blue; the client brochure has pink boxes.

When to use:

- This is the brochure you'll use when speaking to a new mother or pregnant woman.
- You will give this to the mom once you've met with her.
- Please do not place stacks of these brochures in medical offices or hospital lobbies. The purpose of the brochure is for you to use it as a tool when introducing Welcome Baby to a new mom or soon-to-be mom.
- Use this brochure to answer any questions the mom has about Welcome Baby. Highlight key points in the brochure and let them know you'll be leaving the brochure with them.
- Use this brochure when you are doing outreach in a Best Start community. Use the non-Best Start brochure (below) when you think you will be speaking with women who live outside a Best Start community.
- Use this brochure for lobby enrollments, maternity tours, and individual meetings with prospective clients.

CLIENT BROCHURE (NON-BEST START CLIENTS)

What's it for:

- This bilingual brochure (English on one side, Spanish on the other) introduces and explains the Welcome Baby program to someone who most likely does NOT live in a Best Start community but may be interested in participating in it.
- The brochure explains that the program is free. It also helps prospective clients see what benefits they can receive if they participate in Welcome Baby. A timeline shows the visits, which are not as extensive as the timeline of visits in the brochure for Best Start clients. The program materials are not listed.



Who's it for:

- This is the brochure that you'll give to pregnant women and new moms who are just learning about the program and may want to enroll.
- This brochure is for families who do NOT live in a Best Start community. Note that this brochure's timeline is less extensive than the one on the Best Start brochure (see above).
- This brochure is NOT for providers. It's very important that you learn to tell these brochures apart so you don't give moms or pregnant women the materials for providers.
- Note that the provider brochure is white and blue; the client brochure has pink boxes.

When to use:

- This is the brochure you'll use when speaking to a new mother or pregnant woman.
- You will give this to the mom once you've met with her.
- Please do not place stacks of these brochures in medical offices or hospital lobbies. The purpose of the brochure is for you to use it as a tool when introducing Welcome Baby to a new mom or soon-to-be mom.
- Use this brochure to answer any questions the mom has about Welcome Baby. Highlight key points in the brochure and let them know you'll be leaving the brochure with them.
- Use this brochure when you are doing outreach outside of a Best Start community. Use the Best Start brochure (above) when you think you will be speaking with women who live in a Best Start community.
- Use this brochure when you are speaking with new moms or moms-to-be at provider offices or at community events like health fairs.

CLIENT FLYER - GENERIC (NO HOSPITAL LOGOS)

What's it for:

- This bilingual flyer is used when you go out into the community and give presentations to prospective clients (e.g., at community events and health fairs).
- This flyer is intended to assure pregnant women and new moms that Welcome Baby is a safe and convenient way to get help when they are pregnant and after they have given birth.
- The difference between this flyer and the client brochure is that the flyer is used for events or situations where there will be large groups of new moms or moms-to-be, whereas the brochure is used when you're speaking one-on-one with a mom or mom-to-be.



Who's it for:

- The flyer is for new moms and moms-to-be.
- Use this flyer when you're presenting to large groups or participating in an event where people can pick up flyers.
- It's fairly easy to tell the flyer apart from the client brochure. **Tip:** The flyer features moms standing up with their babies; think about going to a health fair and most of the people there will be standing up and walking around. That's your cue to distribute the flyer and not the brochure.

When to use:

- Take multiple copies of the flyer with you when you're speaking to a group or participating in an event such as a health fair.
- This is a flyer you can use when dropping off stacks of information that you may not have a relationship with. There is no hospital logo, only the Welcome Baby website.
- **Recommendation:** If a woman receives this flyer and is interested in the program, her only means to connecting with someone to find out more is through the F5LA Welcome Baby website. **Tip:** Print out labels with your name and number and place it on the flyer so that if a mom is interested and has questions, she can call you instead of getting lost on the website.

CLIENT FLYER (WITH SITE LOGO & CONTACT NUMBER)

What's it for:

- This bilingual flyer is just like the generic client flyer, except that it is customized for your site. Your site's logo and contact information are included on the flyer, so it is often used with moms who are familiar with your hospital and may choose to deliver there.
- The purpose of the flyer is to get moms at a particular hospital interested in Welcome Baby and to let them know that Welcome Baby can help them take care of themselves and their newborn — at no charge and with complete confidentiality.
- The flyer does not have as much information as the brochures do; it's a great introduction to the program and to generate interest.



Who's it for:

- The flyer is for new moms and moms-to-be.
- It's fairly easy to tell the flyer apart from the client brochure. **Tip:** The flyer features moms standing up with their babies; think about going to a health fair where most of the people will be standing up and walking around. You may not be able to have a one-on-one conversations with all the moms, but this flyer should give them enough information to pique their interest and motivate them to call you.
- **Recommendation:** If you would like to add your name and number to the flyer so that calls come directly to you, and the interested party knows the name of who they should contact, let LABBN know. During the next print run, we can make that adjustment for you.

When to use:

- You can leave small stacks of this flyer at brochure racks in the hospital, with the information desk, and at the nurse's station in the maternity ward of the hospital.
- **Tip:** Purchase the document holders from an office supply store and put a Welcome Baby sticker on the front bottom. On the back of the holder, place another sticker that includes a note: "We're all out! More information will be coming soon. If interested, please contact [name] at [phone]." That way, when the last flyer is taken, you can still provide a marketing message from Welcome Baby.
- **Recommendation:** Make sure you remember who and where your flyer holders are and keep a schedule on your calendar to ensure that they are never empty.

WELCOME BABY GENERAL FLYER (ALL HOSPITALS)

What's it for:

- This bilingual flyer lists all Welcome Baby hospitals.
- The flyer includes a brief overview of the program and lists contact information for each participating hospital.

Who's it for:

- The flyer is for agencies that might refer clients.

When to use:

- Share this flyer with the referral specialists at hospitals, city or county agencies, and nonprofits that serve pregnant women and new moms and their families.



PROVIDER BROCHURES AND FLYERS

What's it for:

- These materials explain the Welcome Baby program to health care professionals.
- They list the benefits, a timeline, and enrollment instructions.
- There's a phone number and website on the back for more information.

Who's it for:

- This is the brochure that you'll be giving to health care providers (e.g., doctors, nurses, midwives, doulas, nurse practitioners or physician's assistants).
- This brochure IS NOT for clients.

When to use:

- This brochure is your tool when you're speaking with a medical provider who works in any of the roles mentioned above.
- It's designed as a leave-behind piece when you meet with someone.
- Please do not drop off stacks of these in medical offices or hospitals. They are designed for you to use when meeting with doctors or other health care professionals.
- Use the brochure to answer questions a provider may have about Welcome Baby. The answer can be as easy as pointing them to the page in the brochure that addresses their question, and letting them know that they can keep the brochure.



TEMPLATES

What they are for:

- Templates are customizable tools to help you communicate with various audiences.
- Use the *community resource guide* to list services like food pantries, housing agencies, pediatricians, and family support services).
- *The PowerPoint presentation* includes information for providers. There is space on the first and second-to-last slide for you to list your name and other contact details.
- *The letterhead* gives you a professional way to send correspondence to a provider or a client regarding the Welcome Baby program. There is a letterhead template for each hospital.
- *The appointment labels and cards* give you an easy way to remind moms about their next Welcome Baby visit. **Tip:** HL's should set up the RN visit with the mom before she leaves the hospital. Put the date and time of the appointment on the label, put the label on the back of your card, and then give to the mom. Welcome Baby sees the highest attrition rates between the hospital and RN visit; by setting up an appointment before the mom leaves, you will have less trouble scheduling an appointment after she goes home.
- *"Sorry We Missed You!" door hangers* help parent coaches and RN's reschedule with clients who miss an appointment.
- *"Sorry We Missed You!" table tents* help HL's keep in touch with moms. They are to be left at bedside in the hospital room.



Who are they for?

- All of these items, except the PowerPoint presentation, are designed to help you communicate with clients.
- The PowerPoint presentation is for use with providers and other health care professionals.

When to use:

- Fill in the community guide before you meet with moms, and have it ready as a back-up in case the mom asks you where to find additional resources, or if you would like to refer the mom to a particular resource.
- Use the PowerPoint when you meet with a health care professional (e.g., doctors, nurses, nurse practitioners, midwives). It's especially effective if you are presenting to a group of health care professionals.
- Use the letterhead to write letters to clients and providers regarding Welcome Baby.
- The appointment labels are to be given to moms after you've written the date and time of their next visit.
- Please do not change fonts, colors or any design elements on any of the templates.

HOME VISITING FLYERS (PAT, HFA, TRIPLE P)

What's it for:

- These flyers explain the home visiting program models that are available to High Risk-Best Start moms who qualify for extra support.
- These flyers are organized by Best Start community and are available for the models that each site has chosen: HFA, PAT, and Triple P. The flyer will help you explain that Welcome Baby is part of a network that includes home visiting programs. It will also help you show clients how home visiting services would benefit them.
- At the bottom of the flyer and in the lower left-hand corner are fields you can edit to provide a contact name, phone number, and address.

Who's it for:

- The HV flyers are for moms who need extra help. Through the Bridges for Newborns assessment, they have been identified as high-risk and therefore would benefit from the specialized and more extensive support that HV programs offer. (This kind of support is often outside the scope of the basic Welcome Baby program.)
- This flyer IS ONLY for mothers who qualify for the HV programs (High Risk and Best Start). Please DO NOT give this flyer to moms who do not qualify for a home visiting program.

When to use:

- The Home Visiting (HFA, PAT, Triple P) flyers are designed to help Hospital Liaisons introduce a mom to the HV program she qualifies for.
- Following the Bridges for Newborns assessment, Best Start-High Risk moms who qualify for the home visiting programs are offered the option of enrolling in a home visiting program. The HL should use the flyer as a tool to help describe the program when offering her the option of enrolling in a home visiting program.
- Use this flyer as a tool to help you explain the program's benefits and how they exceed what the basic Welcome Baby program offers.
- It is designed as a leave-behind piece when you meet with the mom. Be sure to point out the contact information if the mom wants to contact the program herself.



POSTERS

What's it for:

- Welcome Baby posters are for display in providers' offices. Welcome Baby hospitals also should post them in areas that new moms and moms-to-be are most likely to visit.
- The posters include a contact number and each site's logos at the bottom.
- Each Welcome Baby site receives printed posters from LABBN in English and Spanish. Sites that need more may contact LABBN to purchase them through LABBN's printing partner.

Who's it for:

- Posters are given to providers to help them promote Welcome Baby.

When to use:

- Leave posters with providers and local clinics. Be sure they understand Welcome Baby and agree to display the poster before leaving it with them.

BANNERS

What's it for:

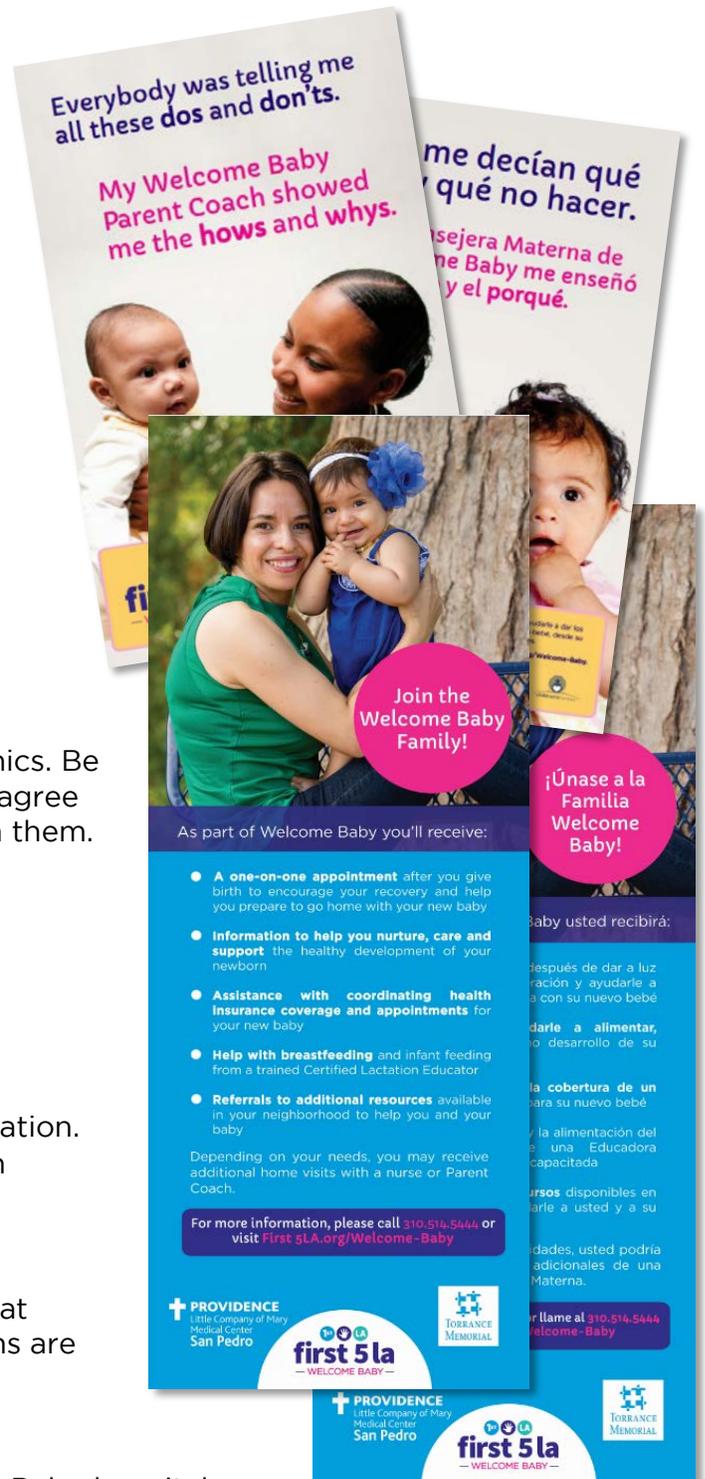
- These 33" x 80" vinyl pop-up banners are available in English and Spanish and are customized with logos and contact information.
- Contact LABBN to purchase them through LABBN's printing partner.

Who's it for:

- Sites can display these banners in areas that pregnant moms and families with newborns are most likely to visit.

When to use:

- Keep banners on display at your Welcome Baby hospital.
- Bring them to relevant hospital events.



STICKERS, PENS, AND PENCILS

What's it for:

- These giveaways help you with marketing and recruitment. They help establish Welcome Baby as a recognizable brand.
- The round stickers are available in pink and purple (either with white or transparent logo). Rectangular Welcome Baby logo stickers are available with either a white or a transparent background.

Who's it for:

- These giveaways are for prospective referral sources (private providers, health centers, WIC centers, and other potential partners) and prospective clients.

When to use:

- Display stickers on folders, DVD jewel cases, bags with home safety items, or other Welcome Baby materials.
- Affix stickers on top of the old Welcome Baby logo on earlier editions of the Welcome Baby books and other materials.
- Leave pens and pencils at providers' offices.
- Give pens away sparingly, as they are more expensive and quantities are more limited. Stickers and pencils aren't free either, but they can be given away more liberally (e.g., at community events).

