

How can you help?

1. Donate funds toward specific baby items
2. Purchase items for a certain number of Baby Boxes - essentially, sponsor a baby!
3. Offer services unique to your organization that would assist families and babies
4. Host or volunteer at a Baby Box distribution day
5. Provide informational material about your organization
6. Whatever else you can offer!

Current Community Partners

(This could be you!)

Baby Cafe

Catholic Charities

Edward M Kennedy Community Health Center

Family Health Center of Worcester

March of Dimes

Moms Do Care

Pernet Family Health

Pettaway Pursuit Foundation

UMMHC/ Dept. of Family Medicine

UMMHC/NICU

UMMHC OB/GYN

Worcester DPH

Worcester Family Partnership

Young Parent Hope

YWCA

Help us secure Baby Boxes
for every baby born in
Worcester!

insert QR code here



The Worcester BABY BOX INITIATIVE



Contact Us:

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Worcester Healthy
Baby Collaborative



What is a Baby Box?

Inspired by Finnish tradition, the Baby Box serves as a safe sleep space for newborns, similar to a bassinet. The Baby box is primarily a "vehicle" to connect new families with available community resources.



Why Worcester?

Infant Mortality Rate (IMR): The number of deaths in the first year of life per 1,000 live births in a given year

Infant death in Worcester is linked to:

1. Preterm birth: at highest risk in the first month of life
2. Unsafe sleep in older infants: can cause sudden unexpected infant death

Worcester's unofficial IMR was 5.2 per 1,000 in 2013-15 compared to Massachusetts' 2013 rate of 4.15 per 1,000

The Black IMR is 4-5 times higher than the White IMR

Worcester's Hispanic IMR has been twice the state Hispanic IMR since 2010

How New Families Receive a Baby Box



Follow the Baby Box Process

Complete Steps to Receive Certificate

1. Complete Pre-Education Survey
2. Watch educational videos on healthy young family behaviors
3. Complete Post-Education Survey

Redeem Certificate for Baby Box

Pick up at designated sites on distribution days

Evaluation

Complete 6-week Follow-Up Survey

Required 20-30 minutes of educational materials include the following topics:

Safe Sleep
Breastfeeding
Contraception
Postpartum Depression
Early Literacy

Benefits of the Baby Box

1. Receive free access to educational videos and pamphlets that will promote a healthy lifestyle for you and your family
2. Become familiar with community resources available to you and your family
3. Provide a safe sleep space for your baby
4. Be an active participant in decreasing the IMR in Worcester
5. Enjoy the free gifts that come along side the Baby Box!



Skeptical? Here's the Data

FINLAND

The Baby Box was first distributed in Finland in 1938. For over 75 years, every parent of a baby born in the country has received a Baby Box along with supplies and bedside education. The Box is a symbol of the nation's commitment to maternal and child health. As a result, Finland has historically had one of the world's lowest IMR, at ~2.5 per 1,000 live births.

TEMPLE UNIVERSITY

In 2015, Temple University Hospital implemented a universal distribution program of Baby Boxes. Preliminary data showed a 25% reduction in bed-sharing in the first week of life among families receiving Baby Boxes at hospital discharge.