



Partners for Healthy Babies is a project of the Louisiana Department of Health and Hospitals, Office of Public Health, Maternal and Child Health and WIC Programs that was initiated in 1993 to address the state's high infant mortality rate and number of low birth weight babies.

Ultimate Goal:

Reduce the infant mortality rate and the number of low birth weight babies in Louisiana by:

- Promoting early, regular prenatal care and healthy behaviors during pregnancy
- Promoting usage of 1-800-251-BABY

1-800-251-BABY:

This toll-free, 24-hour helpline links women to many important services and information sources. It can help women:

- Find referrals for prenatal care and pregnancy tests, in health clinics and/or Medicaid providers;
- Find out about Medicaid for pregnant women (LAMoms);
- Find out where to get WIC;
- Get help with breastfeeding;
- Find out where to bring a child for immunizations;
- Find out where to get help to stop smoking or other substance abuse.

Program Activities:

Multi-media Outreach	Partners for Healthy Babies produces and airs TV and radio commercials, bus signage, billboards, posters, flyers and brochures.
Website	Our website (www.1800251baby.org) links women with important pregnancy-related information, and provides useful information for health care providers.
Public Relations	Partners for Healthy Babies develops and distributes press kits, press releases and newsletters.
Community Outreach	We develop partnerships with agencies, give presentations, and distribute materials, particularly throughout the New Orleans community.
Prenatal Care Fairs	We hold events that reward women for receiving early prenatal care. Participants are eligible to win free car seats and other infant merchandise Those attending also receive information on many relevant topics. Sign-ups are through health care providers.

**Department of Health and Hospitals, Office of Public Health, Maternal and Child Health
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