



2012-13 Quarter 3 Health Messaging Toolkit
(January-March 2013):

“MOMMY CARE”

Promoting prenatal and postpartum health

TOOLKIT GUIDE

(click on section header to navigate the toolkit)

- I. [About Mommy Care](#)
- II. [Spotlight on “Go Before You Show” Campaign](#)
- III. [Promoting Prenatal Health](#)
- IV. [Promoting Postpartum Health](#)
- V. [Promoting the Emotional Health of Children](#)
- VI. [Helpful Websites](#)

About Mommy Care

First 5 San Joaquin invites you to partner with us to help expecting and new parents give their baby the best possible start in life, and help keep new moms in good emotional and physical health. Statistics show that the earlier a woman starts prenatal care, the healthier she and her baby will be. San Joaquin County ranks near the bottom in infant mortality, low birth weights and prenatal care. However, there is much we can all do to address this and help to ensure that new and expecting mothers receive the best “mommy care” possible. Read on for more information and resources to assist you in your efforts!

Spotlight on “Go Before You Show” Campaign

Go Before You Show is a campaign designed to encourage pregnant women to seek prenatal care in the first three months of their pregnancy and to link them to a prenatal care provider as early as possible in their pregnancy. It will assist expecting mothers with insurance and connecting them to care for themselves and their baby. Seeing a doctor within the first three months of being pregnant is one of the most important things a mother can do for her unborn baby. Anyone who is pregnant or even think they might be should see a doctor early to give the baby a healthy start. **For more information on “Go Before You Show”, visit www.gobeforeyoushow.com.**

Promoting Prenatal Health

NUTRITION & EXERCISE DURING PREGNANCY

Fact Sheets:

- [Healthy Pregnancy - Fish Facts](#)
- [Healthy Pregnancy - Food Don'ts](#)
- [Healthy Pregnancy - Do's & Don'ts](#)
- Exercise and Pregnancy ([English](#)) ([Spanish](#)) *
- Medicine and Pregnancy ([English](#)) ([Spanish](#))
- [Healthy Eating During Pregnancy](#)
- [USDA Tips for Pregnant Women](#)
- [Dietary Supplements During Pregnancy and Breastfeeding](#)

Resource Guides/Booklets:

- [Pregnancy "Know How" Online Quiz](#)

- [Oral Health Care During Pregnancy](#)
- [Food Safety for Pregnant Women](#)
- [Eating for two? Tips for Maintaining a Healthy Weight During Pregnancy](#) (booklet)

About Folic Acid:

- Pamphlet on Folic Acid ([English](#)) ([Spanish](#))
- Poster on Folic Acid ([English](#)) ([Spanish](#))
- Folic Acid Fact Sheet ([English](#)) ([Spanish](#))

PREGNANCY & SUBSTANCE ABUSE

Pregnancy & Tobacco Use:

- Smoking & Pregnancy ([English](#)) ([Spanish](#)) (fact sheet)
- [Get Real! Secondhand Smoke Matters](#) (booklet)
- [Tobacco Use & Pregnancy](#) (online fact sheet)
- [Pregnant? Don't Smoke?](#) (online fact sheet)
- [If You Smoke and Are Pregnant - Workbook to help you kick the habit](#)

Stop Smoking Resources (local)

- [Smoke Kills \(Secondhand Smoke & Babies\) Fact Sheet](#)
- [Stop Smoking Class & Resource Listing](#) (STOPP program)
- Stop Smoking Helpline: **1-800-540-6775** or **(209) 468-2415**
- San Joaquin County Public Health Services [website](#)

Pregnancy & Other Substance Abuse:

- Pregnancy & Alcohol ([English](#)) ([Spanish](#)) (fact sheet)
- [Alcohol During Pregnancy](#) (online fact sheet)
- Alcohol and Pregnancy ([English](#)) ([Spanish](#)) *
- Drugs & Pregnancy ([English](#)) ([Spanish](#)) (fact sheet)
- Cocaine and Pregnancy ([English](#)) ([Spanish](#)) *
- Methamphetamine/Dextroamphetamine and Pregnancy ([English](#)) ([Spanish](#)) *
- Marijuana and Pregnancy ([English](#)) ([Spanish](#)) *

PRENATAL HEALTH RESOURCES (MISC)

Prenatal Care Resources (Misc):

- First 5 Kit for New Parents (free resource) [Order Form](#)
- Six Key Laws for Parents Poster ([English](#)) ([Spanish](#))
- [STD's and Pregnancy – The Facts](#)
- [STDs & Pregnancy - CDC Fact Sheet](#)
- [Hair Salon Fact Sheet for Workers](#) *
- Nail Salon Fact Sheet for Workers ([English](#)) ([Vietnamese](#)) *
- Seasonal Influenza (the Flu) during Pregnancy ([English](#)) ([Spanish](#)) *
- [Frequently Asked Questions - Prenatal Care](#)
- [Prevent Preterm Labor - Know these warning signs!](#)
- Importance of Prenatal Care ([English](#)) ([Spanish](#))

Promoting Postpartum Health

The National Institute of Mental Health (NIMH) states that postpartum depression may be one of the most under-recognized and under-treated disorders affecting the lives of hundreds of thousands of new mothers. Postpartum depression can occur not only in mothers, but in fathers, partners, and adoptive and foster parents. The impact on children can be significant and long-term. Below are some suggested resources to support families dealing with (or may deal with) this issue.

Downloadable/Printable Resources:

- Supporting Postpartum Families (brochure) ([English](#)) ([Spanish](#))
- Postpartum Depression (brochure) ([English](#)) ([Spanish](#))

- [Baby Blues](#) (brochure)
- [Frequently Asked Questions – Depression During and After Pregnancy](#)
- [Depression During and After Pregnancy](#) (parent guide)

Online Tip Sheets:

- [Depression Among Women of Reproductive Age and Postpartum Depression](#)
- [Tips for Postpartum Dads and Partners](#)
- [Frequently Asked Questions - Postpartum Depression](#)
- [Depression After Childbirth – What Can Help](#)
- [Postpartum depression and anxiety](#)
- [Top 10 Myths About Postpartum Depression](#)

* Materials indicated with an asterisk are copyright protected. If you desire to reproduce any of these documents, please review the copyright restriction noted in each document, as they vary by handout.

Promoting the Emotional Health of Children

Downloadable/Printable Resources:

- [Fathers and Father-Figures: Their Important Role in Children’s Social and Emotional Development](#)
- [Tips to Promote Social-Emotional Health](#)
- [Show Me, Tell Me, How Do You Feel? \(family activity\)](#)

Online Tip Sheets:

- [Preparing for New Baby](#)
- [Understanding Temperament in Infants and Toddlers](#)
- [Preparing children for pregnancy and a new baby](#)
- [Preparing Your Family for a New Baby](#)
- [Building Resilience in Children](#)

Resources for Educators:

- [Using Environmental Strategies to Promote Positive Social Interactions](#)
- Expressing Warmth and Affection to Children ([English](#)) ([Spanish](#))
- Building Positive Teacher-Child Relationships ([English](#)) ([Spanish](#))
- Understanding the Impact of Language Differences on Classroom Behavior ([English](#)) ([Spanish](#))
- Helping Children Learn to Manage Their Own Behavior ([English](#)) ([Spanish](#))
- Helping Children Learn to Manage Their Own Behavior ([Handout](#)) ([Brief](#)) ([Spanish](#))
- [“You Got It!” Teaching Social and Emotional Skills - Guide for Early Educators](#)

Suggested Children’s Book Titles (encouraging self-esteem building in children):

- McBratney, Sam. **You Are All My Favorites**
- Maclear, Kyo. **Spork**
- Rylant, Cynthia. **The Stars Will Still Shine**
- Smith, Jada Pinkett. **Girls Hold Up This World**
- Weeks, Sarah. **I'm a Pig**

For information on how to help children cope after exposure to a traumatic event, click [here](#).

Helpful Websites

Helpful Websites & Prenatal Care Services:

- [Black Infant Health Program](#)
- [Catholic Charities Diocese of Stockton](#) (Prenatal Care Program)
- [Community Medical Centers](#)
- [Health Net](#)
- [Health Plan of San Joaquin](#)
- [Jenny Light](#)
- [Mommies Cry Too](#)
- [Postpartum Health Alliance](#)

- [Postpartum Men](#)
- [Postpartum Progress](#)
- [Postpartum Support International](#)
- [San Joaquin County Public Health Services](#)
- [San Joaquin General Hospital Healthy Beginnings Program](#)
- [Text4baby](#)
- [The Center for Postpartum Health](#)
- [The Postpartum Stress Center](#)

For information regarding possible copyright restrictions on any of the resources included in this toolkit, please contact the organization/copyright owner, if applicable. This toolkit contains information on medical topics; however, the information provided cannot substitute for the advice of a medical professional. None of the above information should be construed as an attempt to offer a medical opinion or otherwise engage in the practice of medicine.

This toolkit and previously distributed toolkits may be accessed at www.sickkids.org.

**For more information, contact First 5 San Joaquin at
(209) 953-5437 or sickkids@sjgov.org.**