

Kit for New Parents: San Diego Welcome Baby Program Updates & Coming Events: Evaluation and Customization

The Regional Perinatal System is the contractor to manage the distribution and evaluation of the *Kit for New Parents* on behalf of the San Diego County Children and Families Commission. The goal is to distribute over 43,000 *Kits* to new parents in the county annually.

Currently over 170 **Distribution Partners** are helping reach new parents by providing the free *Kit* (or a prepaid order card) to their clients in the course of their work with pregnant and new families. Partners include prenatal programs, hospitals, community clinics, physician's offices, home visiting programs, WIC, public health and safety programs, child care agencies (caring for infants) and family resource centers.

In early September, five Distribution Partners from Imperial County joined 75 participants from San Diego in a **regional training session**: "Creating Teachable Moments with the *Kit for New Parents*." The half-day session provided a review of the *Kit* contents, adult learning and readiness for change, and tailoring the presentation to the needs of individual families.

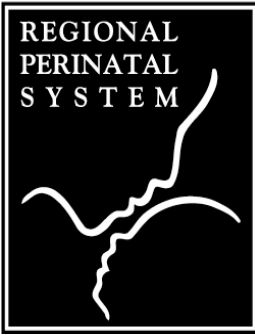
The Welcome Baby Program is in the process of evaluating San Diego parents' response to the *Kit*. RPS prepared an **evaluation plan** with a pre/post test design including a baseline survey and follow-up interview. The surveys and informed consent forms were approved by the UCSD Institutional Review Board. Distribution Partners

study. Fifteen Partners representing all six regions of the county agreed to help with the process and were trained in the evaluation process including confidentiality issues. They obtain informed consent from interested clients, implement the pretest, provide an incentive gift, and return the data to RPS. Parents will receive a follow-up phone call after about six weeks. The follow-up interview will include questions about basic infant care and safety, the usefulness of the *Kit* contents, and the timing and presentation of the *Kit* (prenatal vs. postpartum, with or without a review of the *Kit* contents). The data will be analyzed and used to help determine the most effective distribution and presentation strategies for San Diego County's new parents.

Recently several Distribution Partners reported seeing the *Kit* or its contents on sale in **Thrift Stores**. In order to insure that new parents receive the *Kit* free, the Welcome Baby Program sent letters to the 144 Thrift Stores in the county advising them of the purpose and availability of the *Kit* and asking their cooperation in not selling it. Information was provided about becoming a community partner to distribute *Kits* free to their pregnant/new parent clients. Since there have been similar reports in other parts of the State, the First Five California (formerly California Children and Families Commission) will address this issue with all counties in the near future. Our approach has been offered as a model to other counties.

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were invited to participate in the pretest portion of the



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Each county may **customize the Kit** by adding items to the basic contents. In 2001, community meetings were held to discuss items and information helpful to San Diego's new parents. The *Kits* with the recommended items added will be distributed by selected Partners and parents' responses recorded in a field test. The Arc of San Diego was contracted to help prepare the field test *Kits*. Field testing is scheduled to begin January 2003.

The Welcome Baby Program has developed **brochures** for parents and potential Partners regarding how to obtain *Kits*.

Every new parent in San Diego County is entitled to a free Kit. New parents can order a Kit directly from the State by calling:

800-KIDS-025 or 800-5-0-NINOS

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UPCOMING CLASSES

.Maternal & Newborn Nursing Care (MNNC)
(formerly the LDR/MICC)

January 9, 10, 16, 17, 23, 24, 30, 31 and
February 6, 7, 13 & 14, 2003

Call Regional Perinatal System at
(858) 467-4990 for additional information.

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UPCOMING CONFERENCES

Preventing Birth Defects and Infant Mortality:

A Collaborative Approach to Prevention
January 16-18, 2003

For registration information please contact Lucy VanOtterloo or Sadie Sacks at (714) 456-6706.

