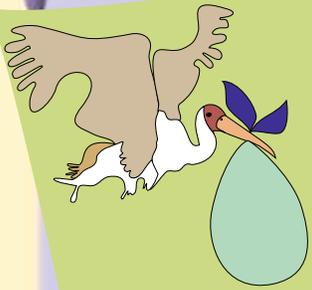




# Tool Kit

*A* **Healthy Baby  
Begins with  
You!**



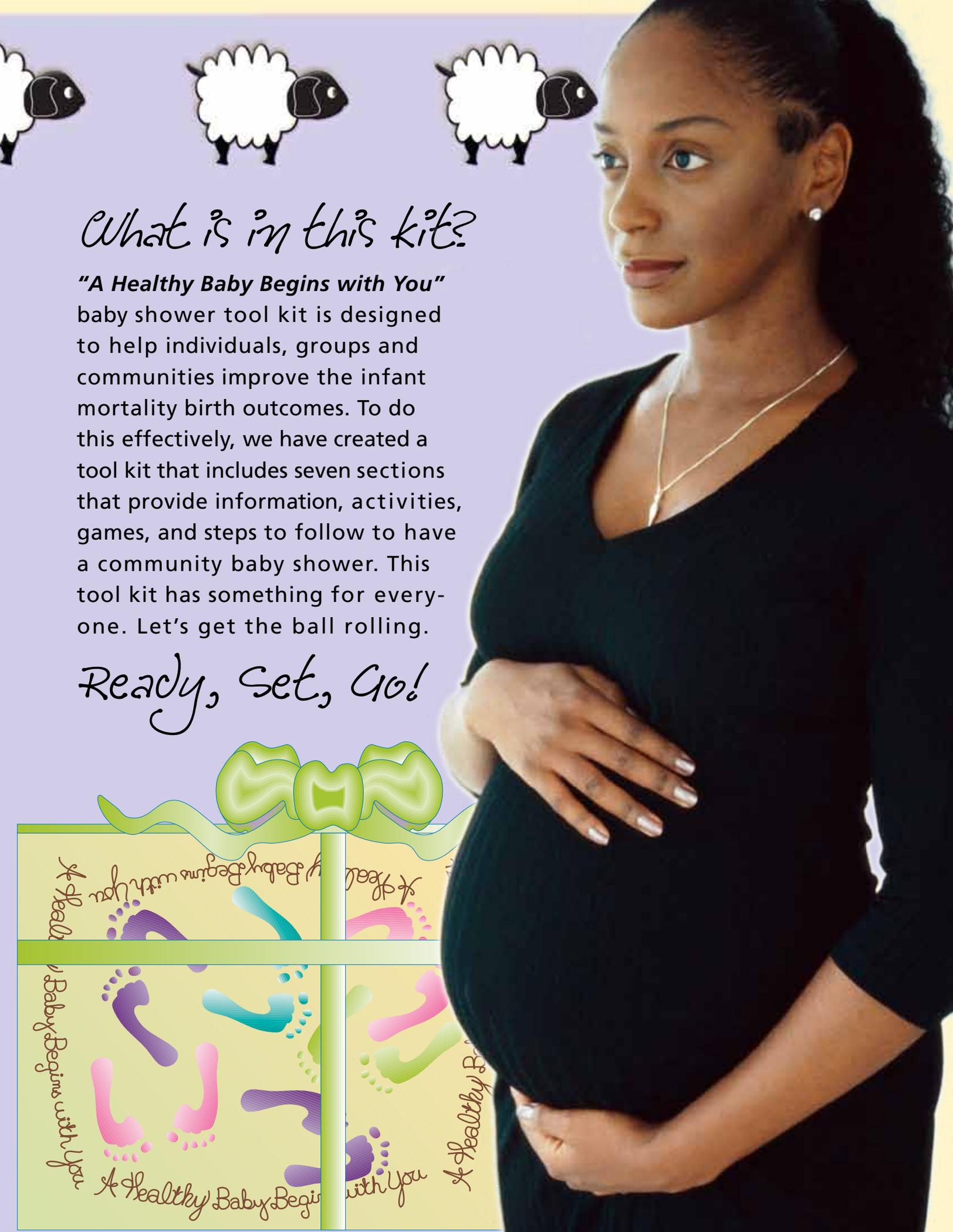
## Purpose

It is the purpose of the Oklahoma State Department of Health, Office of Minority Health, and the **"A Healthy Baby Begins with You"** Planning Committee to protect and promote the health of Oklahomans by making a positive difference in the life of a child.

We encourage you individually and collectively to support the effort of the baby shower initiative by having a baby shower for your community. Each baby shower will help to increase the awareness of infant mortality and the facts associated with having a low birth weight baby. By increasing your knowledge, we have increased the number of babies born healthier and stronger.

Hand in hand, heart to heart, we can impact a life today.





# What is in this kit?

**"A Healthy Baby Begins with You"** baby shower tool kit is designed to help individuals, groups and communities improve the infant mortality birth outcomes. To do this effectively, we have created a tool kit that includes seven sections that provide information, activities, games, and steps to follow to have a community baby shower. This tool kit has something for everyone. Let's get the ball rolling.

## Ready, Set, Go!



## A Message from the Commissioner of Health

As Oklahoma's Public Health Agency, the Oklahoma State Department of Health (OSDH) is committed to addressing and reducing the rates of infant mortality in Oklahoma. Oklahoma's infant mortality rates are greater than the national average, and for some racial and ethnic minorities, the rates are twice that of the national average. While these rates are staggering, innovative solutions are being developed to impact and address infant mortality in Oklahoma's communities.

The OSDH Office of Minority Health, along with its community and civic partners, has developed "A Healthy Baby Begins with You" tool kit, a non-traditional approach of delivering health care information via social care and civic networks to increase awareness and knowledge of infant mortality.

The tool kit provides local and county health departments, faith-based organizations, civic organizations and health providers a tool to help increase knowledge and awareness of infant mortality, preconception care and low birth weight babies in a carefree and welcoming environment.

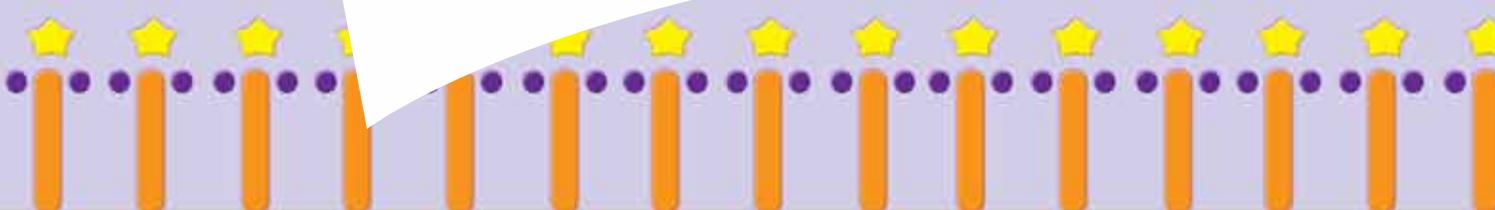
This tool kit will help women who are pregnant, women who want to become pregnant, grandparents, fathers and mothers with small children to learn the facts about infant mortality and well baby care.

We all benefit when our babies are born strong and healthy, and this tool kit is one of many tools that can assist with creating a stronger and healthier Oklahoma. I am pleased to provide this important publication to you and I encourage you to use this tool kit to help prevent infant mortality and promote a strong and healthy Oklahoma.

Sincerely,

*Terry Cline, Ph.D.*

Terry Cline, Ph.D.  
Commissioner





## Oklahoma State Department of Health, Office of Minority Health A Call to Action

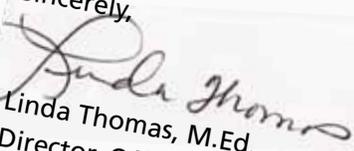
In an average week in Oklahoma eight babies die before their first birthday, three of which are from a racial and ethnic minority family. In response to this devastating loss of life experienced by Oklahoma families, the Office of Minority Health, along with its community partners, conceptualized, designed and developed "A Healthy Baby Begins with You" tool kit.

This tool kit is an instructional guide on how to plan a community baby shower, locate resources, write public service announcements and promote baby showers via media outlets. The tool kit also provides helpful talking points for physicians or other medical providers presenting at the baby shower.

The tool kit is one of many strategies to help communities understand the importance of taking steps to raise awareness and increase knowledge of infant mortality, preconception health and well baby care issues. These unnecessary and tragic events can come to an end with your help.

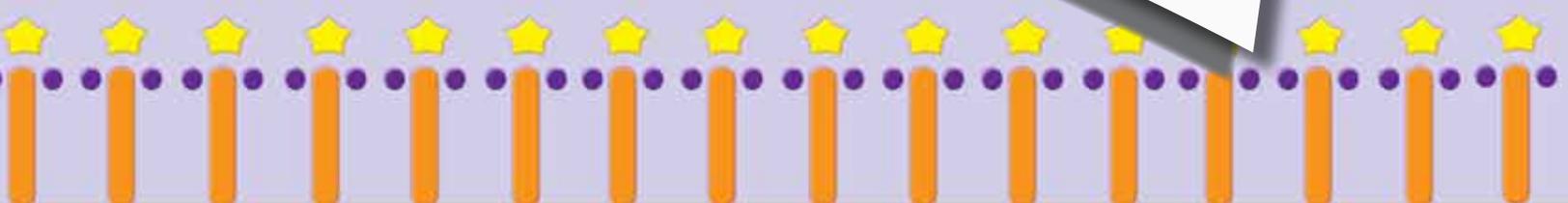
I want to encourage you to pool your resources, lift your voice and have a community baby shower. This is a project that every family member, civic, social, faith-based and community organization can implement to impact the lives of Oklahoma babies.

Sincerely,



Linda Thomas, M.Ed.

Director, Office of Minority Health



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20. Appendices:

- Baby Shower Flyer

- Baby Shower Survey

- Big Mama Myths & Cures

- Winner Cards

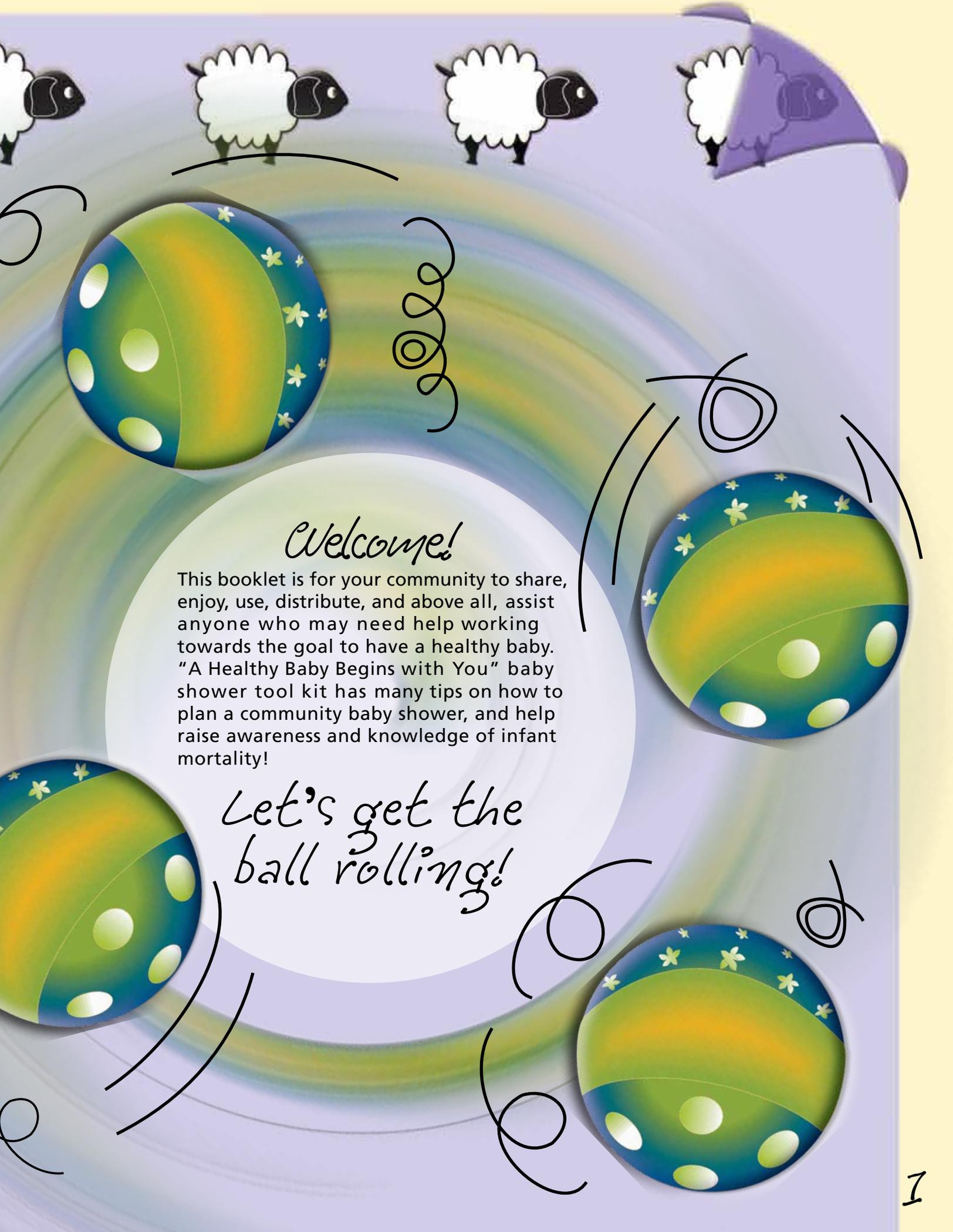
- Thank You Cards

- Baby Shower Program

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# Welcome!

This booklet is for your community to share, enjoy, use, distribute, and above all, assist anyone who may need help working towards the goal to have a healthy baby. "A Healthy Baby Begins with You" baby shower tool kit has many tips on how to plan a community baby shower, and help raise awareness and knowledge of infant mortality!

## Let's get the ball rolling!



# Planning Committee

## Select a person:



Who will serve as primary contact and manage overall planning of the baby shower, date, place, time, set up, refreshments, etc.



Who will identify and secure host organizations who can provide space and facilitate the event.



Who will write articles to submit to local newspapers and community organizations in advance of the event.



Who will manage publicity efforts (i.e., advertising, press release, radio announcements, etc).



Who will coordinate outreach efforts to nonprofit organizations, educational institutions, churches, and foundations in the community. This may involve gaining support from organizations and establishments enlisted as co-sponsors, or developing some type of partnership with them.



Who will organize and coordinate logistical aspects of the forum.



Who will work with co-sponsoring organizations to discuss possibilities for the event, or related activities, and become a part of the programming of that organization.

## Planning Committee Discussion

Assemble your committee to discuss the goals of the baby shower.

## Baby Shower's Message

Ask yourself what is the baby shower's message, primary topic (e.g., improving infant outcomes by reducing infant mortality), and title, keeping in mind the theme.

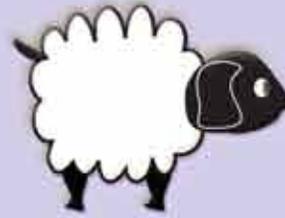


### Planning Committee Checklist

- Person who will serve as primary contact and will manage overall planning of the shower
- Person who will identify and secure host organization(s)
- Person who will write an article to submit to local newspapers in advance of forum
- Person who will manage publicity efforts

- 
- Person who will coordinate and conduct outreach efforts
  - Person who will organize and coordinate logistical aspects of the shower
  - Person who will work with co-sponsoring organization(s)





# Program Development Committee

The Program Committee is responsible for outlining the direction of *"A Healthy Baby Begins with You"* baby shower event. The Program Committee will decide the shower format, and the target audience as identified from statistical data. This statistical data can be obtained from local, state, and national sources. After a thorough review of the data, the target group is chosen.

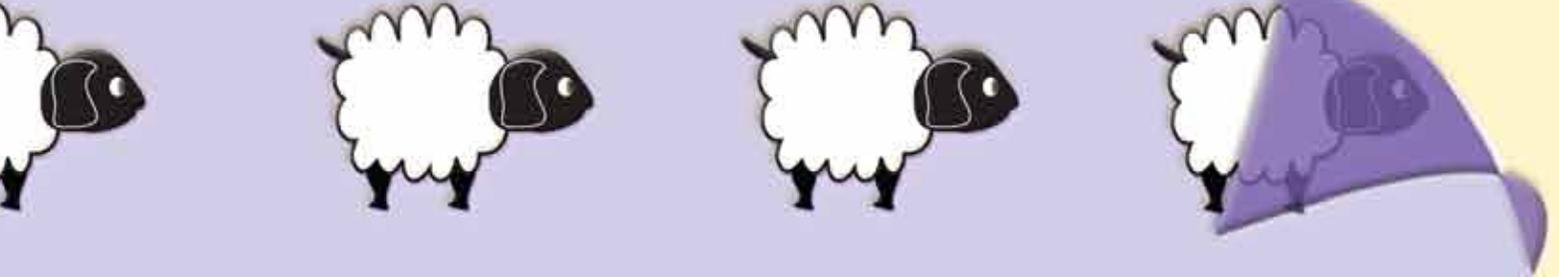
## Venue/Location

Once the target group is identified, the committee chooses a date, time and place for the event.

### Program Committee Checklist: The venue/location should have:

- Easy access
  - Handicap accessible
  - Kitchen and serving area capabilities
  - Adequate parking
  - Stage area and a podium
  - Computer, microphones, and sound system
- Additional steps:**
- Plan a walk through of the venue
  - Send or prepare correspondence in the form of emails, phone calls, personal visits, and invitational letters.
  - Follow-up within 7-14 days of sending correspondence





### **Walk through**

Each committee member should schedule a date to do a walk through of the proposed venue.

### **Donation List**

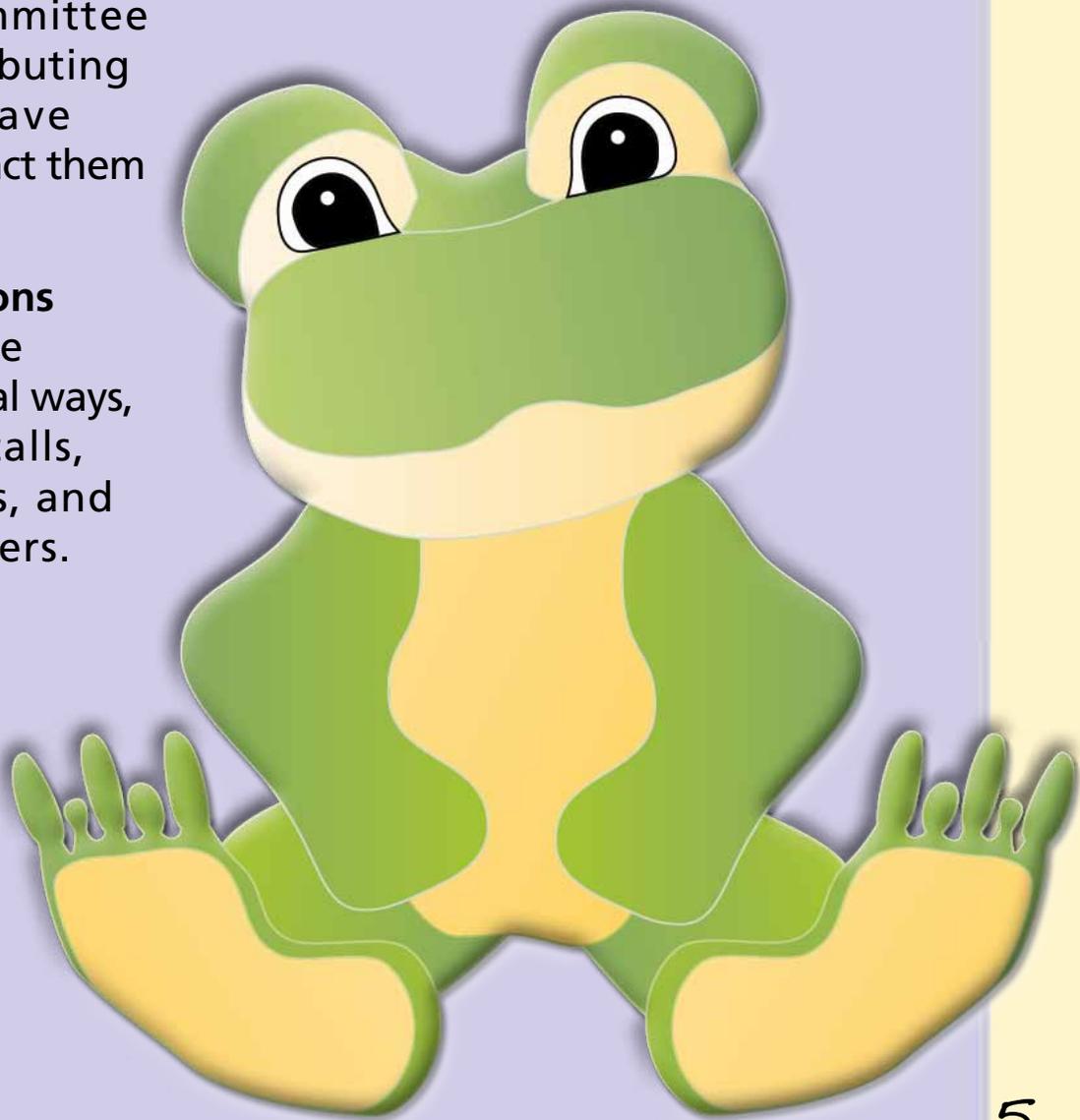
The Program Committee should list the types of donated items provided as prizes for the participants. The committee will also list the contributing organizations that have donated gifts and contact them individually.

### **Contacting Organizations**

You can contact the organizations in several ways, i.e., personal phone calls, emails, personal visits, and formal invitation letters.

### **Follow Up**

Each committee member or a designee should follow up within 7-14 days with potential donors. Once the donations have been secured, make a chart with the donor's information. This information will be used to send thank you letters after the event.





Available technology equipment (Is there a fee? Is technical assistance available during the event?)

Food arrangements

Signage (What are the key areas for posting signs in the facility?)

Schedule/completion time





- Name of the facility contact person (phone, email address, physical address)

## Logistics Coordinating Committee

The Logistics Coordinating Committee will work with each committee member on the details that identify the where, when and how of the proposed, **"A Healthy Baby Begins with You"** baby shower.

Additionally, the committee determines the physical location for **"A Healthy Begins with You"** baby shower, the requirements for using the facility, and charges for its use.

Additional logistical planning tips include the notes attached to the cork board on your left.

- Name of each committee coordinator (phone, email address, physical address) and a description of their assignment

- Lay-out of the facility (auditorium, break-out rooms for work-shops, nursery, dining area as needed etc.)



# Speakers Committee

This Committee is tasked with finding a physician or other health professional to speak on issues related to having a healthy pregnancy and a healthy baby.

Ask colleagues for speaker recommendations, beginning with OB/GYN physicians. Contact each physician individually. Use personal contacts to locate a speaker. Secure the commitment in a confirmation letter.

Prepare speaking points for the speaker, email to her/him, along with detailed information about the shower, including the agenda, location with directions, and audience. Several days before the shower, call or email a reminder.

At the shower, the speaker may use the speaking points, as well as additional educational information. Leave time for a Q&A session. The speaker should speak to the audience in everyday language and be approachable. The speaker should be the highlight of the shower.

After the presentation, the Speakers Committee should present a thank-you gift to the speaker.



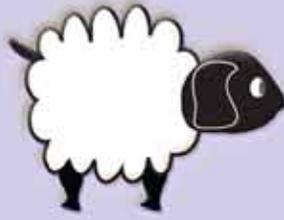
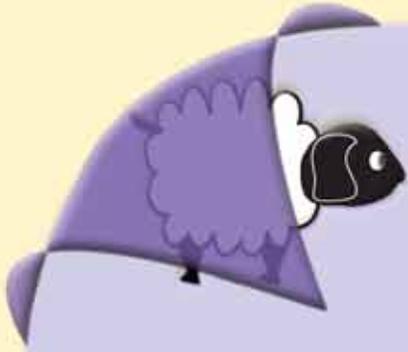
### Our checklist would include:

- Outline your requirements for your speaker
- Make a list of potential speakers
- Contact speaker individually
- Commit a speaker to the shower
- Develop speaking points for the speaker
- Give the speaker all the information about the shower in a letter or email including:
  - Speaking points
  - Expectations and time limit
  - Agenda
  - Location of the shower and directions
- Several days before the shower, call or email
- Present a thank-you gift to the speaker at the end of the presentation

### Sample Talking Points

- Fathers' participation in prenatal activities were associated with higher birth weights.
- Premature infants whose fathers spent more time playing with them had better cognitive outcomes at age 3.
- Father involvement in child care is the most important factor in developing empathy.
- Families where the father is absent **were 5 times more likely to be poor.**
- Adolescent mothers experience less depression when the infant's father is involved.

What a  
wonderful world  
this would be...



# Resources Committee Partners, Sponsors, Donations and Resources

Begin by asking committee members for a list of partners or sponsors who can assist with locating resources. In addition, ask committee members and colleagues for recommendations as to any persons or organizations that would be a good resource to donate items for the shower. Make a list of the resources needed, organizations and businesses that may assist with the shower. Include on the list contact names, mailing addresses, telephone numbers, organizations/businesses email contacts. Proceed by contacting all on your list. Ask whom you should speak with in reference to donations or resources. Explain the shower, the goal of the shower, the audience and how their

resources will assist in the shower. Follow up with a formal letter request. After the letters are mailed, wait a couple of days and follow up with a phone call to ensure the letters were received. Make sure the letters are mailed to the person identified as the decision maker.

Before securing donations, locate storage space to store donations. Secure transportation for picking up and delivering donations to the event or storage site.

Follow up with phone calls or by sending thank you cards. In your letters or cards be sure to tell how many individuals or families were helped by their assistance. Send pictures if they are available.



This committee  
is in charge  
of locating  
resources for  
the "Healthy  
Baby Begins  
with You"  
community  
baby shower.





## Resource Committee Checklist:

- Identify potential resources/contributors
- Contact contributors by phone/mail and/via email
- Obtain a commitment from contributors
- Locate a storage place for resources
- Arrange a date and time for pick up of resources
- Take pictures of the event
- Send a thank you letter or card with pictures of the resources/shower



