The primary objective of Welcome Baby is to use a family-centered, strength-based approach to enhance parent-child relationships, improve the health and safety of the mothers and their children, and increase access to support services for families.

### INPUTS
- Staff
- Families
- Financial resources
- Community resources
- Hospital Infrastructure
- Community-based Organization Infrastructure
- Protocols
- Tools (Universal Screening & Risk Assessments)
- Stronger Families LA Database
- Training

### STRATEGIES
- **Risk and Developmental Screenings**
  - Bridges universal screening tool: risk screening
  - Life Skills Progression Tool: risk screening
  - PHQ: Depression
  - ASQ: Child Development
- **Education on MCH, child development and safety**
  - Modeling
  - Coaching
  - Printed materials
  - Didactic
- **Link to social supports and concrete services**
  - Referrals
- **Staff Assessments**
  - RN assessment of postpartum and newborn health
  - Breastfeeding observation
  - Home Environment
  - Parental Capacity
  - Parent-Child Relationship
  - Health & Psychosocial
- **Service Delivery**
  - Intake (prenatal phone intake or hospital intake)
  - PC Prenatal visits (up to 27 weeks HV, 20-32 week phone call, and HV 28-38 weeks)
  - Hospital visit (liaison)
  - Nurse HV (up to two visits)
  - PC Post-partum visits (2-4 weeks HV, 2 month phone call, 3-4 month HV, and 9 months HV)
  - Additional PC Visit (as needed)

### ENGAGEMENT POINTS
- **Outreach & Enrollment**
  - Clinic visits (i.e. waiting rooms)
  - Community Events (i.e. baby showers, prenatal classes)
  - Hospital Tours
  - Marketing Campaigns
  - Best Start Community Partnership Meetings
  - Referrals (i.e. provider, community partners, self)

### OUTCOMES
- **CONDITION/STATUS CHANGE**
  - Parents provide enriching, structured, and nurturing environments.
  - Parents have self-efficacy and resiliency
  - Children and mothers are healthy
  - Families essential needs are addressed (i.e. health, safety, and food)
- **BEHAVIORS**
  - Parents exhibit:
    - Positive parenting behaviors and practices
    - Healthy behaviors during pregnancy and interconception
    - Breastfeeding (initiation, duration, & exclusivity)
- **Families access**:
  - Concrete services (i.e. WIC, food stamps, etc./see WB protocols)
  - Medical/dental/psychosocial services (pre-natal care, immunizations, well baby visits, developmental services)
- **LEARNING**
  - Parents are knowledgeable of, motivated to, and/or skilled in general and participant specific:
    - Effective parenting strategies & child development
    - Prenatal Care
    - Maternal health (i.e. depression, family planning, post-partum care)
- **Service Delivery**
  - Child health (i.e. breastfeeding/infant feeding, well-baby visits, immunizations, developmental milestones)
  - Child safety issues (i.e. safety seats, baby proofing, safe sleep)
  - Available services for specific needs