

The New York City Department of Health and Mental Hygiene

Bureau of Maternal, Infant and Reproductive Health

PREGNANCY AND BABY CARE EDUCATIONAL MATERIALS CATALOG



This document was developed by the New York City Department of Health and Mental Hygiene, Bureau of Maternal, Infant and Reproductive Health, Unit of Medical Director, which can be contacted by sending an e-mail to bfic@health.nyc.gov

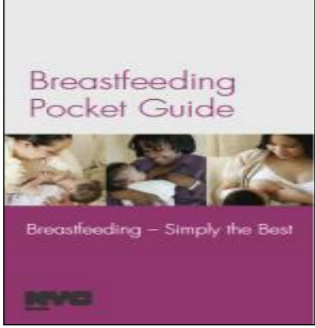



The New York City Department of Health and Mental Hygiene, Bureau of Maternal, Infant and Reproductive Health (DOHMH/BMIRH) has developed a catalog of pregnancy and baby care educational materials that are available either by contacting DOHMH/BMIRH directly or through 311. When calling 311 ask for 'pregnancy and baby care educational materials'.





Material availability is subject to available funding.





If your organization would like to co-brand the material please contact bfic@health.nyc.gov or Isabel Zuckoff, Program Analyst at 347-396-4587.





Materials available through 311, please call 311 and request pregnancy and baby care educational materials. DOHMH Employees can visit <https://dohprod2.service-now.com/dohmhess/AllEmployeeLandingPage.do> to order materials online.

Materials available through DOHMH (BMIRH) can be ordered by emailing your order (item name, quantity, language) and contact information (email, phone, mailing address) to bfic@health.nyc.gov or contacting Isabel Zuckoff, Program Analyst at 347-396-4587.

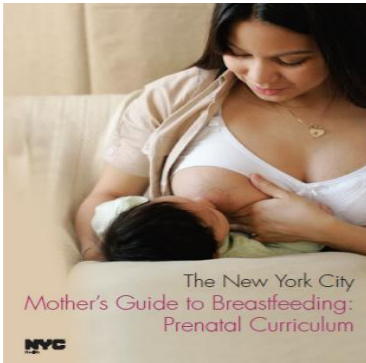


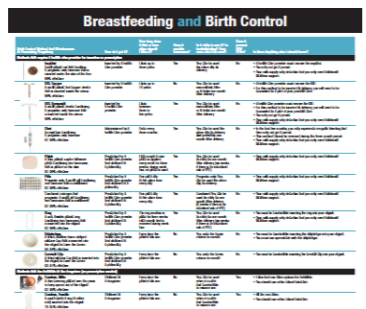

					INTENDED FOR:		ORDERING METHOD	
NO.		MATERIAL	DESCRIPTION	LANGUAGES	CLIENT	PROVIDER	DOHMH ORDER FORM	CONTACT 311
BREASTFEEDING								
1		Brochure: Breastfeeding Pocket Guide (DOHMH) For clinicians and health care staff (max. 200 per order)	Helps guide provider efforts to counsel and support patients about breastfeeding starting during pregnancy and continuing through the neonatal period and beyond.	English only		✓		✓
2		Brochure: Crib -Bassinet card-feed by cue (3"x4")	Breastfeeding friendly hospital infant bassinet card	English		✓	✓	✓
3		Brochure: New York City Mother's Guide to Breastfeeding	A guide to help new mothers successfully breastfeed and overcome any problems associated with breastfeeding Booklet for consumers that provides comprehensive information on breastfeeding; the benefits, tips on getting started and comfortable nursing positions, handling breastfeeding problems, expressing breast milk, and answers to common questions	English Spanish Chinese Haitian Creole Korean Russian French Bengali Urdu Arabic	✓	✓		✓
4		Brochure: You Have the Right to Breastfeed palm card	Palm Card that presents three NY laws that protect women's right to breastfeed. 1) The right to breastfeeding in public; 2) the right of nursing mothers to express milk in the workplace; and 3) the right for breastfeeding support during prenatal care and in the hospital during delivery	English Spanish	✓	✓		✓



					INTENDED FOR:		ORDERING METHOD	
NO.	MATERIAL	DESCRIPTION	LANGUAGES	CLIENT	PROVIDER	DOHMH ORDER FORM	CONTACT 311	
5	 <p>Brochure: Prenatal Breastfeeding Coaching Card (max. 500)</p>	Laminated coaching card for distribution to pregnant women. The coaching card provides suggested answers to help women from pregnancy until after delivery to overcome barriers they may face to breastfeeding, and to get help and support for breastfeeding. Available in English on one side and other languages on the other side.	English Spanish Chinese Korean Russian Haitian Creole	✓	✓		✓	
6	 <p>Brochure: Breastfeeding Positions: See What Works Best for You. Fact Sheet (double sided, two languages, 50 sheets/pad) (max. 500 sheets/10 pads)</p>	Tear off sheets with information on breastfeeding positions for moms and providers. Visually outlines the four different breastfeeding positions; The Cradle or Cuddle Hold, The Football Hold, The Side Lying Position and the Cross-Cradle Hold.	English/Spanish English/Chinese English /Haitian Creole English/Korean English/Russian	✓	✓		✓	
7	 <p>Poster: Breastfeeding Positions: See What Works Best for You. Size: 11"x17"</p>	Poster with information on breastfeeding positions for moms and providers. Visually outlines the four different breastfeeding positions; The Cradle or Cuddle Hold, The Football Hold, The Side Lying Position and the Cross-Cradle Hold.	English Spanish		✓		✓	
8	 <p>Poster: You've Decided to Breastfeed. Stick with It! Size: 11"x17"</p>		English		✓		✓	

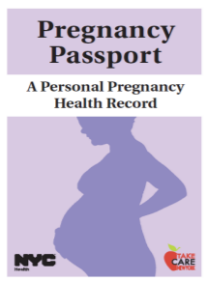
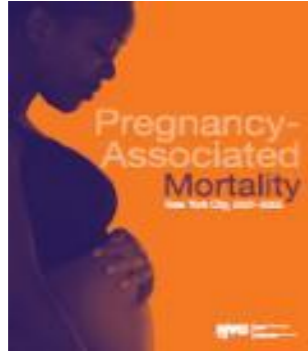

					INTENDED FOR:		ORDERING METHOD	
NO.		MATERIAL	DESCRIPTION	LANGUAGES	CLIENT	PROVIDER	DOHMH ORDER FORM	CONTACT 311
9		Poster: You've Decided to Breastfeed. Stick with It! Size: 11"x17"		Spanish		✓		✓
10		Poster: Latch On NYC #1 'Best for Baby' Size: 11"x17" 18"x24"		English	✓	✓		✓
11		Poster: Latch On NYC #2 'Best for Baby' Size: 11"x17" 18"x24"		English Haitian/Creole	✓	✓		✓
12		Poster: Latch On NYC #3 'Best for Baby' Size: 11"x17" 18"x24"		English Chinese	✓	✓		✓

					INTENDED FOR:		ORDERING METHOD	
NO.	MATERIAL	DESCRIPTION	LANGUAGES	CLIENT	PROVIDER	DOHMH ORDER FORM	CONTACT 311	
13	 <p>Poster: Latch On NYC #4 'Best for Baby'</p> <p>Size: 11"x17" 18"x24"</p>		English Spanish	✓	✓		✓	
14	 <p>Thinking about breastfeeding? Sign up for Mobile Milk!</p> <p>TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages.</p> <p>Text messages will start during your 2nd trimester (6-8 weeks) and will continue with your baby's 6 months old. You can sign up at any time during your pregnancy or after the baby is born.</p> <p>We deliver the messages. You deliver the milk.</p>	<p>Postcard: Mobile Milk (African American/Latina)</p> <p>Information for the Mobile Milk Text Message Campaign: TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages. Double sided - English one side Spanish one side</p>	English/Spanish	✓	✓		✓	
15	 <p>Thinking about breastfeeding? Sign up for Mobile Milk!</p> <p>TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages.</p> <p>Text messages will start during your 2nd trimester (6-8 weeks) and will continue with your baby's 6 months old. You can sign up at any time during your pregnancy or after the baby is born.</p> <p>We deliver the messages. You deliver the milk.</p>	<p>Postcard: Mobile Milk (Caucasian/Latina)</p> <p>Information for the Mobile Milk Text Message Campaign: TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages. Double sided - English one side Spanish one side</p>	English/Spanish	✓	✓		✓	
16	 <p>Thinking about breastfeeding? Sign up for Mobile Milk!</p> <p>TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages.</p> <p>Text messages will start during your 2nd trimester (6-8 weeks) and will continue with your baby's 6 months old. You can sign up at any time during your pregnancy or after the baby is born.</p> <p>We deliver the messages. You deliver the milk.</p>	<p>Poster: Mobile Milk (Caucasian)</p> <p>Information for the Mobile Milk Text Message Campaign: TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages. Double sided - English one side Spanish one side</p>	English/Spanish	✓	✓		✓	

					INTENDED FOR:		ORDERING METHOD	
NO.	MATERIAL	DESCRIPTION	LANGUAGES	CLIENT	PROVIDER	DOHMH ORDER FORM	CONTACT 311	
17	<p>¿Piensa amamantar a su bebé? ¡Inscríbese en Mobile Milk!</p> <p>ENVÍE Pecho al 877877 para recibir información y apoyo sobre lactancia materna a través de mensajes de texto semanales.</p> <p>Los mensajes de texto comenzarán en el 3^{er} trimestre (28 semanas) y seguirán hasta los 4 meses del bebé. Se puede inscribirse en cualquier momento durante su embarazo o después del nacimiento del bebé.</p> <p>Se pueden aplicar ciertas restricciones a ciertos. Consulte al 877877 para obtener más información o visite www.nyc.gov/html/doh/downloads/pdf/ms/mobilemilk.</p> <p>Reservados todos los derechos. No se permite la explotación económica ni la transformación de esta obra. Queda permitida la impresión en su totalidad.</p>	<p>Information for the Mobile Milk Text Message Campaign: TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages.</p> <p>Double sided - English one side Spanish one side</p>	English/Spanish	✓	✓		✓	
18	<p>Thinking about breastfeeding? Sign up for Mobile Milk!</p> <p>TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages.</p> <p>Text messages will start during your 3rd trimester (28 weeks), and will continue until your baby is 4 months old. You can sign up at any time during your pregnancy or after the baby is born.</p> <p>Some restrictions may apply. Consult 877877 for more information or visit www.nyc.gov/html/doh/downloads/pdf/ms/mobilemilk.</p>	<p>Information for the Mobile Milk Text Message Campaign: TEXT MILK to 877877 to receive breastfeeding support and information through weekly text messages.</p> <p>Double sided - English one side Spanish one side</p>	English/Spanish	✓	✓		✓	
19	<p>Breastfeeding Is Welcome Here</p> <p>Nosotros Apoyamos La Lactancia Materna Aquí</p>	<p>11X17 signs that promote and encourage breastfeeding.</p> <p>Size: 11"x17"</p> <p>Available: http://www.nyc.gov/html/doh/downloads/pdf/ms/breastfeeding-welcomehere.pdf</p>	<p>English/Spanish</p> <p>English/Bengali</p> <p>English/Urdu</p> <p>English/Arabic</p> <p>English/Chinese</p> <p>English/Korean</p> <p>English/Haitian/Creole</p> <p>English/Russian</p> <p>English/Yiddish</p>	✓	✓		✓	
20	<p>dad+baby</p> <p>A 10 Minute Breastfeeding Guide</p>	<p>Brochure: Dad+baby brochure (LA Publishing)</p> <p>(max. 50 per order)</p>	<p>English</p> <p>Spanish</p>	✓		✓		

					INTENDED FOR:		ORDERING METHOD	
NO.	MATERIAL	DESCRIPTION	LANGUAGES	CLIENT	PROVIDER	DOHMH ORDER FORM	CONTACT 311	
21	 <p>The New York City Mother's Guide to Breastfeeding: Prenatal Curriculum</p>	<p>New York City Mother's Guide to Breastfeeding: Prenatal Curriculum (Provider only)</p> <p>PDF only</p> <p>Available: http://www.nyc.gov/html/doh/downloads/pdf/ms/mother-guide.pdf</p>		English		✓		
22	 <p>Who Can Help You with Breastfeeding?</p>	<p>Handout: "Who Can Help you with Breastfeeding?"</p> <p>PDF only</p> <p>Available: http://www.nyc.gov/html/doh/downloads/pdf/ms/whocan-help.pdf</p>		English	✓			
23	 <p>Why Exclusive Breastfeeding?</p>	<p>Handout: "Why Exclusive Breastfeeding?"</p> <p>PDF only</p> <p>Available: http://www.nyc.gov/html/doh/downloads/pdf/ms/why-exclusive.pdf</p>		English	✓			
24	 <p>Breastfeeding and Birth Control</p>	<p>Breastfeeding and Birth Control Poster</p> <p>Describes various birth control methods and the potential effects they may have on breastfeeding</p>		English/Spanish Medium and Large) English (Small)	✓			
25	 <p>Belly Balls Lactation Education Tool</p>	<p>Educational tool: Belly Balls (Ameda)</p>			✓	✓		

					INTENDED FOR:		ORDERING METHOD	
NO.		MATERIAL	DESCRIPTION	LANGUAGES	CLIENT	PROVIDER	DOHMH ORDER FORM	CONTACT 311
SAFE SLEEP								
26		Safe Sleep for your Baby Magnet (Max. 100 per order) Available: http://www.nyc.gov/html/doh/downloads/pdf/ms/ms-safe-sleep-card.pdf	Refrigerator magnet displays and demonstrates the safety recommendations for parents, and caregivers to use to help prevent suffocation and death to a baby	<i>English, Spanish, Chinese, French and Creole</i>	✓	✓		✓
27		Safe Sleep Grow Healthy Flip Book		<i>English, Spanish, Haitian Creole, French and Chinese</i>		✓	✓	

					INTENDED FOR:		ORDERING METHOD	
NO.		MATERIAL	DESCRIPTION	LANGUAGES	CLIENT	PROVIDER	DOHMH ORDER FORM	CONTACT 311
PREGNANCY								
30		Pregnancy Passport: A Personal Pregnancy Health Record Available: http://www.nyc.gov/html/doh/downloads/pdf/public/dohmhnews5-06.pdf		English		✓		✓
31		Pregnancy-Associated Mortality, New York City 2001-2005 Report Available: http://www.nyc.gov/html/doh/downloads/pdf/ms/ms-report-online.pdf		English	✓	✓		
WOMEN								
32		Your Health-Now and in the Future		English Spanish	✓	✓		✓