

Beginnings Guides and Healthy Start Goals

Beginnings Pregnancy Guide translates the science of prenatal care into actionable understandable guidance for a healthy pregnancy. It puts into print the health promotion content of prenatal care as defined by the US Public Health Service Expert Panel on the Content of Prenatal Care. These guidelines are currently in force and endorsed by the ACOG and AAFP, although it is widely recognized that the typical prenatal visit does not allow time for delivering that component of care and policies recommend collaboration with home visiting programs like Healthy Start to bring this content to mothers. Focus is on key health behavior messages that research links directly to outcomes, particularly to reduced risk of low birth weight.

In continuous use nationally since 1989 and now in its 9th (2014) edition, *Beginnings Pregnancy Guide* is particularly suited to a Medicaid population. Readability testing shows a fourth grade reading level in English, third grade in Spanish. In addition, the latest research on health literacy, typology and graphics, adult learning, reading science and materials design are integrated with each update to make the materials attractive, engaging, interactive and memorable. Cover art by Laurel Burch leads even disinterested mothers to pick up the materials and leads them into the learning. The booklets are richly illustrated throughout showing a diversity of ethnicities.

For families who want to know more or take action, the new edition includes a scan code that enables service providers and mothers to access by smartphone or computer resources and additional reliable information from the Beginnings Guides website - www.BeginningsGuides.com . The website also includes a collection of resources for service providers.

Staged learning Content is presented in six booklets so that the information is immediately applicable and not overwhelming. Testing with mothers shows that the information is easy to read and apply *independently* by half of those with 6-8 years education and 80% of those with 9-12 years. All benefit by review and discussion with a service provider. Beginnings Guides earns high satisfaction ratings from both under-educated and college-educated mothers.

Now in its fourth (2014) edition, *Beginnings Parents Guide* was developed in collaboration with 40 home visitors in the New Mexico Department of Health. It starts where the *Pregnancy Guide* leaves off, at about two weeks postpartum, and continues to the child's third birthday. The *Parents Guide* retains the focus on key health behavior messages, promotes healthy attachment, and supports efforts to build social-emotional competence and trauma-informed services delivery.

The *Beginnings Pregnancy* and *Parents Guides* are both teaching & learning materials for promoting [health literacy](#), reflective function, and other essential life skills for parents. They are a companion to the Life Skills Progression instrument approved for documenting progress to MIECHV benchmarks.

The table below indicates where the *Beginnings Guides* address topics of particular interest to Healthy Start programs.

Note: this crosswalk was challenging since the categories overlap and interact: promoting attachment prevents abuse, promoting health is preventing neglect.... you may have listed items

in different or additional categories. The exercise does make clear that each page contributes to HS goals. ss

Topic	<i>Beginnings Pregnancy Guide</i> Page	<i>Beginnings Parents Guide</i> Page
ACEs, Prevent abuse, neglect	4, 20, 37, 42, 44, 50, 56, 68, 76, 81, 82, 93-94	1, 2, 6-9, 11, 12, 13-14, 31,40-41, 44, 56, 60, 66, 72, 78, 81, 84-87, 102-103, 106-108, 113-115, 122, 124-125, 130-131, 138-139,142-143, 146, 150-151, 158, 162-163, 165, 183-185, 186-187
Attachment	1, 13, 28, 37, 46, 47, 87, 91	1, 2, 3, 5, 10, 37-38, 39, 178-179, 195
Resilience: Strengthen protective factors, Reduce risk factors	2-3, 11, 22, 37, 42, 58, 62, 76, 80, 81 20, 32, 44, 55, 56, 82	66 21-26, 60, 70, 88, 106, 123, 136, 156, 176, 196
Promote use/reduce need for mental/behavioral health services	17, 30-31,37, 40, 42, 43	13,42, 73, 105, 163
Promote father involvement	38, 41, 63, 70, 71, 82, 84, 93	2, 16, 33, 39, 47, 53, 92, 122, 123, 133, 139, 146, 158, 164, 172, 185, 190
Reduce toxic stress		15, 31,43, 73-75, 98-101, 126-127, 152, 166-167, 191
Build socio-emotional skills Promote social connections	10-11, 12, 30-31, 39, 42, 50-51, 53, 70-71	2, 19-20, 103, 105, 174-175
Knowledge of child development	6-7, 8, 21, 23, 33, 34, 35, 39, 45-46, 57-58, 60, 61, 69	4,5, 6-9, 10-14, 18-19, 27, 29, 30, 37,-38, 39, 40-41, 52-53, 56, 58, 59, 61-65, 67, 82, 83, 89, 112, 117-121, 132-133, 137, 140-141, 154, 157, 159-161, 168-171, 172-173, 177-182, 188, 190
Promote health	13-17, 18-20, 23, 24-25, 26,27-29, 36, 38, 47-50, 54-55, 64, 66, 67,77-79, 85, 86-90, 92, 9596	3, 28-29, 33-34, 36,45-47, 48-49,50—53, 54-55, 56-59, 68-71, 76-77, 79, 80, 91-97, 104, 108-110, 111-112, 128, 129, 130-131, 134-135, 144-145, 147-149, 153, 189, 192-194
Concrete supports	www.BeginningsGuides.com/pregnancyresources	www.BeginningsGuides.com/parentingresources