



Welcome Home Baby

- Is universally available to families
- Offers voluntary access to home visits
- Begins before or after the time of birth
- Builds on existing public and private services
- Creates a funding partnership between the State of Wisconsin and local communities



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Welcome Home Baby Endorsements Include:

- American Academy of Pediatrics, Wisconsin Chapter
- Ashland-Bayfield County Healthy Families Program
- Children's Health System
- Dane County Division of Public Health
- Family Resource Centers of Fond du Lac County
- Family Resource Centers of Sheboygan County
- Iowa County Department of Health
- League of Women Voters of Wisconsin
- Learning Together Family Literacy, Holmen
- Lutheran Office For Public Policy in Wisconsin
- Manitowoc Family Education and Resource Center
- Milwaukee Child Abuse Prevention Network (230 organizations in Milwaukee)
- Network for Healthy Families, Dane County
- Parents Plus of Wisconsin
- Portage County Right From the Start Coalition
- St. Vincent Hospital Prenatal Care Coordination, Green Bay
- State Medical Society of Wisconsin
- State Bar of Wisconsin – Family Law Section
- Supporting Today's Parents, Milwaukee
- ThedaCare Behavioral Health, Appleton
- UW Medical School, Child Psychiatry Division
- Wisconsin Counties Association
- Wisconsin Public Health Association
- YWCA Family Center, Milwaukee

Welcome Home Baby

An Initiative
Proposed
by

Wisconsin Cares
and the
Right From the Start Coalition of Wisconsin



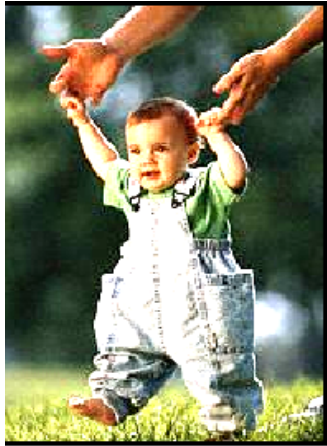
**STRENGTHENING
WISCONSIN
FAMILIES**

Welcome Home Baby Means Support for All Parents of Newborns in Wisconsin

The aim of **Welcome Home Baby** is to strengthen families in order to ensure that every child in Wisconsin has the opportunity to become a productive citizen.

Research and experience reinforce the importance of early contacts with the parents of newborns to lay the foundation for more effective parenting. Getting parents and young children off to the right start—right from the start—yields tangible benefits in terms of success in school and in later life.

The goal of **Welcome Home Baby** is to make voluntary community home support programs available to all parents of newborns in Wisconsin. Currently, they reach an estimated one-quarter of those parents. This initiative will expand existing programs and services to reach a greater number of families. Where there are none, **Welcome Home Baby** will provide funding to develop home support programs.



Why is Welcome Home Baby Needed?

Because it works!

One reason child abuse and neglect occur is because many parents lack knowledge about child development and become frustrated with the challenges of child-rearing. Home visits help new parents cope with the challenges and responsibilities of parenthood and child rearing and also increase positive outcomes, such as:

- Parenting effectiveness
- Knowledge of child development
- Connection to community resources
- School readiness

Supporting parents before and after childbirth reduces undesirable outcomes, such as:

- Child abuse and neglect
- Delinquency and crime
- Violence
- Addictions
- Teenage pregnancy
- Emotional disorders

**Parenting
is Lifelong Learning
that Begins
RIGHT FROM THE START**

What is Welcome Home Baby?

The **Welcome Home Baby** initiative proposes creating a partnership between the State of Wisconsin and communities to offer support on a voluntary basis to ALL FAMILIES before and after childbirth.

The initiative would tailor home support to the needs of families and build on the resources of communities. The goal is the same in all communities: *to offer all parents information and access to resources and to assist parents in developing the skills needed to raise healthy children in safe environments.*

Home support programs employ a variety of strategies including phone contacts, in-home visits, education, and group programs located in family resource centers.

The initiative would require participating communities to match state funds received.



**Every child deserves
an opportunity to become
a productive citizen.**