

	Healthy Moms	Healthy Start Center	Baby Love/Strong	Perinatal Home Visiting Program	Nurse Family Partnership	Monroe Plan for Medical Care
Services Offered	<p>Birth Preparation Classes</p> <ul style="list-style-type: none"> ▪ Pregnancy, labor, and delivery education ▪ Parenting education ▪ Empowerment activities to provide social reinforcement for healthy behaviors <p>3-hour classes held weekly for 10 weeks</p> <p>Provides lunch, childcare, and transportation</p>	<p>Group-based Programs</p> <ul style="list-style-type: none"> ▪ Risk assessment ▪ Care coordination including referrals for needed services ▪ Health education (pregnancy and infant) ▪ Smoking cessation ▪ Mental health therapy (individual and group) ▪ Life skills classes ▪ Support groups for teens, first time parents, survivors of sexual abuse <p>Provides childcare and transportation</p>	<p>Peer Home Visiting:</p> <ul style="list-style-type: none"> ▪ Risk assessment. ▪ Care coordination, including referrals for needed services ▪ Intervention for behavioral and social issues ▪ Health care referral and transportation to medical appointments ▪ Support services including counseling, financial help, childbirth classes, etc. 	<p>Peer Home Visiting</p> <ul style="list-style-type: none"> ▪ Risk assessment ▪ Care coordination including referrals for needed services ▪ Pregnancy, labor, and delivery education ▪ Assistance with applications for WIC, Medicaid, insurance ▪ Health education for mother and child ▪ Parenting skills ▪ Assist with personal goals 	<p>Nurse Home Visiting</p> <p>Provides in-home education on:</p> <ul style="list-style-type: none"> ▪ Personal Health ▪ Environmental Health ▪ Life Course development (including family planning, education, and job training) ▪ Maternal Role (including physical care of the baby, bonding, emotional care) ▪ Family and Friends (including Support Network and personal relationships) 	<p>Case Management and Support for members with high risk medical conditions or who are psychosocially at risk. A Perinatal Nurse, Maternal Child Health Specialist and Behavioral Health staff offer support, education and linkage to health and community services for women and children. MP contracts with Baby Love to offer intensive outreach to those pregnant women with the highest social risk factors.</p>
Eligibility Criteria						
Geography Served	14605 14606 14608 14611 14613 14619 14621	14605, 14606, 14607, 14608, 14609, 14611, 14613, 14616, 14621	14621, 14605 NW quad (No limitation if Blue Choice Option insurance)	Monroe County	Monroe County	13 counties in Finger Lakes Region and Southern Tier
Gestation	Pregnant; Less than 30 weeks	Pregnant (any gestation) or parenting child under age 2	Pregnant; Less than 30 weeks	Pregnant, any gestation	Pregnant; Less than 28 weeks	Any MP member; does not need to be pregnant
Parity	Any	Any	Any	Any	No previous live births	Any
Service duration	One follow up class at 6 weeks postpartum	Serves women with children under age 2	Visits can continue until baby is 1 year old	Visits continue until the baby is 1 year old	Visits continue until the baby is 2 years old	As needed
Contact Information	<p>Healthy Moms Unity Health System St. Mary's Campus 89 Genesee St. Rochester, NY 14611 Phone: 368-3490 Fax: 368-3491 mcoleman@unityhealth.org</p>	<p>Healthy Start Center Unity Health System St. Mary's Campus 89 Genesee St. Rochester, NY 14611 Phone: 368-3490 Fax: 368-3491 mcoleman@unityhealth.org</p>	<p>REEP Community Center 555 Avenue D Rochester, NY 14621 Phone 339-3209 Fax: 339-3219 wendy_winston@urmc.rochester.edu</p>	<p>Monroe County DOPH 691 St. Paul St. 4th fl Rochester, NY 14605 Phone 753-5437 Fax: 324-1228 pwhite@monroecounty.gov</p>	<p>Monroe County DOPH 691 St. Paul St. 4th fl Rochester, NY 14605 Phone 753-5437 Fax: 324-1228 pscott@monroecounty.gov</p>	<p>Monroe Plan For Medical Care Phone: 585-256-8402 Fax: 697-1734 chamilton@monroeplan.com</p>

Why Refer?

Dramatic disparities in perinatal risk factors continue to result in disparities in birth outcomes. The following chart compares the risk factors for women living in the 9 zip codes surrounding the city center and African American women in those zip codes to those living in Monroe County outside those zip codes:

	MC	9-Zip	9-Zip AA
Age < 18	2.1%	12.6%	16.3%
No HS education	4.9%	29.5%	32.9%
STD during pregnancy	1.3%	6.8%	10.1%
Unintended pregnancy	21.7%	50.3%	60.9%

Prefer to Refer On Line?

The Perinatal Network is sponsoring the development of The PeerPlace Network, which will enable on-line referral to many perinatal and parenting services – all you will need is internet access. The system will connect perinatal support services in a totally HIPAA-compliant environment. Providers will be able to join the network or simply access the system through the internet to send referrals electronically. If you are interested in learning more, call the Perinatal Network, 546-4930 x214.

Perinatal Network of Monroe County
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Support Services for Pregnant and Parenting Women



A Guide for Easy Referral

When Standard Prenatal Medical Care is Not Enough

Many women living in challenging homes and neighborhoods face a host of social and emotional obstacles to a healthy pregnancy and positive birth outcomes. Long-standing mental health issues, unhealthy behaviors, financial hardship, poor parenting role models, and lack of social support contribute to neonatal morbidity and mortality. For these women, adequate medical care is necessary but not sufficient.

The social service support programs available to help such women have common goals but different approaches and different eligibility. Making an appropriate referral can be time consuming and frustrating for all involved. This guide is intended to ease the referral process so that more women get the help they need.

The programs listed here are Perinatal Network partners who have worked together over the past several years to address racial disparities in birth outcomes. There are other programs available in the community in addition to these. To learn about other services, call 211, or see the Resource Directory on the Perinatal Network website, www.pnmc-hsr.org.

You cannot do it all yourself, but you can help high-risk women have healthy births and healthy babies. Make the referral today.