

Welcoming
Baby 

Postpartum Care



Welcoming Baby Postpartum Care

Congratulations on your new baby! The journey of parenthood is a rewarding experience. Whether you are a first-time parent or growing your family, having a baby is one of the most exciting times.

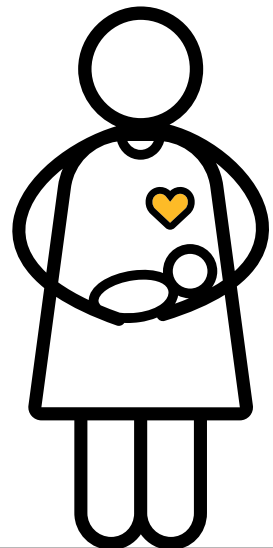
This booklet is written just for you. It covers topics ranging from postpartum recovery to newborn care.

Please take a few moments to read through this booklet.

We thank you for choosing Welcoming Baby as your postpartum care resource. For more information about Welcoming Baby please call **1-844-671-2108 (TTY: 711)**, Monday through Friday, 8 a.m. to 5 p.m., or email us at **welcomingbaby@sentara.com**.

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Member Events

Check dates and register for our upcoming programs at sentarahealthplans.com/events. Some events are held online and some are in person. All events are free.

You can also register for the following by calling your Welcoming Baby community health worker at **1-844-671-2108 (TTY: 711)**, Monday through Friday, 8 a.m. to 5 p.m.

- **Baby Showers** – Have fun while expert guest speakers provide helpful tips about postpartum resources, support, infant care, and Women, Infant, and Child (WIC).
- **Maternal and Child Health Series** – This program provides a deeper focus on postpartum education, family planning, reproductive health, and parenting through stress.

You can register for these events by calling our outreach team at **1-833-261-2367 (TTY: 711)**, Monday through Friday, 8 a.m. to 5:30 p.m.

- **Member Advisory Committee Meetings** – Your chance to give us feedback about your experience, ask questions about your benefits, and share your ideas.
- **The HEAL Program®** – This series of classes covers a different health topic each week. Topics include medical history forms, emergencies, and food labels.



My Welcoming Baby community health worker is:

Name: _____

Office phone: _____

Cell phone: _____

Email: _____

Support and Outreach



Meet your postpartum team who will continue to support you during this time.

Welcoming Baby certified community health workers contact you throughout 12 months postpartum. Your community health worker can explain services you can get from Sentara Health Plans, such as breastfeeding resources and incentives. They will also remind you to attend your postpartum visits.

Care managers are licensed professionals or professionals with a background in healthcare who provide education and coordination of care for members and their babies for 12 months after delivery.



High-risk nurse care managers work with you to control your blood pressure and blood sugar, coordinate care for behavioral health concerns, screen for depression, and provide you with education on hypertension.

Health educators help you enroll in prenatal and parenting classes, where available. Your health educator also provides assistance for quitting smoking and maintaining healthy exercise during pregnancy (doctor permitting).

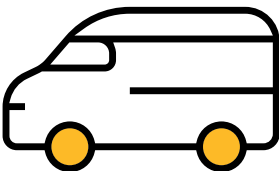
OB doctors (obstetricians) care for women during preconception, pregnancy, childbirth, and the first several weeks postpartum (after childbirth). They manage and treat health conditions associated with pregnancy and postpartum to ensure both you and your baby are healthy.



Pediatricians (baby's doctor) are specially trained doctors who treat babies, infants, adolescents, and teenagers.

Doulas are trained professionals and offer non-clinical pregnancy, postpartum, and childbirth related supportive services throughout your pregnancy and postpartum.

FREE 24/7 Nurse Advice Line for times your doctor is not available and you're not sure what to do. Call **1-833-933-0487 (TTY: 711)**, 24 hours a day, seven days a week. This call is free.



You can request transportation to your doctor appointments by calling **1-877-892-3986 (TTY: 711)**, Monday through Friday, 6 a.m. to 6 p.m.

Family Planning

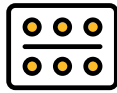
Everyone's ideal family size is different. Now that you have added to your family, we can help you plan and grow your family to the size you want. We do this through our family planning services.

These services help you learn about the different birth control options you have with Sentara Health Plans. From there, you can decide what works best for you.

Types of Birth Control We Cover



Condoms



Oral Contraceptive
(pills)

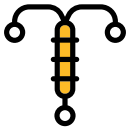


NuvaRing®



DEPO-PROVERA®
(shot)

Long-Acting Reversible Contraceptives (LARC)



Intrauterine
Device
(IUD)



Implant
(thin implant
inserted in the
skin of the arm)

Permanent Method



Bilateral Tubal
Ligation
(tubes tied)

There are a lot of factors to consider when choosing birth control. Your doctor can answer questions and share information with you. For example, did you know it's recommended to wait at least 18 months after delivery to become pregnant again? Set up a visit with your doctor to talk about your family planning options.

Postpartum Benefits* at a Glance

It is important that you receive the care you desire. After giving birth, we continue to support you with:

- postpartum benefits up to 12 months after delivery
- home visit after you give birth if needed
- 400 free diapers when you complete your prenatal and postpartum visits
- women's health and OB/GYN services
- support and guidance from your Welcoming Baby certified community health worker
- referral and coordination of services for substance abuse
- dental care
- HIV testing
- family planning and birth control
- incentives for postpartum care
- grocery card for buying healthy food items including fresh produce
- weekly discounts on healthy food, baby items, and cleaning products
- community resources, programs, and services
- sterilization (if you are over 21)
- Watch Me GrowSM reminder program for children birth-24 months (well-child visits and shots)

** Some benefits have restrictions and limits.*



Another helpful resource is Plan First. This Virginia Department of Medical Assistance program offers free yearly family planning education and exams, contraceptives, and lab testing. Learn more at dmas.virginia.gov/for-members/for-adults/plan-first.

Baby Blues and Postpartum Depression

Bringing home your baby is such an exciting time, but many new parents experience a period of adjustment. During this period, many mothers may feel a range of emotions and changes in hormone levels. These changes could cause baby blues or lead to postpartum depression.

The “baby blues” can affect up to 80% of new mothers and can last up to two weeks postpartum. Baby blues is common and could be related to hormone changes occurring in your body. After a couple of weeks, these feelings should lessen and disappear.

Postpartum depression is the most common complication of pregnancy and childbirth, affecting one in seven women. It is more than the baby blues, and the symptoms can be more severe and affect your ability to function.

It is important to take care of yourself and ask for help from family and friends or a healthcare professional. It is also important to find ways to manage stress.



How to tell the difference

Symptom	Baby Blues	Postpartum Depression
Afraid of being alone	x	x
Anxiety	x	x
Confusion	x	x
Crying for no reason	x	x
Hard to focus	x	x
Impatience	x	x
Irritable	x	x
Mood changes	x	x
Restlessness	x	x
Sadness with frequent crying	x	x
Sleep difficulties	x	x
Weight loss/gain or appetite changes	x	x
Anger and irritability		x
Anxious with worry		x
Decreased activity		x
Feeling of disconnect between you and your baby		x
Hopelessness		x
Overpowering guilt or panic		x
Scary thoughts about yourself or your baby		x

It is best to seek treatment for postpartum depression. If you have severe signs and symptoms of postpartum depression that last for more than two weeks, call your doctor.

For more information and resources, or to join a postpartum support group, visit [postpartumva.org](https://www.postpartumva.org).

Tips for Breastfeeding Your Baby

Breastfeeding has multiple health benefits for both you and your baby. Breast milk provides the nutrients and calories needed for your baby's health. It supports your baby's brain development and growth. It also strengthens the bond between you and your baby, and it prevents infections and boosts their immune systems. Mothers who breastfeed can lower their risk of high blood pressure, diabetes, and ovarian and breast cancer. Breastfed babies have a reduced risk for asthma, obesity, type 1 diabetes, ear infections, and SIDS.

Things to remember when breastfeeding

- every breastfeeding journey is different
- wear the right nursing clothing
- feed from both breasts equally
- allow your baby to nurse as they need in order to empty the breast
- nursing makes you thirsty, drink plenty of water

Talk to your doctor or lactation consultant if you experience any of these symptoms

- difficulty latching on
- sore or cracked nipples
- flat or inverted nipples
- sore breasts or lumps in the breast

Register your breast pump

Call your community health worker today if you did not get your free Aeroflow breast pump before giving birth or visit **aeroflowbreastpumps.com** to register your new breast pump.

For more information and tips about breastfeeding, visit **womanshealth.gov/breastfeeding**.

Quitting Smoking Resources

Quitting is the best thing you can do for yourself and your baby. Secondhand smoke can cause serious health problems for your baby, including putting them at a higher risk of sudden infant death syndrome (SIDS).

Sentara Health Plans has a free quit-smoking program, "Stay Smokeless for Life." It is a self-paced program to help tobacco and electronic cigarette users quit. Use the video library and resources at [sentarahealthplans.com/quitsmoking](https://www.sentarahealthplans.com/quitsmoking). More quit smoking resources are available through WebMD®. Follow these steps:



1. Sign in to the member portal at [sentarahealthplans.com/signin](https://www.sentarahealthplans.com/signin)
2. Select **Wellness Tools** from the **Get Healthy** menu option (you will be redirected to the WebMD portal)
3. Click on **Daily Habits** and select **Quit Tobacco**

You can get more resources at [women.smokefree.gov](https://www.women.smokefree.gov) or contact Quit Now Virginia, a state-funded tobacco cessation program with counseling and free nicotine replacement therapy at **1-800-784-8669 (TTY: 711)**, or visit [quitnowvirginia.org](https://www.quitnowvirginia.org).



Health and Wellness

The postpartum period is a special time for new parents to bond with their babies and adjust to their new lives. During this time, focusing on your health and wellness is important. This includes eating a balanced diet, getting enough rest, and exercising. We have resources to help you, such as:

Ovia Health™ smartphone app

Download the Ovia Parenting and Baby Tracker app. Sentara Health Plans provides this app free to you. With this app, you can track your baby's milestones, sleep, and bottle feedings, get health coaching programs for postpartum and breastfeeding support, and search educational articles answering many questions you might have at this time.



For more information on the Ovia apps, scan this code with your smartphone camera or QR code reader app or go to sentarahealthplans.com/members/health-and-wellness/ovia-health.

Postpartum doula support

If you used a doula during your pregnancy and delivery, they will provide ongoing postpartum support to help you transition into parenthood. They help you to adjust to your new life as a parent, provide emotional support, and offer help ranging from breastfeeding to newborn care.

Doulas can provide referrals to other professionals and resources, such as:

- lactation consultants
- postpartum mental health specialists
- parenting resources

Benefits and coverage for doula services include getting:

- up to four postpartum visits
- connected to health and social services
- culturally informed care

Women, infants, and child resources

Women, Infants, and Child (WIC) is a food supplement program designed to help meet the nutritional needs of you and your family. WIC provides eWIC cards for certain types of food to pregnant moms, babies, and growing children. WIC also promotes and supports breastfeeding should you decide to breastfeed your baby. To sign up for WIC, go to the local WIC office or visit [myvawic.org](https://www.myvawic.org) to apply. You will also need to sign up your baby for WIC once they are born. If you have any questions about WIC, please talk to your Welcoming Baby community health worker.

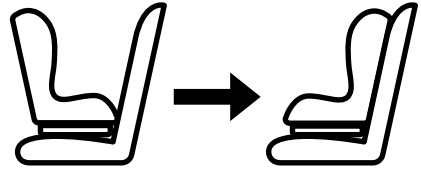


Car Seat Safety

12 tips for car seat safety

1. The American Academy of Pediatrics recommends all newborns be in rear-facing car seats starting at birth when leaving the hospital.
2. All infants and toddlers should ride in a rear-facing car seat as long as possible until they reach the highest weight or height allowed by their car seat label.
3. Rear-facing seats can typically be used from birth to 2 years old or more.
4. Two-year-olds should meet height and weight restrictions for the car seat model before transitioning to a forward-facing car seat.
5. Children ages 2–5 can move to a forward-facing car seat with a harness.
6. School-age children, age 5 and above, whose weight exceeds forward-facing car seat limits can use a booster seat.
7. All children, up to at least age 12, should ride in the back seat.
8. Car seats should be installed away from active airbags.
9. Car seats should be installed in the back seat, never in the front.
10. Check to be sure your car seat is installed properly before use. Go to your local fire station to have it checked.
11. Remove coats and bulky outerwear prior to putting your child in the car seat.
12. Remove baby car seat mirrors in hot weather or use a heat-resistant baby car mirror. The reflection from the sun may burn your child.

Types of car seats



Infant Car Seat	Convertible Car Seat
Rear-facing only	Rear-facing and forward-facing
For babies from birth to 22–35 pounds, depending on the model.	For children up to 65 pounds depending on the model.
Small and compact, comes with a carrying handle.	Heavier and larger, does not come with a carrying handle.
A great option for you if you're going to make frequent trips with your baby and you need something portable.	A great option if you want a car seat that will last many years – it can convert to forward-facing and to a booster.
Some models have a detachable base that can be left in the car so you don't have to reinstall the seat every time you get in the car.	Some models have parts that cannot be removed and are designed to stay in the car and not be taken out.
Five-point harness that attaches at the shoulders and hips, and connects between the legs.	Five-point harness that attaches at the shoulders and hips, and connects between the legs.
You can buy additional bases for more than one car.	No base needed.

Did you know?

- You can find the weight limit in the user manual, on a label on the side of the seat, or by checking online.
- If you need help setting up the car seat, call your local fire department for an appointment for installation assistance.
- Register the car seat with the manufacturer for safety updates and recalls.
- Car seats have reduced the risk of injury by about 71–82% for children compared to seat belt use alone.
- Booster seats have reduced the risk for serious injuries by 45% for children ages 4–8 years old compared to seat belt use alone.



Safe Sleep Education

Welcoming Baby offers free online training through its partner, the Safe Sleep Academy. Take the “Cribs for Kids Safe Sleep Ambassador Training” and earn points in the Welcoming Baby program to go toward your completion gift after your baby is born!

1. Go to safesleepacademy.org/safe-sleep-training
2. Register online
3. Take the quiz
4. Take a picture of your certificate and email or mail it to your Welcoming Baby community health worker

Remember these three easy steps for your baby to sleep safely – **Alone, Apart, and Always**. These three actions can help prevent Sudden Unexpected Infant Death (SUID).

1. **Alone** – Your baby should sleep alone in their sleep space, on a firm surface, and on their back, unless your doctor says otherwise. Their crib or bassinet can be in the same room as you so you can be there for them.
2. **Apart** – Your baby should sleep apart from any objects, pillows, or blankets that could put them at risk. Toys and soft bedding increase the risk of death.
3. **Always** – You should always follow safe sleep practices, during every sleep, and with every caregiver.

Learn more about safe sleep at safesleepacademy.org and dss.virginia.gov/safe_sleep.



Reward Your Care

We want to help you have a healthy recovery after giving birth. A postpartum visit is a medical checkup you get after having your baby to make sure you're recovering well from labor and birth. Your visit with your OB doctor is a great time to discuss how you are feeling, talk about any resources you may need, and discuss birth control options. Your postpartum visit is essential, and we want to reward you for going to your appointment.


Healthy incentives program

You may be eligible for a gift card for having your postpartum visit on or between 7 to 84 days after giving birth. If you are eligible, you can choose from over 100 retailer gift cards. For more information about the healthy incentives program, talk to your Welcoming Baby community health worker.

Points and gift cards

Participating in Welcoming Baby allows you to earn points. Some ways you can earn points include going to your doctor's visits and attending health education classes. If you track your points and complete activities, you will be eligible for gift cards and a gift bag when you complete the program.



Activity	Points	Activity Completed
Participate in Welcoming Baby and initial screening	10 points	
First timely prenatal doctor visit	10 points	
Doctor visits	10 points each visit	
Prenatal care classes	50 points	
Educational books, classes, TV/video	20 points	
First prenatal outreach visit or phone call	10 points	
Additional outreach visits or calls	5 points (per visit/call)	
Points You Can Earn Now		
Choosing a pediatrician	10 points	
7 to 60-day timely postpartum doctor visit	10 points	
WIC enrollment	10 points	
Complete postpartum screening	10 points	

Your Welcoming Baby community health worker will also help you keep track of your points.

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Contact Us

1-844-671-2108 (TTY: 711)

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welcomingbaby@sentara.com