

Moms-to-Babies Maternity Management Program™



Steps to a Healthy Start ... for You and Your Baby

Expectant mothers need extra special care to give their babies a healthy start in life. The Moms-to-Babies Maternity Management Program offers services and educational materials to help — from the start of your pregnancy ... up until your little one arrives.

As part of the program, you receive:

- Educational materials, available in English and Spanish, on prenatal care, labor and delivery, newborn and baby care, postpartum depression, breastfeeding, as well as specialized information for Dad or partner.
- Web-based materials and access to certain program services through *Women's Health Online* (<http://womenshealth.aetna.com>).
- A pregnancy risk survey to help identify potential risk factors and pregnancy complications.
- Access to women's health obstetrically trained nurse case managers, who manage individual cases with participating obstetrical health care professionals.
- A small gift* just for enrolling and completing the pregnancy risk survey by your 16th week of pregnancy.
- Postpartum depression screening of high-risk members.

**Special features of the
Moms-to-Babies™ program include:**

Smoke-free Moms-to-be® Program

Quitting smoking is one of the best gifts a pregnant mother can give her baby. It can reduce the risk of many pregnancy-related complications for you and your child, including preterm delivery, low birth weight and Sudden Infant Death Syndrome (SIDS).¹ Smoke-free Moms-to-be, our nicotine-free smoking cessation program, can help you break this dangerous habit.

How It Works

Moms-to-Babies enrollees are asked to complete a voluntary pregnancy risk survey to help identify any potential risk factors early on in their pregnancies. Women who smoke cigarettes are invited to join the program.

Once enrolled, you'll receive a welcome letter, booklet and tools to help you quit smoking. You'll also receive case management from an obstetrically trained nurse experienced in helping you quit smoking.

*Quantities may be limited. Gifts will be sent while supplies last.

¹Tobacco Use and Reproductive Outcomes, Women and Smoking, A Report of the Surgeon General, Centers for Disease Control and Prevention, Office on Smoking and Health, 2001.

Breastfeeding Support and Education

The American Academy of Pediatrics recommends breastfeeding for at least the first year of your baby's life. Breastfed children have fewer ear infections, fewer childhood cancers and fewer allergies. Moms who breastfeed have stronger bones throughout their lifetimes, and better protection against breast cancer.²

The Moms-to-Babies program gives you the opportunity to obtain personalized breastfeeding support. In addition, all Moms-to-Babies program participants have access to discounted goods and services offered by one of the country's leading providers of breastfeeding support services, including educational materials, breast pumps at discounted prices, one-on-one counseling with certified lactation consultants throughout the baby's first year of life, and other services. More information about the goods and services available, including details about how to order, is included in the program's materials.

Please note, individual members are responsible for program initiation and an administration cost.

² *A Woman's Guide to Breastfeeding*. American Academy of Pediatrics, www.aap.org, 2004.

³ *Preterm Labor*, the American College of Obstetricians and Gynecologists (ACOG), www.acog.org, 2002.

⁴ "The March of Dimes and the U.S. Department of Health and Human Services: Partners in Preventing Birth Defects and Infant Mortality," March of Dimes Leadership Conference, October 17, 2003.

⁵ *An Easy Guide to Breastfeeding for African-American Women*, African-American Breastfeeding Alliance, Inc. (AABA) and the U.S. Department of Health and Human Services Office on Women's Health, 2001, www.4woman.gov.

Preterm Labor Education

Perhaps your due date is months away, giving you plenty of time to look forward to your baby's arrival. For some women, however, delivery comes a lot sooner than expected.

And the earlier the delivery, the greater the risk of complications. Preterm babies tend to grow more slowly. They may have problems with their eyes, ears and respiratory and nervous systems.³

The Moms-to-Babies program provides preterm labor education and resources to help reduce some of the risks associated with preterm labor. This includes:

- Education on the signs and symptoms of preterm labor.
- Weekly telephone follow-up by obstetrical nurse case managers, where appropriate.
- Instruction on self-monitoring your contractions.

Although preterm labor and delivery can happen to any pregnant woman, African-American women statistically face the highest incidence of these complications.⁴ And, the breastfeeding rates of African-American women are markedly lower than white and Hispanic/Latina women. In fact, only 19 percent of African-American women breastfeed by the time their babies are six months old.⁵

As part of the Moms-to-Babies program, we offer African-American women education about their risk for preterm labor, as well as breastfeeding education and support.



We want you to know all about this very special time —

from the many changes your body will experience to the unique resources we offer to keep you at your healthiest. Visit our website at www.aetna.com to learn more about our Moms-to-Babies program, and the additional services and resources we offer to help you and your growing family.

If you need this material translated into another language, please call Member Services at 1-800-323-9930. Si usted necesita este documento en otro idioma, por favor llame a Servicios al Miembro al 1-800-323-9930.

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