

MyBaby4Me

Initiative Implementation Playbook

The logo is positioned in the bottom right corner of the slide. It consists of a teal rounded rectangle containing the text 'MyBaby' in a small, white, sans-serif font, and '4Me' in a large, bold, white, sans-serif font. A small 'TM' trademark symbol is located to the upper right of the 'e'. Surrounding the rectangle are three teal stars of varying sizes: one large star at the bottom left, and two smaller stars at the top right.

MyBaby
4MeTM

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Instructions

How to use this playbook

This playbook will help stakeholders understand the expectations and deliverables for implementing the MyBaby4Me initiative.

This playbook consists of six stages, each with a description, required steps, action items, and outcomes.

The stages are sequential to keep consistency and order.

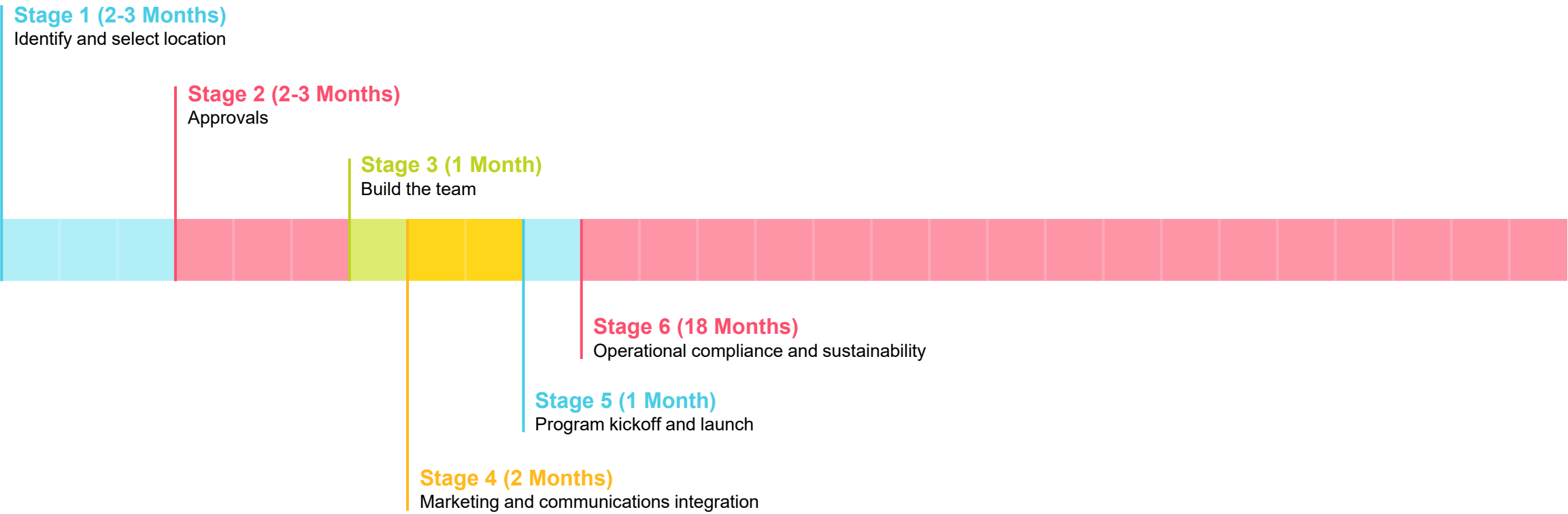
If the schedule of steps needs to be adapted for local needs, the proposed changes need to be approved by the area MyBaby4Me council.

Updates will be based on MEAL reports.

A close-up photograph of a Black woman with her hair in braids, gently holding a newborn baby. The baby is wearing a pink and white striped hat and a pink onesie. The woman is looking down at the baby with a soft expression. The background is bright and out of focus.

MyBaby
4Me[™]

Stage Goals and Timeline



Time frames are estimates only and can take place concurrently

Background

During the past 50 years, the infant mortality rate (the number of children who die before one year of age, per 1,000 births) in the United States has not improved on pace with other countries participating in the Organization for Economic Co-operation and Development (OECD). In 2021, the average infant mortality rate among OECD countries was 4.2. **The United States ranked number 37, at 5.4. Some states with the highest infant mortality rates are located within the North America Southeast Area.**

In the United States, mortality for black infants is 2 to 3 times higher than for non-Hispanic white infants, and maternal mortality ranges from 2.5 to 3 times higher for black women than non-Hispanic white women. These racial disparities are often localized to communities where residents live in poverty.

MyBaby4Me empowers participants to advocate for themselves more effectively; addresses social determinants of health like housing stability and nutrition; facilitates access to medical care and community programs; and fosters a sense of belonging, hope, and belief in a safe and loving environment.

Various hospital and public health-based programs have been introduced to try to reduce racial disparities and unacceptable mortality rates but to date have been largely unsuccessful. MyBaby4Me is based on peer-reviewed research at Ohio State University with a proven record of diminishing infant mortality.¹

¹Gabbe PT, Reno R, Clutter C, Schottke TF, Price T, Calhoun K, Sager J, Lynch CD. Improving Maternal and Infant Child Health Outcomes with Community-Based Pregnancy Support Groups: Outcomes from Moms2B Ohio. *Matern Child Health J.* 2017 May;21(5):1130-1138. doi: 10.1007/s10995-016-2211-x. PMID: 28074311

Scope

- MyBaby4Me is a zip code-based intervention initiative developed by the North America Southeast Area of The Church of Jesus Christ of Latter-day Saints. It is administered, operated, and implemented through a national banner organization in collaboration with local banner organizations. The objective of the initiative is to reduce infant mortality rates in underserved communities and to set families on a path out of generational poverty.
- The initiative only offers support to women who are soon-to-be mothers or new mothers with infants up to 18 months old, residing in specific zip codes identified as being at risk for increased mortality. The initiative addresses gaps in community health care and provides access to some essential resources.
- Participants can get help with housing and food insecurity, transportation, health care sourcing, early and prenatal education, GED completion, and job searching. Weekly educational classes provide information about maternal and infant health and help to support and inspire mothers in an environment of love, hope, and safety.
- Volunteers and staff do not practice medicine. Volunteers and staff refer participants to discuss specific health needs with their medical doctor. Participants are encouraged to dial 911 if they have a medical emergency.
- Each implementation is funded for the first 18 months after executive approvals. After 18 months, the national banner organization should be capable to run the initiative by other donor funding.
- The national banner organization is responsible for managing the implementation and administers the initiative. This includes anything related to finances, data collection, advertising, compliance with necessary agreements and policies, fiscal sustainability after the initial seed funding, employment liability and insurance, and all operational matters.
- The national banner organization recruits, coordinates, and supervises non-Church members, volunteers, and personnel involved in the program.
- Church members and full-time missionaries are recruited by area welfare/self-reliance services staff with assistance from the area consultant.

Reporting lines

National Banner

- Primary contact for budget, data, program administration, and operational issues
- Primary contact for national banner assets (such as promotional materials, flyers, and supplies)
- Primary contact for local banner organization
- MOU/agreements with the Church and the local banner organization
- Financial support to local banner organization
- Budget development and allocation
- Data management
- Procurement of meals/food, groceries, gift cards (as requested by coordinators and allowed by budget)
- Transportation budget
- Guideline interpretation and exceptions
- Grant writing and coordination (in collaboration with the Church)

Area Consultant

- Primary contact point for senior missionary MyBaby4Me coordinators
- Curriculum questions
- Missionary transportation responsibilities (non-budget related)

RACI assignments

R = Responsible **A** = Accountable **C** = Consulted **I** = Informed

| | | USSE Area Presidency | Director for temporal affairs | Area welfare self-reliance manager | Area Humanitarian manager | Local welfare self-reliance manager | National banner organization | Area Consultant | Local banner organization | Local communication director | Lead senior missionary couple | Area publishing services manager |
|---------|---------|----------------------|-------------------------------|------------------------------------|---------------------------|-------------------------------------|------------------------------|-----------------|---------------------------|------------------------------|-------------------------------|----------------------------------|
| Stage 1 | Step 1 | A | R | R | C | C | R | R | n/a | I | n/a | I |
| | Step 2 | C | A | A | C | R | I | C | n/a | C | n/a | I |
| | Step 3 | I | I | I | R | I | I | C | n/a | C | n/a | I |
| | Step 4 | I | A | A | R | A | R | C | n/a | C | n/a | I |
| | Step 5 | I | I | A | R | R | R | C | n/a | I | n/a | I |
| Stage 2 | Step 1 | I | I | A | R | I | R | C | n/a | n/a | n/a | I |
| | Step 2 | I | I | A | R | A | I | I | n/a | n/a | n/a | I |
| | Step 3 | R | R | R | A | I | I | I | n/a | I | n/a | I |
| | Step 4 | n/a | I | A | R | I | R | I | n/a | I | n/a | I |
| | Step 5 | I | I | A | R | A | R | I | n/a | I | n/a | I |
| Stage 3 | Step 1 | I | I | I | A | A | R | C | R | A | n/a | I |
| | Step 2 | I | I | R | A | I | I | R | n/a | n/a | n/a | I |
| | Step 2a | I | I | A | A | R | I | C | n/a | n/a | n/a | I |
| | Step 2b | I | I | I | I | I | R | I | n/a | n/a | n/a | I |
| | Step 3 | I | I | A | A | R | I | C | n/a | n/a | n/a | I |
| Stage 4 | Step 1 | I | I | I | I | I | R | C | A | R | A | I |
| | Step 2 | I | I | I | I | I | R | C | A | R | A | I |
| | Step 3 | I | I | I | I | I | R | C | A | R | A | A |
| Stage 5 | Step 1 | I | I | I | I | A | R | C | R | R | R | A |
| | Step 2 | I | I | I | C | C | R | C | R | A | R | I |
| | Step 3 | I | I | I | C | C | R | C | R | I | R | I |
| Stage 6 | Step 1 | I | I | I | A | I | R | C | A | I | A | I |
| | Step 2 | I | I | I | A | I | R | C | A | n/a | n/a | I |

Stage 1

Identify and select location

1

Identify

Documents

Team

Marketing

Launch

Sustain

Appendices



The three key outputs of this stage will be:

1. Identify target cities/zip codes/neighborhoods
2. Confirm stake and community stakeholders
3. Lock local banner organization

Step 1: Identify potential location

Step 2: Confirm stake(s) capacity and willingness

Step 3: Confirm community support

Step 4: Identify potential local banner
organizations

Step 5: Meet preferred local banner and potential
support organizations

Identify

Step 1

Identify potential location

With the direction/approval of the Area Presidency, the area consultant and national banner organization and AWSRM work together to identify the zip code within a city where the initiative can be most effective.

Action items

Identify underserved community by:

- Child mortality statistics
- Zip codes or neighborhoods
- Current initiatives in the perimeter
- Local government/community endorsement



Outcome

- Identification of target cities/zip codes/neighborhoods

Step 2

Confirm stake(s) capacity and willingness

Welfare/self-reliance manager verifies stake capacity to provide volunteers.

Action items

- Seek Area Seventy's recommendation and stake president(s) commitment to provide support personnel (appendix 1)
- Evaluate capability of providing one stake-level coordinator and four to six young and senior service missionaries, and/or support personnel who can serve for two years twice a week for about three hours each day for the following and possibly other activities:
 - Childcare support
 - Meal preparation, serving, and cleanup



- Present MyBaby4Me service opportunity for stake members

Outcome

- Confirmation of stake(s) support

Identity

Step 3

Confirm community support

Area humanitarian manager delegates responsibilities to the area consultant as needed to seek community support for MyBaby4Me initiative in a targeted zip code.

Action items

- Lobby initiative
- Present initiative concept to community stakeholders and confirm interest

Outcome

- ★ • Community is receptive and willing to support the initiative

Step 4

Identify potential local banner organizations

National banner organization and area humanitarian manager search for a local banner organization within the identified zip code/neighborhoods.

Action items

Identify organizations that have:

- Reputation for service in the community
- Credibility with community
- Background and experience in providing services to women and children
- Credibility with local business and government
- IRS designation as 501(c)(3) (appendix 3)

Outcome

- ★ • List of potential local banner organizations

Identity

Step 5

Meet preferred local banner and potential support organizations

The national banner organization, area humanitarian manager, and local self-reliance manager meet with potential local banner organizations to introduce the initiative. Outline the history and purpose, audience, curriculum, and operational plan. If a banner organization demonstrates interest, the Area MyBaby4Me council/national banner organization will consider their qualifications and decide whether to move forward with them.

Action items

- Meet with potential local banner/support organizations
- Present the local community executive summary and MyBaby4Me one-page summary (appendix 2)
- Verify that the organization clearly understands the initiative's goals and the organization's role as the local banner collaborating organization (appendix 3)
- Discuss miscellaneous needed commodities (appendix 4)
- Discuss essential relationships (appendix 5)
- Discuss child entertainment tools (appendix 6)
- Discuss guidelines for volunteers and organizations (appendix 7)
- Discuss MyBaby4Me guidelines for mothers (appendix 8)

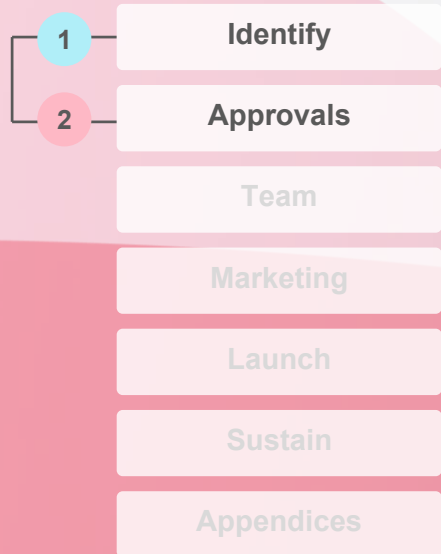


Outcome

- Local banner organization is selected

Stage 2

Approvals



The three key outputs of this stage will be:

1. Approval to move forward
2. All contracts reviewed and signed
3. Funding dispersed

Step 1: Proposal submission

Step 2: Internal administrative arrangements

Step 3: Approval

Step 4: Sign contracts

Step 5: Transfer funds

Approvals

Step 1

Proposal submission

The national banner organization prepares a proposal for an 18-month budget for the MyBaby4Me initiative, for the selected zip code, and submits it to the area humanitarian manager.

Action items

Presentation includes:

- Detailed budget distribution
- Budget administration tools
- Measurable outcomes
- Monitoring and evaluation plan
- Sustainability plan
- Number of beneficiaries
- Proposed start date
- Data collection process

Outcome

- Project proposal for review

Step 2

Internal administrative arrangements

The area humanitarian manager arranges for proper control, funding, and internal project management.

Action items

- Enter project proposal in ChaS
- Obtain project approval from the Area Presidency



Outcome

- Project approved and entered to ChaS

Approvals

Step 3

Approval

Area welfare/self-reliance manager and director of temporal affairs presents the proposal to the Area Presidency with an update on MyBaby4Me implementation.

Based on funding levels, other executive councils will need to approve.

Action items

- Executive presentation
 - Background
 - Current situation
 - Proposed intervention
 - Measurable outcomes
 - Budget



Outcome

- Approval to move forward

Step 4

Sign contracts

Area humanitarian manager verifies master service agreement terms and negotiates contract with national banner organization.

Action items

Contracts between the Church and national banner organization

- Review master service agreement
- Create work order for new location

Contract between national banner and local banner organization

- Liability and IP disclosures
- Facilities usage



Outcome

- All contracts reviewed and signed

Approvals

Step 5

Transfer funds

Area humanitarian manager disperses funds to national banner organization for project implementation.

Action items

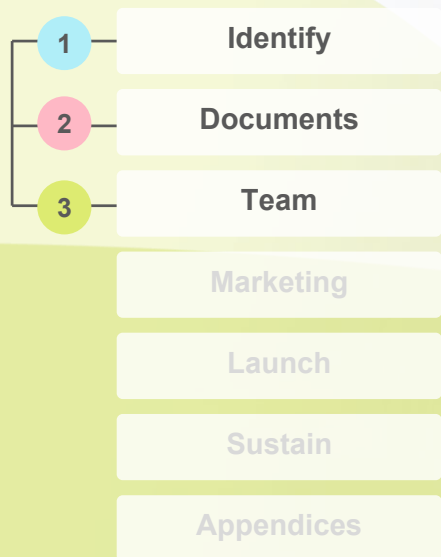
- Disburse project funds to the national banner organization
- National banner organization disperses funds to local banner organization
 - Monthly dispersion/as needed
- Local or national banner organization procures items and commodities needed for operation (appendix 4)

★ Outcome

- Funding dispersed

Stage 3

Build the team



The five key outputs of this stage (depending on availability of a senior missionary couple) will be:

1. Begin implementation process
2. Identify full-time missionary couple and assign them to serve in the MyBaby4Me initiative
3. Make sure that local priesthood leadership is aware of and committed to supporting the initiative
4. Hire national banner employee

Step 1: Assemble team

Step 2: Recruit and orient full-time missionary couples

Step 2a: Recruit and train local young and senior MyBaby4Me service missionaries and support personnel

Step 2b: Recruit and train full-time national banner employee

Step 3: Recruit and orient local young and senior service missionaries and support personnel

Team

Step 1

Assemble team

Assemble the national banner and local banner organizations.

Action items

Assemble local implementation team

- Local banner organization
- Area humanitarian manager; communications and stake leadership (as determined by stake president)
- National banner
- Local collaborating organizations:
 - Academic medical center(s)
 - Public health department(s)
 - Local private hospitals
 - Local doula support
 - Lactation consultant
 - Other interested community members
 - Churches
- Present the community presentation (appendix 9)

Checklists and forms to support initiative implementation

- Executive summary and MyBaby4Me one-page summary (appendix 2)
- Local banner criteria checklist (appendix 3)
- Essential relationships checklist (appendix 4)
- Miscellaneous commodities checklist (appendix 5)
- Child entertainment tools checklist (appendix 6)
- MyBaby4Me guidelines for volunteers and organizations (appendix 7)
- MyBaby4Me guidelines for mothers (appendix 8)
- Full-time missionary couple checklist (appendix 10)
- Marketing/communications plan (appendix 11)
- Signage checklist (appendix 12)
- Program schedule (appendix 13)
- Release of information and transportation waiver forms (appendix 14)
- Sustainable funding sources (appendix 15)

Outcome



- National banner begins implementation process with virtual meetings approximately 12 weeks before the first class (appendix 16)
- National banner plans press conference and neighborhood canvas to occur 3-4 weeks before first launch

Team

Step 2

Recruit and orient full-time missionary couples

Area consultant identifies candidates who are interested in serving as infant mortality reduction team members.

Action items

- Potential infant mortality care specialist missionary couples are identified through the senior missionary website and on referral from current missionaries
- Communicate with potential missionary couples
- Couples submit applications through the senior missionary portal, requesting assignment to the MyBaby4Me initiative (appendix 10)
- Verify that they are assigned to that calling
- Help full-time missionary couples become familiar with the approved curriculum (appendix 13)



★ Outcome

- Full-time missionary couple identified and assigned to serve in the MyBaby4Me initiative

Team

Option 2a

(Alternative if no full-time senior missionary support)

Recruit and train local young and senior MyBaby4Me service missionaries and support personnel

The area humanitarian manager organization identifies candidates who can serve as MyBaby4Me support specialists to support the local initiative.

Action items

- Acquaint local priesthood leaders with the MyBaby4Me curriculum and structure, using executive summary for stake leadership (Appendix 1). Indicate that the local senior service missionaries will assume the care role previously supported by the full-time couple
- A minimum of six members are called as senior service missionaries with increased responsibility to love and nurture the women and children they serve. These senior service missionaries coordinate their activities and time commitment to meet program needs
- Young service missionaries are assigned to help with the initiative but cannot be assigned to childcare
- Other support specialists can be assigned and volunteers solicited

Outcome

- Local priesthood leadership provides adequate support for successful operation of the initiative

Option 2b

(Alternative if no full-time senior missionary and no local young and senior missionary support)

Recruit and train full-time national banner employee

The national banner organization identifies candidates who are interested in serving as infant mortality reduction team members.

Action items

- Full-time national banner employee is identified and hired to manage MyBaby4Me at the selected site
- Employee studies the MyBaby4Me guidelines for mothers (Appendix 7) and MyBaby4Me guidelines for volunteers and organizations (Appendix 8)
- Employee becomes familiar with the approved curriculum (Appendix 13)
- Employee communicates with potential service missionaries

Outcome

- Full-time national banner employee is identified, hired, and assigned to manage the local MyBaby4Me operation

Team

Step 3

Recruit and orient local young and senior service missionaries and support personnel

The welfare/self-reliance manager identifies candidates who can serve as MyBaby4Me support specialists to support the local initiative.

Action items

- Acquaint local priesthood leaders with the MyBaby4Me curriculum and structure, using the executive summary for priesthood leadership (appendix 1)
- Members are called as senior service missionaries
- Young service missionaries are assigned to help with the initiative but cannot be assigned to childcare
- Additional support specialists can be assigned and volunteers solicited

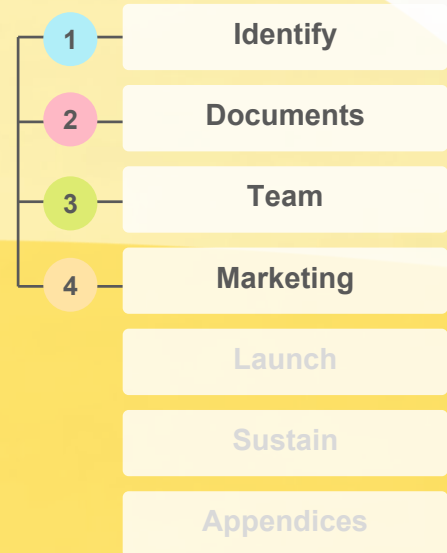
★ Outcome

- Local priesthood leadership is aware of and committed to providing adequate missionary support



Stage 4

Marketing and communications integration



The three key outputs of this stage will be:

1. Marketing plan in place, leading to opening date
2. Materials printed and ready for distribution
3. Community awareness through targeted invitations

Step 1: Marketing/communication plan

Step 2: Public information materials

Step 3: Marketing plan implemented, scheduled, and ready for launch

Marketing

Step 1

Marketing/communication plan

National Banner organization and local Communication director

Action items

- Localize graphics, signage, and props
 - Create specific neighborhood awareness flyers with opening date and including all community organizations
 - Create invitations to the press conference ceremony
 - As needed, utilize assets housed at:
 - northamericase.churchofjesuschrist.org/MyBaby4me
- Establish messaging and media strategies
 - Create and program social media campaigns
 - Engage hyperlocal strategy with a radio station host
- ★ • Request marketing kit for implementation to PSM
 - Banners, flags, tablecloths, canopy (appendix 11)
 - Public service announcement targeting participants

Outcome

- Marketing plan (appendix 12)

Step 2

Public information materials

National Banner organization and local Communication director

Action items

- Print assets
 - Invitations to the press conference
 - Invitations to the first class
 - Miscellaneous signage
 - Podium poster
 - Institutional infographics
 - Personalized flyer, pamphlets, and stationery listing host city name, map, phone number, and local banner organization name
- Curriculum materials for participants

★ Outcome

- Materials printed and ready for distribution

Marketing

Step 3

Implement marketing plan

National Banner organization and local Communication director (appendix 11)

Action items

- Four weeks before the first class, prepare for community press conference
 - Press release and media invitation to press conference (one week before first class)
 - Invitation goes to:
 - Local banner leadership
 - General community
 - Community stakeholders
 - Area consultant
 - Government or medical authority
 - Other Church communities
 - Public service announcement (after press conference/canvas; one week before first class)
 - Public service announcement (during one week after to first class)



- Four weeks before the first class, neighborhood canvas of targeted zip code
 - Community invitation to neighborhood canvas (one week before the first class)
 - Create MyBaby4Me vest/tag/T-shirt/lanyard
 - Distribution map of marketing brochure
 - Stake communication team creates map assignments
 - 150 to 200 individuals = 100 pairs – each receive 30 to 50 addresses/packets
 - 3,000 to 5,000 contacts/placements
 - Church and community effort
- Identify and engage with local broadcasting and print media to present initiative concept and scope
- Social media
 - Four weeks before first the class, publish awareness campaign using unofficial channels
- Advertising print media
 - Prints awareness campaign using print media

Outcome

- Marketing plan implemented, scheduled, and ready for launch

Stage 5

Program kickoff and launch

| | |
|---|------------|
| 1 | Identify |
| 2 | Documents |
| 3 | Team |
| 4 | Marketing |
| 5 | Launch |
| | Sustain |
| | Appendices |

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The three key outputs of this stage will be:

1. Press and media support
2. Community support
3. Participants enrolled in the first class

Step 1: Press conference

Step 2: Neighborhood canvas

Step 3: First class

Program kickoff and launch

Step 1

Press conference kickoff

National banner and local communications director arrange conference.

Action items

- Press conference
 - MyBaby4Me representative
 - US North America representative
 - Local community stakeholder
 - Distribute press release to media outlets
- Public service announcement
 - Release the PSA and verify the frequency

Outcome

- Media awareness

Step 2

Neighborhood canvas kickoff

National banner, local banner, and local communications director, with support of the stake(s) communications councils

Action items

- Team formation
- Safety instructions
- Signed release for use of image (appendix 14)
- Identify VIP's route
- Map distribution
- Snacks

Outcome

- Canvassing day

Program kickoff and launch

Step 3

Launch of the first class

National banner organization and local banner organization

Action items

- National Banner gather preliminary data from the mothers
 - Review Guidelines for Mothers with participants (Appendix 8)
 - Ensure that the participant has a clear understanding of the purpose and the model
 - If participants are accompanied by someone else during the classes and drive, they need to sign the Release of Information and Transportation Waiver forms (Appendix 14)
 - All information, releases and waivers need to be registered on the data base.
 - Senior missionaries ensure that love and gratitude is expressed; begin the process of developing trust and bonding
 - **Outcome**
 - Participants enrolled in the initiative with an understanding of program expectations

Stage 6

Operational compliance and sustainability

| | |
|---|------------|
| 1 | Identify |
| 2 | Documents |
| 3 | Team |
| 4 | Marketing |
| 5 | Launch |
| 6 | Sustain |
| | Appendices |



The two key outputs of this stage will be:

1. Area humanitarian manager receives ongoing reports from the national banner
2. Secure funding to sustain the initiative

Step 1: Operation management

Step 2: Sustainability

Sustain

Step 1

Operation management

National banner staff

Action items

- Record metrics of engagement, including cash and commodities disbursements in national banner database
- Provide engagement and financial reporting
- Identify and engage with community philanthropic resources, corporate entities, and professional sports franchises
- Conduct continuous audits and prepare ongoing reports according to the agreement with national banner organization

Outcome



- Area humanitarian manager receives ongoing reports from national banner

Sustain

Step 2: Sustainability

Programmatic Sustainability

National banner coordination

In a select city where Church support is limited, the national banner organization works to engage other community/church volunteer organizations to provide ongoing support for program operations:

- ❑ Patron registration/child assistance/food preparation/grocery bag preparation/cleanup

Economic Sustainability

The national banner organization leads fundraising efforts in collaboration with the Area MyBaby4Me council, Area MyBaby4Me consultant, assigned Area Seventy, DTA, etc. (appendix 15)

Action items

- Continue engagement with community philanthropic resources and secure state/federal grants to ensure ongoing funding for three to five years
- National banner creates executive reports documenting the effect of the initiative on the community to aid in securing funding

Outcome

- Long-term programmatic and economic sustainability



Glossary

Area consultant

An area volunteer with a medical background who plays a critical role in providing consultation to area welfare/self-reliance (WSR) staff and the national banner organization.

As a consultant, this volunteer does not have any direct implementation responsibilities but instead is available to provide consultation to the national banner organization and area WSR staff.

Area director of temporal affairs (DTA)

A leader who, under the direction of the Presiding Bishopric and Area Presidency, oversees the Church's temporal or non-spiritual affairs, including welfare, humanitarian efforts, and building/facility management in a specific geographic area.

Area humanitarian manager

Reviews utilization of MyBaby4me funds and prepares them for review by approving bodies. This role oversees efforts to conduct monitoring, evaluation, accountability, and learning for humanitarian-funded projects. Collaborates with the area communication director to coordinate communication efforts. Supervises and audits the national banner organization.

Area MyBaby4Me council

Group of stakeholders engaged in different aspects of the MyBaby4Me development. This group comes together regularly to discuss, coordinate, and collaborate on issues relevant to the initiative.

Glossary

Area Presidency

Consists of a president and two counselors, all members of the Quorum of the Seventy, who are assigned to a specific geographic area to build up the Church and provide leadership and counsel to Church members, missionaries, and local leaders. Works under the direction of the Quorum of the Twelve Apostles.

Area publishing services manager (PSM)

Area contact. Collaborates with the Publishing Services Department (PSD) to meet the essential publishing needs of the area. This role involves overseeing and managing content publishing, production, events, and media translation. Additionally, it ensures compliance with policies related to legal matters, finance, communication, visual identity, and intellectual property. Also focuses on developing the operational capabilities of the area programs.

Area welfare and self-reliance manager (AWSRM)

A leader who supports local leaders in caring for people in need; promoting self-reliance; and providing training, resources, and guidance on Church and community programs.

Glossary

Banner organization

A nonprofit organization under whose “banner” MyBaby4Me can operate. MyBaby4 always operates in conjunction with the following types of banner organizations:

- (1) Local banner organization—this is a nonprofit organization that has an established track record of service to a community. Such organizations serve as the host for MyBaby4Me. For example, a local NAACP branch, Catholic Charities, or a local church may serve as a local banner organization.
- (2) National banner organization—this is a nonprofit organization that serves as a fiduciary representative of The Church of Jesus Christ of Latter-day Saints and the MyBaby4Me initiative. The national banner organization manages finances and data collection, develops financial and outcomes reports, and has the primary responsibility for fiscal sustainability after the initial seed funding has been used.

Church humanitarian system (ChaS)

A system used to plan and coordinate the Church's humanitarian efforts, including emergency response and long-term development projects.

Doula

A person trained to advise, inform, and offer emotional and physical comfort to a pregnant person before, during, and after the birth of their child.

Glossary

Local communications director (Church Communication Department)

Operating under the direction of the Area communication director, helps coordinate communication efforts and events across multiple local or coordinating council boundaries, supporting global and area initiatives.

Monitoring, evaluation, accountability, and learning (MEAL)

A system used to plan and coordinate the Church's humanitarian efforts, including emergency response and long-term development projects.

Participant

A woman who is a soon-to-be mother or new mother with an infant up to 18 months old, residing in a specific zip code identified as being at risk for increased mortality. Participants will address health care gaps and receive access to essential resources in the community, and they will be the recipients of the benefits from this initiative.

Appendices

| | |
|---|------------|
| 1 | Identify |
| 2 | Documents |
| 3 | Team |
| 4 | Marketing |
| 5 | Launch |
| 6 | Sustain |
| A | Appendices |

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List of Appendices

- Appendix 1: Executive Summary for Priesthood Leaders
- Appendix 2: Executive Summary for Community Leaders and (2a) One-Page Marketing Poster
- Appendix 3: Local Banner Organization Criteria Checklist
- Appendix 4: Miscellaneous Commodities Checklist
- Appendix 5: Essential Relationships Checklist
- Appendix 6: Child Entertainment Tools Checklist
- Appendix 7: MyBaby4Me Guidelines for Volunteers and Organizations
- Appendix 8: MyBaby4Me Guidelines for Mothers
- Appendix 9: MyBaby4Me Introductory Community Presentation
- Appendix 10: Full-Time Missionary Couple Checklist
- Appendix 11: Marketing Kit
- Appendix 12: Launch Marketing/Communication Plan
- Appendix 13: Program Schedule
- Appendix 14: Release of Information and Transportation Waiver Forms
- Appendix 15: Sustainable Funding Sources
- Appendix 16: Implementation Task List

Appendix 1: Executive Summary for Priesthood Leaders

Executive Summary for Stake Leaders

MyBaby4Me is a zip-code-focused community-based intervention sponsored by The Church of Jesus Christ of Latter-day Saints and established community non-profit organizations that has a primary objective of lowering infant mortality rates in communities of color or other locations where there is substantial disparity in infant and maternal mortality between the target zip code and surrounding area. Secondary objectives include improving mothers and children's lives and strengthening families to overcome generational poverty.

The program enters a target neighborhood under the "banner" of a reputable nonprofit organization with a record of accomplishment in the specified zip-code. Utilizing space owned or accessible by the banner organization, the Church supplies at no cost, a married senior volunteer couple with health care experience, an established curriculum for teaching safe-pregnancy and safe infant and early childcare, as well as budget support to address gaps in economic, social, and environmental factors that have been shown to drive poor infant mortality rates. Created around a structure of twice-weekly gatherings where children and significant others are welcomed. MyBaby4Me educates, reassures, and inspires mothers from the most challenging backgrounds that they can fulfill the measure of their creation, and find joy and happiness in motherhood. These gatherings focus on the following three pillars of emphasis:

EDUCATION:

EDUCATE through bi-weekly culturally and literacy-level appropriate educational content with group/individual engagement and participation. Topics include:

- Fetal development, pregnancy complications, kick counts, signs of labor, labor progression.
- Substance abuse (including tobacco/vaping, alcohol, and marijuana) and the effects on the fetus and infant.
- Appropriate nutrition, prenatal vitamins, exercise, hydration, and preparing foods using a SNAP budget.
- Chronic health conditions and impact on pregnancy (hypertension, diabetes).
- Breastfeeding, WIC supports.
- Infant and child developmental milestones.
- Perinatal mental health, including postpartum depression.
- Childhood safety (Shaken Baby Syndrome, correct and consistent car seat use, ABCs of Safe Sleep, safety hazards in the home including choking, burns, falls, strangulation, etc.).
- Safe relationships and seeking help, anger, ACEs, trauma, and healing from those events.
- Building a "Circle" or social support system.
- Reproductive Health and Well-Woman care.

PROVIDE GAP SUPPORT:

Multiple studies have demonstrated a direct link between NONMEDICAL determinants of outcome and poor infant mortality rates. MyBaby4Me seeks to bridge these gaps.

- **Food Insecurity:** MyBaby4Me provides shelf-stable groceries to every household at the end of each class, provides referrals to food bank locations, provides grocery gift cards as an incentive for attendance/engagement, delivers groceries to households with urgent needs, and provides transportation to grocery stores.
- **Housing & transportation insecurity or homelessness:** MyBaby4Me works to help each woman secure safe and stable housing by the time of her baby's birth. The program connects women with local homeless and housing support services, assists with housing searches, and provides furniture and essential household items once housing is secured.
- **Early and consistent prenatal care with an appropriate provider:** MyBaby4Me helps identify competent providers and helps to establish infant care plans before birth. The program encourages more frequent contact with providers if risks or pregnancy complications arise. We help provide transportation to/from appointments,

MyBaby4Me Executive Summary

MyBaby4Me is a zip-code-focused initiative developed by The Church of Jesus Christ of Latter-day Saints and administered through its fiduciary agent, A Chance to Learn, which engages established community non-profit organizations with a primary objective of lowering infant and maternal mortality in select communities where they are significantly elevated. Secondary objectives include improving the lives of mothers and children and strengthening families to overcome generational poverty.

Patterned after the pioneering work of Drs. Patricia and Steven Gabbe who created the renowned Moms2B program in Columbus Ohio and have demonstrated in multiple peer reviewed publications a dramatic reduction in infant mortality¹, MyBaby4Me enters a target neighborhood under the "banner" of a reputable nonprofit organization with a record of accomplishment in the specified zip-code. Utilizing space owned or accessible by the banner organization, the Church supplies at no cost, a married senior volunteer couple with health care experience, an established curriculum for teaching safe-pregnancy and safe infant and early childcare, as well as budget support to address gaps in economic, social, and environmental factors that have been shown to drive poor infant mortality rates. Created around a structure of twice-weekly gatherings where children and significant others are welcomed, MyBaby4Me educates, reassures, and inspires mothers from the most challenging backgrounds that they can find joy and happiness in motherhood. These gatherings focus on the following three pillars of emphasis:

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2. PROVIDE GAP SUPPORT:

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¹ Gabbe PL, Reno R, Clutter C, Schettke TK, Price T, Calhoun K, Sager J, Lynch CD. Improving Maternal and Infant Child Health Outcomes with Community-Based Pregnancy Support Groups: Outcomes from Moms2B Ohio. *Matern Child Health J*. 2017 May;21(5):1130-1138. doi: 10.1007/s10995-016-2211-w. PMID: 28074311.



It started with a conversation.

On April 29, 2022, representatives from the North America Southeast Area of The Church of Jesus Christ of Latter-day Saints met with the leadership of the NAACP Memphis Branch. Elder Mathew S. Holland asked Vickie Terry, Executive Director of the Memphis Branch, "Vickie, what keeps you up at night?" Ms. Terry responded instantly, "It bothers me that today our headquarters resides in a ZIP code with one of the highest infant mortality rates in the country."

2022 APRIL



MyBaby4Me is born.

The Area Presidency linked arms with established community nonprofit organizations and developed MyBaby4Me — a ZIP-code based intervention sponsored by the Area, administered and operated through a fiduciary agent in collaboration with local banner organizations. The objective is to reduce infant mortality rates in under-served communities and to set families on a path out of generational poverty. The first implementation began with the NAACP Memphis Branch in December 2022.

Welcomed with open arms.

This initiative encourages new and soon-to-be mothers to:

BELONG
to a global community of mothers.

BELIEVE
you and your baby can have a happy and healthy life.

BE AWARE
of behaviors that could harm you or your baby.

BECOME
your best self and the best mother you can be.

Through MyBaby4Me, participants can get help with:

- ★ Housing & food insecurity
- ★ Transportation
- ★ Health care sourcing
- ★ Early & prenatal education
- ★ GED completion & job search
- ★ Community
- ★ Security
- ★ Cultivating Christlike attributes

The initiative is spreading and so are the collateral benefits!

Additionally, MyBaby4Me has launched in Nashville, Tennessee and Little Rock, Arkansas with new operations planned for New Orleans, Louisiana and Charlotte, North Carolina.

This community outreach provides new service opportunities for local Church members, other faith friends, and community volunteers to work side by side building social capital, community health and a sense of belonging.

Each implementation improves the local banner organization meeting facilities, connects local resources and develops them, creates jobs and wealth.

MyBaby4Me brings all closer to needed essential resources and reduces the health care gap in the community.



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

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Appendix 2: Executive Summary and MyBaby4Me

MyBaby4Me Executive Summary

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Having a baby can feel like this...



Scary
Lonely
Anxious
Isolating
Intimidating
Overwhelming
Stressful
Confusing

MyBaby4Me is an initiative from the North America Southeast Area of The Church of Jesus Christ of Latter-day Saints. Working together with A Chance to Learn and community organizations in your neighborhood, MyBaby4Me is devoted to helping pregnant women, new mothers, and their babies.

It is your time to:

BELONG
to a global community of mothers.

BELIEVE
you and your baby can have a happy and healthy life.

BE AWARE
of behaviors that could harm you or your baby.

BECOME
your best self and the best mother you can be.

Through MyBaby4Me, you can get help with:

Port

GED Completion & Job Search

Healthcare Transportation

Social Support Resources


Community

ing Assistance

Resources for Baby Supplies


Housing & Food Support

Early & Prenatal Education



With the support and resources from MyBaby4Me, you can learn how to care for yourself and your baby during pregnancy and the first year of life. We're here to help you find joy in motherhood.

Connect with us and sign up here:
[MyBaby4Me.org](https://www.MyBaby4Me.org)



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A CHANCE TO LEARN

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Appendix 3: Local Banner Organization Criteria Checklist

The MyBaby4Me initiative, with the support of the national banner organization, relies on established local banner organizations who must:

- ☐ Share the goal of improving maternal and infant mortality outcomes.
- ☐ Be located in a specific zip code with a history of high infant mortality.
- ☐ Have name recognition and a long record of service in the target community.
- ☐ Have credibility with the business community and local government authorities.
- ☐ Be designated by the IRS as a charitable 501(c)(3) organization.
- ☐ Be fiscally solvent.
- ☐ Be willing to leverage their influence in the community to bring other necessary organizations to the team, including:
 - Local hospitals.
 - Local academic medical centers.
 - The public health authority.
 - Local grocers (where gift cards can be obtained).
 - State or local governmental officials.
 - Local business and philanthropic interests.
- ☐ Meet facility requirements, including:
 - Physical location that can serve as the gathering place for MyBaby4Me activities, comfortably accommodating between 10 and 30 individuals.
 - Be located in the target zip code.
 - Have a commercial-grade food preparation kitchen with sufficient refrigeration capacity, or space for a new {provided} refrigerator.
 - Have storage capacity for shelf-stable food items that are distributed to participants at each session.
 - Have space for a locked cabinet for toys.
- ☐ Clarify that, in general, the Church will fund MyBaby4Me operations for the first 18 to 24 months.
- ☐ Clarify that after the first 12 months of operation, the national banner organization takes the lead on identifying and securing community philanthropic resources and state/federal grants that will fund the initiative in the long term.
 - Existing grants may provide helpful context for authoring new grant proposals.

Appendix 4: Miscellaneous Commodities Checklist

Obtain the newest version of the *Bishop's Storehouse Humanitarian Order Form* from the assigned welfare/self-reliance manager. In areas without the support of a local bishop's storehouse, plan to stock local banner facility with commodities (donated preferable to purchased).

GROCERY BAG ESSENTIALS

☐ To be determined by the national banner organization

ON-SITE MEAL PREP

☐ To be determined by the national banner organization

Appendix 5: Essential Relationships Checklist

The area consultant, along with the national and local banner organizations, builds essential relationships in the community to achieve the desired outcomes of the MyBaby4Me initiative. These essential relationships may include:

- ☐ Hospitals—especially where mothers receiving Medicaid from the target zip code deliver their babies
- ☐ Academic medical centers
- ☐ Transportation providers
 - Many women will not ride city buses, relying instead on transportation assistance to attend classes. Uber Health, Uber, Lyft, Yellow Cab, and other low-cost public transportation solutions are essential to the initiative.
- ☐ Health care providers
- ☐ Doulas or doula support organizations
- ☐ Lactation consultants
- ☐ Car seat/Pack and Play providers
- ☐ Pediatric dentists
- ☐ Dieticians
- ☐ Father’s advocacy organizations

- ☐ Family advocacy organizations
- ☐ Self-reliance advocacy organizations

- ☐ In general, MyBaby4Me invites organizations to participate to the extent they can, such as:
 - Attending organizational and planning meetings
 - Teaching approved curriculum
 - Helping create connections in the community

NOTE: No economic contribution is required or expected of the invited organizations

Appendix 6: Child Entertainment Tools Checklist

Children are invited to a volunteer-assisted play area where their mothers can always see them. In the play area, children can have access to:

- ☐ Play mats
- ☐ Toys/dolls
- ☐ Coloring books
- ☐ Reading materials
- ☐ Puzzles
- ☐ Other activities/games

Other considerations:

- ☐ Rather than open “play time,” intentional time allocation will assist in keeping order and helping children to have a positive and helpful experience
- ☐ Ensure that the play area includes secure storage for these items, along with sanitizing wipes or similar items to keep toys safe and clean
- ☐ Organize community volunteers from the local banner organization, local churches, medical schools, and affiliate hospitals to serve in these roles
 - Members of The Church of Jesus Christ of Latter-day Saints who volunteer must be current in their children and youth protection training

Appendix 7: MyBaby4Me Guidelines for Volunteers and Organizations

MyBaby4Me: Volunteer and Organization Policies and Procedures

These policies and procedures are designed to ensure effective implementation and management of the MyBaby4Me Program.¹ They provide structure, accountability, and clarity for participants,² staff, and volunteers involved in the program. The program is intended to reduce infant and maternal mortality. The national banner organization, A Chance to Learn, is responsible for implementing and administering these policies and procedures and for supervising and managing all operations and relationships involving Program volunteers, organizations, and participants.

1. Eligibility, Enrollment, and Length of Participation

- Participants must be pregnant or have an infant less than 6 months of age and must either live in the target community or adjacent to it.
- To enroll, participants must sign the MyBaby4Me participant form (guidelines; information release; transportation waiver).
- To enroll, the participant must have a working mobile phone that can send and receive texts and images. She will need this to communicate with Uber Health drivers, etc. If a participant does not have such a phone, she may be able to obtain one through a government program such as the Obama Phone program (<https://www.obamaphone.com/>).
- Coordinators perform a needs assessment to help determine required assistance. Following this, A Chance to Learn creates a continuum of service plan that outlines specific goals and milestones.
- Participants may continue until the infant is 18 months old.

2. Program Activities

- MyBaby4Me classes are held twice weekly, teaching participants essential skills for maintaining health and safety for themselves and their children during pregnancy and postpartum.
- Classes are taught by informed and committed instructors who align their teachings with the approved MyBaby4Me curriculum.
- Mothers attend one scheduled class per week depending upon class size and funding. Mothers may attend optional Saturday classes if available.
- Class curriculum covers a wide range of topics, such as:
 - Health and nutrition during pregnancy.
 - Newborn care and parenting tips.
 - Financial management and resource utilization.
 - Personal development
 - Etc.
- Class details vary by location. Potential hours are:
 - 5:00 pm – 7:00 pm
 - 11:00 am – 1:00 pm

¹ The discussions and materials reviewed in MyBaby4Me activities are for informational purposes only and do not suggest, nor shall they be construed to reflect, that there is a provider-patient relationship. Participants should contact their personal physician or health care provider for specific health care questions. My-Baby-4-Me does not engage in the practice of medicine.

² The term "participant" refers to the mother/expectant mother who chooses to participate in the program. As used herein, "mother" includes expectant mothers.

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Appendix 8: MyBaby4Me Guidelines for Mothers

MyBaby4Me: Participant¹ Form

MyBaby4Me assists new and expectant mothers and supports healthy outcomes for mother and child [through](#) weekly educational classes about maternal and infant health, home visits by caring coordinators when desired, help with food security and home safety, etc. At MyBaby4Me you will find new friends, learn how to be healthier and happier during pregnancy, learn how to care for yourself and your baby, and learn how to become your best self and the best mother you can be!

The national banner organization for MyBaby4Me is the nonprofit **A Chance to Learn**. It is responsible for supervising and managing all operations related to the Program.

Mothers sign this form when they enroll. It sets out:

- Guidelines for participation (including a description of classes and other available services)
- A release/permission for information and a notice about privacy
- A transportation waiver – so the MyBaby4 Me Program (“Program”) can assist with transportation to MyBaby4Me classes and events, medical visits, and essential errands.

Your signature on this form is your agreement to each of the matters listed above. By my signature, I agree to participate in the MyBaby4Me Program and to (1) the Program guidelines, (2) the release/permission, and (3) the transportation waiver – all as set out below.

AGREED:

| | |
|----------------------------------|------------|
| Name (printed) | Date _____ |
| _____ | |
| Name (signature) | |
| _____ | |

1. GUIDELINES FOR PARTICIPATION

Eligibility and Length of Participation:

- Women who are pregnant or have an infant under 6 months of age may enter the program.
- Mothers may continue in the Program until their infant is 18 months old.
- You will need a working mobile phone that sends and receives texts and images to be able to obtain transportation assistance. If you do not have such a phone, you may be able to obtain one through a government program such as the Obama Phone program (<https://www.obamaphone.com/>).

¹ The term “participant” refers to the mother/expectant mother who chooses to participate in the Program. As used herein, “mother” includes expectant mothers.

information and skills necessary for a safe and healthy baby is born.

They teach classes from the approved MyBaby4Me

and infant health such as:

the two classes presented each week.

live on time and actively participate in the classroom

will facilitate activities for them while you are in class.

their diapering/toileting needs taken care of before the

able for the conduct of your children at all times.

others, you may need to take your child.

be dismissed from the Program. Exceptions and program coordinators.

us, guests, and children at every class.

needs and family to help clean up at the end.

, are offered at class (if available).

request to mothers who are present for at least half of

public transportation when possible.

r. To be an active participant, you must attend at least e budget, MyBaby4Me may assist with the following

a class.
grocery store for food/medicine.

discretionary can only be provided as budget allows.

you will receive a text from Uber/Lyft with a way to

obtained for you, the ride must be canceled by you. If may lose ride privileges because the missed ride must

rides can be combined into a single trip.

pond to last-minute ride requests.

for things other than those listed above.

bove, you will almost never need to call the program

e are provided at the sole discretion of the program

am, MyBaby4Me may be able to provide emergency is given, it is paid directly to the service provider.

provided on an individual basis according to these ide whether to [provide assistance](#), and assistance is

partate in self-sufficiency classes.

e an ambassador for MyBaby4Me. MyBaby4Me ouldas so they can help other mothers manage their

RELEASE AND PRIVACY

s about my health, pregnancy and social situation to be kept in a secure, privacy-protected place.

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like to use the information collected 1, and I give permission for this. I onally identify me or my baby.

al records (such as a birth certificate) nderstand that I may be asked to sign 1 the ROI and still be in the Program.

edical professionals, the information on does not establish any kind of in the Program is not a substitute for sion. I understand that I should always

n asked. I also understand that I can rogram at any time without penalty.

TRANSPORTATION WAIVER

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test and as a courtesy only, offered Passenger knows and understands f a transportation provider, and does

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including its choice of law rules.

ad fully understand its terms. I is waiver, and I sign it freely and

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Appendix 9: MyBaby4Me Introductory Community Presentation

- ❑ The area consultant and the national banner organization hold an introductory meeting with key participants from the potential local banner organization and other community stakeholders
- ❑ During this meeting, the area consultant and the national banner organization present an introduction of the MyBaby4Me initiative, including:
 - A brief history of the initiative
 - Its framework
 - Its operational plan
- ❑ Use the following template to prepare a PowerPoint presentation for the meeting:
[MyBaby4Me Introduction Presentation Draft.pptx](#)

Appendix 10: Full-Time Missionary Couple Checklist

1. Place MyBaby4Me opportunities on the senior missionary website

- ☐ Contact Clayton Toone (801-240-6806) at Senior Missionary Services. He will put the new MyBaby4Me complement opportunity on the senior missionary website.

2. Recruit potential missionaries

- ☐ The area MyBaby4Me consultant identifies couples who want to serve senior missions as MyBaby4Me infant and maternal care specialists.
- ☐ The area MyBaby4Me consultant reaches out to identified couples through the website and referral.
- ☐ The couples select the MyBaby4Me assignment they desire on the senior missionary website.
- ☐ The area MyBaby4Me consultant then contacts Senior Missionary Services to indicate that the couple desires to serve in a particular MyBaby4Me assignment.
 - Fill out the "Senior Missionary Request" form and submit it to Senior Missionary Services at: SeniorMissionaryRequest@churchofjesuschrist.org
 - Inform the couple that it generally takes about 12 weeks from the time a candidate begins the application process until the call is issued.
- ☐ Couple begins pre-MTC training a month before they enter the MTC.

3. Missionary business cards

- ☐ Area consultant submits missionary names and local banner organization address to publishing services manager, who orders and bills to the area.

4. Lodging

- ☐ Reach out to the host mission office to obtain housing. Host mission housing coordinator will arrange housing for missionaries.
- ☐ Ask local stake Relief Society presidencies to assist with finding lodging if the host mission cannot assist.

5. Curriculum and syllabus review

- ☐ Senior missionaries familiarize themselves with the initiative by studying the MyBaby4Me syllabus and authorized curriculum.
- ☐ Senior missionaries study the pre-MTC MyBaby4Me training.
- ☐ Senior missionaries ensure that:
 - They only share information from the public domain
 - They do not enter into a provider-patient relationship
 - The sisters' circle meetings and any other MyBaby4Me-related visits do not constitute medical practice nor require state medical licensure.
- ☐ When referencing the original Ohio State University materials, the attribution "Adopted with permission from Moms2B, Ohio State University" is noted on any written or projected materials.

6. Cell phone

- ☐ Missionaries receive the MyBaby4Me cell phone used by the previous missionary couple.
- ☐ For new locations the area welfare self-reliance manager (AWSRM) procures a new smartphone, which ideally would have the new location's area code, if possible.
 - The cell phone should be confirmed operational before releasing any marketing materials or public service announcements at least one week before the community press conference and neighborhood canvas.

Appendix 10: Full-Time Missionary Couple Checklist Cont.

REQUESTING SENIOR MISSIONARIES

The Senior Missionary Services Group in the Missionary Department receives and processes requests for senior couples or senior sisters to be considered for a specific or type of assignment. If you have questions, please contact Senior Missionary Services at 801-240-6741 or SeniorMissionaryRequest@churchofjesuschrist.org. The request should be submitted as early as possible and before the stake president submits the missionary recommendation forms to Church headquarters. Before submitting the request, the following steps should be completed:

1. You have set proper expectations with the missionary candidate(s) by explaining that they will be assigned by inspiration by a member of the Quorum of the Twelve Apostles and called by the Prophet. They should be willing to serve where called.
2. You have confirmed that they are interested in serving in this type of assignment and location.
3. You have set proper expectations with the missionary candidate(s) by explaining that their ability to serve in this type of assignment or location is dependent upon (1) the needs of the Church, (2) having sufficient health, (3) sufficient funds to serve where requested, (4) and an understanding that calls are issued by the Brethren through inspiration.

Please copy the request form at the end of this document, paste it into the body of an email message, and complete the required fields. Please provide the full names of missionary candidate(s) as listed on Church Membership Record(s), birthdate, and the name of the ward/branch and stake. This information helps us to identify the correct missionary candidate(s) being requested.

The **Requesting Organization or Department** is the department the assignment resides in, such as Missionary, Welfare, Family History, or CES.

7 The ***Missionary Assignment Location*** is the name of the location where the missionary candidate(s) are being requested to serve (example: Washington DC North Mission, Frankfurt Germany Temple, Athens Greece S&I Programs, Asia Area Welfare Office, Africa West Area Family History Support Office, etc.). Listing a specific location is not required. Often it is best to discuss multiple types of locations rather than a specific location with them. This can help set the proper expectation that their call will come from the Lord.

The **Missionary Assignment Position** is the component/position in which the missionary candidate(s) are being requested to serve (example: Mission Office Couple, Member and Leader Support, Temple Missionary, Welfare Specialist, Family History Missionary, etc.). Listing a specific position is not required.

The **Online Missionary Recommendation Form** has a preference section. Encourage the missionary candidate(s) to share their desires on the recommendation form, even if their desire is to just serve wherever the Lord needs them.

Copy and paste it into the body of your email
PrayerRequest@churchofjesuschrist.org. You will
 know that your request has been entered.

R SENIOR MISSIONARIES

PrayerRequest@churchofjesuschrist.org

ptional)

Optional)

| |
|---|
| replace, special instructions, potential assignment |
|---|

the couple, recruited before recommendation
resident)

Version Date: 2/13/2017

Appendix 11: Marketing Kit

- ☐ 2 banner stand
- ☐ 2 feather flags
- ☐ 1 table runner
- ☐ 1 institutional brochure
- ☐ 1 infographic
- ☐ 4 laminated posters
- ☐ 1 canopy
- ☐ 1 step and repeat backwall

Having a baby can feel like this...

MyBaby4Me is an initiative from the North America Southeast Area of The Church of Jesus Christ of Latter-Day Saints. Working together with *A Chance to Learn* and community organizations in your neighborhood, MyBaby4Me is devoted to helping pregnant women, new mothers, and their babies.

It is your time to:

| | | | |
|--|--|---|---|
| BELONG to a global community of mothers. | BELIEVE you and your baby can have a happy and healthy life. | BE AWARE of behaviors that could harm you or your baby. | BECOME your best self and the best mother you can be. |
|--|--|---|---|

Through MyBaby4Me, you can get help with:

| | | | |
|-----------------------------|-----------------------------|--------------------------|----------------------------|
| GED Completion & Job Search | Healthcare Transportation | Social Support Resources | Community |
| Financial Assistance | Resources for Baby Supplies | Housing & Food Support | Early & Prenatal Education |

With the support and resources from MyBaby4Me, you can learn how to care for yourself and your baby during pregnancy and the first year of life. We're here to help you find joy in motherhood.

Connect with us and sign up here:
MyBaby4Me.org

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS | A CHANCE TO LEARN
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Appendix 11: Marketing Kit

“Being a part of [MyBaby4Me] has changed our lives and has given us insight into being parents.”

Ashley & Winston
MyBaby4Me Participants

What is MyBaby4Me

A free initiative that helps mothers and babies from pregnancy through the first year including:

- Educational meetings
- Help with food security
- Help with home safety
- Connection with other young mothers
- Home visits when desired

What to expect

Trained and experienced volunteers with The Church of Jesus Christ of Latter-day Saints lead the program.

- Learn how to be healthier and happier during pregnancy
- Learn how to care for your baby, find a new friend
- Eat a free hot meal, and receive yourself, and your family
- Find a free hot meal, and receive a grocery bag at every meeting
- Transportation assistance and grocery gift cards—as available
- * Mothers may bring a family member or friend with them to each meeting.

For more information visit:
MyBaby4Me.org

**HEALTHY BABIES
HAPPY MOMS
STRONG FAMILIES**

MyBaby4Me

Join us:

Local Organization
123 Address
Town, State 12345

Local Banner Organization Logo

Dates and times:
Mondays: 4 p.m.–6 p.m.
Thursdays: 11 a.m.–1 p.m.
Third Saturdays: 11 a.m.–1 p.m.

BELONG
to a global community of mothers.

BELIEVE
you and your baby can have a happy and healthy life.

BE AWARE
of behaviors that could harm you or your baby.

BECOME
your best self and the best mother you can be.

MyBaby4Me is FREE to join and offers new mothers education, support, and a community of hope.

MyBaby4Me is an initiative of The Church of Jesus Christ of Latter-day Saints in collaboration with A Chance to Learn and support from the following community organizations:

- One Generation Away
- Lifepoint Health
- Tennessee Governor's Faith-Based and Community Initiative
- Tennessee Department of Health
- The Tennessee Heritage Society
- African American Heritage Society
- GraceWorks
- Tennessee Hospital Association
- Tennessee Doula's Association
- Tennessee Saint Thomas
- Ascension Saint Thomas
- Help to Moms
- Sunnyside Up Youth Pregnancy Services

The goal of the MyBaby4Me initiative is to reduce healthcare problems in pregnancy and early childhood.

For more information visit:
MyBaby4Me.org

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Pregnant? New Baby?

MyBaby4Me offers help & hope!

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

A CHANCE TO LEARN

Appendix 11: Marketing Kit

Value Posters — 24" x 36"



Appendix 11: Marketing Kit

**MyBaby
4Me™**

Join weekly classes to:

| | |
|--|---|
| BELONG to a global community of mothers. | BE AWARE of behaviors that could harm you or your baby. |
| BELIEVE you and your baby can have a happy and healthy life. | BECOME your best self and the best mother you can be. |

MyBaby4Me.org



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Version: 1/1/14, F02044011

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

A CHARGE TO LEAD

**MyBaby
4Me™**

Join weekly
classes to:

BELONG
to a global
community
of mothers.

BELIEVE
you and your
baby can have
a happy and
healthy life.

BE AWARE
of behaviors that
could harm you
or your baby.

BECOME
your best self
and the best
mother you can be.

MyBaby4Me.org

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A CHARGE TO LEAD

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Appendix 12: Launch Marketing/Communication Plan

1. Marketing plan

- ❑ MyBaby4Me brochures, banners, flags, tablecloths, one-page summaries, and other print materials available in PDF format can be shared with potential collaborating organizations to drive interest in the initiative.
 - Please work with the publishing services manager and area communications director to order these approximately 60 to 90 days before launch.
- ❑ Plan to canvas the targeted neighborhood in conjunction with a formal press conference 3 to 4 weeks before the initiative launch.
 - Each household in the zip code or targeted neighborhood(s) receives a copy of the brochure.
 - Canvassing volunteers encourage people to attend by briefly explaining what the initiative offers.
- ❑ The local banner organization can contact local media to ask them to highlight the initiative with print, web, and television news stories.
- ❑ Posters include names of collaborating organizations.
 - A list of the organizations is submitted no later than 60 days before launch so posters can be created.
- ❑ Marketing materials and one-page documents:
 - Maps, phone numbers, organizations names, and the host city for each new location are inserted into the pamphlet templates created for MyBaby4Me.
 - When pamphlet updates are completed, they should be printed locally to avoid unnecessary shipping costs and logistical issues.
 - The local communications director should be able to assist with locating a suitable printer.

- When a printer has been identified, printing costs can be covered by the area publishing budget.
 - Work with your publishing services manager for assistance with these costs.
- One-page documents that summarize the initiative are generic by design.
 - Printable PDFs can be acquired from the publishing services manager.
 - These documents can also be printed locally.

2. Communication plan

- ❑ Area communications team plans a social media campaign (Facebook, Instagram, and so on) to build interest in the initiative.
- ❑ Public service announcement:
 - National banner will record the public service announcement (an example can be acquired from the publishing services manager).
 - Send the recording to the publishing services manager to add background music to the announcement.
 - Files should be delivered no later than 30 to 45 days before launch in recommended formats such as 16 or 24-bit audio and 128kbs .mp3 or .wav files.
 - The local communication director will ensure that the public service announcement is run in the designated area during the first weeks of initiative operation. The local banner organization may have contacts with local radio stations that broadcast in the target community.

Appendix 13: Program Schedule

- ❑ Inform the participants that MyBaby4Me is centered on twice weekly, two-hour gatherings of expecting and recently delivered mothers from the target zip code (or neighboring areas).
- ❑ When they attend their first meeting, ask the women to complete a MyBaby4Me participant release form, release of information (ROI), and transportation waiver.
- ❑ When participants come to any MyBaby4Me meeting, ask them to enter basic demographic information into the MyBaby4Me data management tool owned by the national banner organization.
- ❑ A personal health inventory is obtained during each visit (appropriate to the woman's personal situation and the group dynamics).
 - Obtain the history either early in the visit or later when the woman has developed a sense of comfort and trust with the initiative.
 - Obtain key demographic and risk-factor information (in the reporting tool for the database).
 - Solicit and document information about potential gaps in support.
 - Track aid rendered, including meals, grocery and grocery card support, transportation, and housing assistance.
 - Track pregnancy outcome and the infant's first year of life so these details can be easily viewed at any time.

- ❑ Begin each meeting with the women, the instructors, and others sitting in a circle.
 - Children are invited to a volunteer-assisted play area where their mothers can always see them (appendix 8).
- ❑ While the children are being entertained, senior missionaries or guest faculty lead discussions on a selected curriculum topic.

MyBaby4Me Revolving Curriculum

- ❑ Encourage women to ask questions, express their concerns, and share with one another.
- ❑ Key safe pregnancy principles are repeatedly taught and emphasized.
- ❑ The intent of the initiative is to expose every woman to the entire curriculum at least twice during her pregnancy and then again during the first year of their newborn's life.

Appendix 13: Program Schedule

MYBABY4ME TEACHING SCHEDULE –DERIVED FROM MOMS2B (OHIO STATE UNIVERSITY), LATEST UPDATE: OCTOBER 20, 2022

Odd Months (Jan, Mar, May, Jul, Sep, Nov)

| Week | Pregnant | Parenting | Sister Circle | |
|------|---|-------------------|--------------------------------|--------------------|
| 1 | Pregnant Health | Child Development | Nutrition | Emotional Wellness |
| 2 | Emotional Wellness | | Nutrition | Child Development |
| 3 | Breastfeeding | Child Development | Health | Emotional Wellness |
| 4 | Priority Topics: Contraception, Safe Sleep, Safety, Nutrition | | Nutrition | Emotional Wellness |
| 5 | ??? | | Life Skills or Seasonal Lesson | Health |

Even Months (Feb, Apr, Jun, Aug, Oct, Dec)

| Week | Pregnant | Parenting | Sister Circle | |
|------|---|---------------------|--------------------------------|--------------------|
| 1 | Pregnant Health | Child Development | Nutrition | Emotional Wellness |
| 2 | Child Development | Parent/Child Health | Nutrition | Emotional Wellness |
| 3 | Breastfeeding | Fatherhood | Nutrition | Child Development |
| 4 | Priority Topics: Contraception, Safe Sleep, Safety, Nutrition | | Health | Emotional Wellness |
| 5 | ??? | | Life Skills or Seasonal Lesson | Health |

2022

Sister Circle: Health

- Due Dates
- Signs of Term and Preterm Labor
- Medication Safety
- Staying Healthy During the Winter Months
- Preeclampsia (And The Role of Aspirin)
- Anemia
- Oral Health

- Relaxation Lessons (done once per month): Rotate after all 7 done in a year
- o 54321 Relaxation
 - o Beach Guided Imagery
 - o Mindfulness
 - o Progressive Muscle Relaxation
 - o Deep Breathing
 - o Breathing with Bubbles
 - o Think Happy Relaxation

Seasonal Lessons

- The Joy of Being Thankful
- Summer and Fall Time Self Care Ideas
- Winter Blues
- Coping with the holidays

20, 2022

Sister Circle: Child Development

tance of Education
Eating Basics
Bottle to Open Cup
s your baby communicating? (following babies
y Time
ive Development
g Support
outines with children out of school (in summer
ts)
lations for Kids
cting with Your Baby
o Baby Sign Language
Motor
Motor

g, Storage, BF Law, Long-term Planning

, 2022

Weight Gain during Pregnancy
g Calories
Calories
Control
g Alcohol
: during Pregnancy—Baby, Let's Move!
nents for a Breastfed Baby
n Feedings
ormula—Mixing, Warming, & Storing
Vell during the Holidays (only during holiday
ishing 101

ork/ Patient Navigator/ Community Health Worker

Life Skills: Seasonal

of Being Thankful
g the Holidays Without Breaking the Bank

ER 20, 2022

Social Worker

it is one thing that makes a good support
port person?
of a healthy relationship?
nt to accomplish this year?
hing you can do to make your child feel loved?

Priority Topics

his sleep environment?
n did you plan to have and how many do you
of? Why or why not?

Dietitian

: is your favorite exercise?

Nurse

know you were in labor?
hing you had to have in your labor preparation

Appendix 14: Release to use Image and Transportation Waiver Forms for Nonparticipants

MYBABY4ME: Waiver of Responsibility for Transportation Assistance

Passenger¹ signs this Waiver of Responsibility for Transportation Assistance ("Waiver") effective this ____ day of _____, 202__.

1. Passenger acknowledges that MyBaby4Me has, at Passenger's request and as a courtesy only, offered transportation assistance via an independent third party. Passenger further acknowledges that MyBaby4Me does not control such third party, is not itself a transportation provider, and does not maintain transportation-related insurance.

2. Passenger (for herself/himself, his/her children, and for his/her heirs, executors, assigns, and administrators) waives, releases, and forever discharges MyBaby4Me from any and all liability, claims, demands, actions, or causes of action for any injury, damage, harm, or loss of any kind arising out of or related to the transportation assistance. This waiver, release, and discharge extends to MyBaby4Me, its associated organizations, and its agents, employees, volunteers, and other representatives.

3. This Waiver is governed by the laws of the State of Utah, not including its choice of law rules.

I HAVE READ THIS WAIVER AND FULLY UNDERSTAND ITS TERMS. I UNDERSTAND THAT I AM GIVING UP LEGAL RIGHTS BY SIGNING THIS WAIVER, AND I SIGN IT FREELY AND VOLUNTARILY.

Participant Name: _____
Participant Signature: _____
Date: _____

Provider Name: _____
Provider Signature: _____
Date: _____

¹ "Passenger" refers to the mother and/or her support person who accept transportation assistance from or with the help of MyBaby4Me.

Release to use image

| | |
|--|------------------------|
| Parties to Release | |
| This Release to Use Image (hereinafter, "Release") is an agreement and release between A Chance to Learn, on behalf of The MyBaby4Me Program and | |
| Name (Grantor) | Phone (with area code) |
| Address: | |

The MyBaby4Me is coordinated and implemented under the supervision of A Chance to Learn, which is the national banner organization for the Program. A Chance to Learn is responsible for and managing all operations and relationships in the Program.

Terms and conditions:
In consideration of the mutual promises and covenants hereinafter contained, and for other good and valuable consideration, Grantor and A Chance to Learn hereby agree:

1. Grantor hereby irrevocably grants to A Chance to Learn, its related entities, and their respective employees, agents, and representatives (collectively "A Chance to Learn") the full right to create and obtain, in the past, now, and in the future, images, photographs, video, audio, interviews, stories, personal histories, and any other recordings, documents, or materials Grantor may make available to A Chance to Learn (in whole or in part, in any and all languages, and with or without credit to Grantor), in any now known or future media, of Grantor's name, image, voice, likeness, personal information, or other items (collectively "Grantor's Image"). Grantor further authorizes A Chance to Learn to copyright, adapt, edit, summarize, reproduce, perform, display, distribute, publish, license, sell, broadcast, post or stream over the Internet, create derivative works from, and otherwise use any and all parts of Grantor's Image, forever and throughout the world, in any and all manners, and in any and all forms of media that A Chance to Learn believes suitable.

2. Grantor hereby agrees that Grantor shall have no right (including, without limitation, copyright), title, or interest in or to Grantor's Image or to any A Chance to Learn work or publication or any material included therein pursuant to this Release and that Grantor shall have no claim of any kind or nature whatsoever against A Chance to Learn based on the exercise of any rights granted

hereunder. Nothing herein will constitute any obligation on the part of A Chance to Learn to make any use of any of the rights set forth herein. Grantor waives any and all right to payment or other compensation arising from or related to Grantor's Image. Grantor will not state or imply, or allow others to state or imply, that A Chance to Learn approves of or endorses Grantor or Grantor's activities.

3. Grantor represents and warrants to A Chance to Learn that Grantor is free to enter into this Release and that Grantor's performance hereunder will not conflict with any other agreement or understanding to which Grantor may be a party.

4. Grantor hereby acknowledges and agrees that in the event of any breach or alleged breach by A Chance to Learn of any of its obligations to Grantor, Grantor shall be limited to Grantor's remedies at law for damages and shall not be entitled to terminate or rescind this Release. This Release shall be binding upon and inure to the benefit of the parties, their successors, heirs, assigns, and legal representatives and shall be governed by and construed in accordance with the laws of the State of Utah, excluding conflict-of-law principles. If any dispute arises out of or relates to this Release, the parties agree to the jurisdiction of the courts in the State of Texas for purposes of any action instituted pursuant to this Release.

| | |
|--|------|
| In Witness Whereof | |
| The parties have affixed their signatures to this Release. By signing below, Grantor warrants and represents that he or she has read this Release, understands its contents, and has the legal capacity to execute this Release. | |
| A Chance to Learn | Date |
| Grantor | Date |

Parental Consent If Grantor is a minor child, Grantor's parent or legal guardian must complete the following.

I, the undersigned, hereby warrant and represent that I am the parent or legal guardian of the minor child named on this Release ("Grantor"), that I have full authority to execute this Release on behalf of Grantor, that I have read this Release, and that by signing below I have granted this Release on behalf of Grantor. I hereby agree that I and said Grantor and all other parents or legal guardians, if any, will be bound by all releases, consents, and covenants contained in this Release.

| | | |
|----------------------------|-----------|------------------------|
| Name of parent or guardian | Signature | Date |
| Address: | | Phone (with area code) |

2025 A Chance to Learn

Appendix 15: Sustainable Funding Sources

- ❑ The Church of Jesus Christ of Latter-day Saints Provides (through the national banner organization) funding for 18 to 24 months of operation
- ❑ The national banner organization, in conjunction with Church assistance, seeks local/city/county/state/federal grant funding for an additional 3 to 5 years
- ❑ The national banner organization, in conjunction with Church assistance, seeks philanthropic endowment at the local community level
- ❑ The national banner organization, in conjunction with Church assistance, seek institutional philanthropic endowment for major initiative expansion and funding in perpetuity

Appendix 16: Implementation Task List Sample — (Use Template)

| MyBaby4Me (Name_City)--Implementation Plan | | |
|---|---|---|
| Charter 1) Create an inviting environment where women and children at risk join together to learn, to receive help (social determinants) and to feel loved and valued (4Bs) 2) To ensure we identify, invite and enroll the women and children most at risk 3) Make certain that we have the necessary individuals/organizations participating with us. | | |
| Solution | Organization | Comment |
| Location, time and facility considerations | | |
| Location and TIME | Local banner | Mondays 5-7 PM, Thursdays 11 am to 1 PM |
| Food storage and refrigeration | Local banner | |
| Surplus food truck | The Church of Jesus Christ of Latter-day Saints | |
| Bishop's Storehouse | National Banner | |
| Custom Delivery Bags in development | The Church of Jesus Christ of Latter-day Saints | |
| Marketing considerations | | Get permissions from collaborators |
| MyBaby4Me Little Rock Brochure | The Church of Jesus Christ of Latter-day Saints | |
| MyBaby4 Me Standardized signage and marketing materials | The Church of Jesus Christ of Latter-day Saints | |
| Public Service Announcement | National Banner | |
| Community Press Conference and Neighborhood Canvas | The Church of Jesus Christ of Latter-day Saints | |
| Television | The Church of Jesus Christ of Latter-day Saints | |
| Newspaper(s) | The Church of Jesus Christ of Latter-day Saints | |
| Radio/PSA and specialty shows | The Church of Jesus Christ of Latter-day Saints | |
| Web presence--FB/Instagram | The Church of Jesus Christ of Latter-day Saints | |
| Pre-launch Operations | | |
| Health Care Volunteers | The Church of Jesus Christ of Latter-day Saints | |
| Local Mission for Housing | The Church of Jesus Christ of Latter-day Saints | |
| MyBaby4Me Standardized Curriculum | The Church of Jesus Christ of Latter-day Saints | |
| MyBaby4Me Telephone | The Church of Jesus Christ of Latter-day Saints | |