



Rocky Mountain Children's Health FOUNDATION

Laraine Lockhart Borman IBCLC –
Director of Outreach, with thanks to
Carolyn Moreno
Programs Manager, Best Start
Program

The “BIG IDEA”

- ▶ Kudos to Luanne Williams ED!
- ▶ How can we make a bigger impact and align with our mission?
- ▶ Recognition of BF challenges, SUID and need for parents to have tools for interaction
- ▶ Partner development
- ▶ Launched Summer 2017

BABY BOX HISTORY

- ▶ FINLAND RECOGNIZES NEED FOR SAFE SLEEP/PARENT SUPPORT
- ▶ BABY BOX COMPANY OPENS IN CA
- ▶ Funding from Vroom, Bezos (Amazon)
- ▶ COLORADO RMCHF 3rd
- ▶ NOW in all states
- ▶ Hospital in CO largest distributor in US

The Best Start Program

Giving every baby born in
Colorado the *best start in life*.





Keeping babies safe.

Baby Box Company



Best Start Program



Safe Sleep





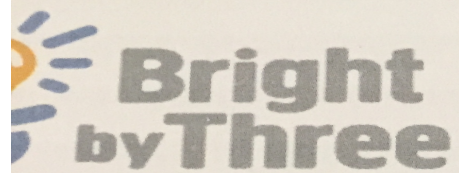
Human Milk for Babies

Brain Building



Contents





Why should I talk to my baby
if she can't talk back?

Repeating back the sounds your baby makes
helps her learn to talk.



for more tips like these,
text

beststart

to 274448

RESOURCES

- ▶ LOCAL AND NATIONAL – COBFC, AAP
- ▶ Brain building – VROOM, BB3



How do we get a box to everyone we serve?



BabyBoxUniversity.com
Colorado Best Start Program





**Babies
Love
Boxes!**

OUTCOMES/NEXT STEPS/ FUTURE

- ▶ As of March 15 – 17,000 boxes distributed
- ▶ Evaluation Study almost complete – how boxes were used
- ▶ Baby Box as a conversation starter
- ▶ “ I learned about donor human milk.”
- ▶ NEXT STEPS - ?

Thank You!





Carolyn Moreno

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