

Richard Whitley, M.S.
Administrator

Tracey D. Green, M.D.
State Health Officer



Contact Name: Martha Framsted
Phone Number: 775-684-4014
Release Date: May 6, 2011
Page 1 of 1

NEVADA STATE HEALTH DIVISION NEWS RELEASE

BabyURMine Promotes Pregnancy and Parenting Resources in Southern Nevada

Many residents eligible for assistance

Las Vegas, NV – Almost half of pregnant women in Clark County don't receive adequate prenatal care but caregivers hope the Nevada State Health Division's BabyURMine campaign will change that.

The comprehensive new public awareness campaign showcases the many low-cost and free programs available to new mothers in southern Nevada, to help them stay healthy throughout their pregnancies; deliver healthy, full-term babies; and learn how to be good parents.

BabyURMine will be using social media such as Facebook and YouTube, as well as the Nevada 211 telephone help line and Nevada211.org website, to promote the many resources that are available to residents, especially low-income mothers.

"Barriers to getting early and constant health care include financial, cultural, family support and even transportation to a doctor's office," states Joanne Malay, Nevada Maternal and Child Health spokesperson. "To overcome these barriers, we're using not only traditional outlets such as billboards and television advertisements, but we've also posted short informational videos on YouTube and we have a page on Facebook in order to reach even more southern Nevadans that may not be aware that there are numerous resources available to them."

"Very young women are often unaware of what they need to do to ensure their health and that of their baby. We're hoping this campaign can change that," Malay adds.

Some additional resources include Text4Baby, a service that sends free text messages to pregnant women and new mothers to help them through their pregnancies and their babies' first year; and Family to Family Connection, a program offering interactive classes for parents and children up to four years old. For a complete list of links to resources, visit www.babyurmine.org

For a more information about the Nevada State Health Division, go to: <http://health.nv.gov>.

###



A handwritten signature in blue ink that reads "Richard Whitley".

Richard Whitley, Administrator

4150 Technology Way, Suite 300 Carson City, Nevada 89706
Phone (775) 684-4200, Fax (775) 684-4211
NEVADA STATE IS AN EQUAL OPPORTUNITY EMPLOYER