

# Newborn Programming in ECFE

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MNAFEE Fall Workshop  
November 4, 2022



# In the Chat...



**1**

Do you currently offer programming for birth-12 weeks?



**2**

What are you curious about?



# Today's Flow & Goals

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A Brief History

2

Class Structure

3

Getting Started

4

Questions & Idea Sharing



Four L&D nurses!

# 24 years of Newborn ECFE in Rice County

Faribault **Baby Stop** began March, 1998

District One Hospital, now Allina

*Current K-12 Enrollment 3,328.*

Northfield **Baby Talk** began in 2000

Northfield Hospital + Clinics

*Current K-12 enrollment: 3,886*



# The Newborn Class Model

Designed by Public Health & ECFE



- FREE. Sibling care included.
- 0-8 week olds, rolling enrollment
- Offered year-round round at ECFE location (except public holidays)
- Leaders were the same each week to build relationships with parents
- Pediatricians invited to attend

# Funding

Each partner paid for their staff to participate:

- Public Health provided Nurse
- Hospital provided Lactation Specialist
- ECFE provided Parent Educator and sibling care



# Early Indicators of Success



- Issues were identified earlier in the group, and parents contacted peds sooner (weight gain, jaundice, breastfeeding, mastitis, PPMD, etc.)
  - Peds spent less time on “typical” stuff talked about in class, like sleep and siblings adjusting
  - Families attending were more likely to continue involvement with ECFE
  - Many moms built friendships those first weeks that continued for years
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# Expansion!

**Baby Stop** successful for 2 years in Faribault; **Baby Talk** started in Northfield

Northfield's **Baby Talk** added another 4 weeks at some point to 0-12 weeks.

After 20+ years, Faribault's **Baby Stop** now up to 12 weeks as well.



# What New Mothers Need



The postnatal period is an underserved aspect of maternity care. Guidelines for postnatal care are not usually informed by what matters to the women who use it. A recent qualitative systematic review was undertaken to identify what matters to women to inform the scope of a new World Health Organization (WHO) postnatal guideline.

What mattered to women most was to be able to:

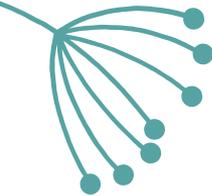
1. adapt to their new self-identity and develop a sense of confidence and competence as a mother
2. adjust to changes in their intimate and family relationships, including their relationship to their baby
3. navigate ordinary physical and emotional challenges
4. experience the dynamic achievement of personal growth as they adjust to the 'new normal' of motherhood and parenting in their own cultural context.

From 36 studies in 15 countries representing the views of more than 800 women.

Article Source: [\*\*What matters to women in the postnatal period: A meta-synthesis of qualitative studies\*\*](#)

Finlayson K, Crossland N, Bonet M, Downe S (2020) What matters to women in the postnatal period: A meta-synthesis of qualitative studies. PLOS ONE 15(4): e0231415. <https://doi.org/10.1371/journal.pone.0231415>





# Structure of Northfield's Newborn Baby Talk

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## Weekly

10:30-12:00 every  
Monday, year round,  
except public holidays



## Sibling Care

Always offered and  
free!



## Weigh-Ins

Public Health nurse  
weighs babies and  
answers gain questions



## Check-Ins

Parent Educator does  
one-on-one check ins  
and follow ups from  
previous week



## Lactation

Available for questions



## Questions & Topic

Every parent introduces  
self and asks questions.  
Then all questions are  
answered.



# 12 Week Rotating Curriculum

We don't spend a whole week on sleep because it comes up every single week.

For missed class due to holidays, parents get "bonus" week.

Connection to parent-run FB group.

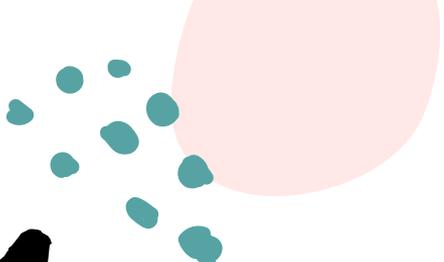
Graduating parents give their \*Words of Wisdom\* on last day.

Adjusting to Parenthood & Boundaries	PMADS (Guest Therapist)	Formula Demonstration & Carseat Safety
Relationship Changes & Comm. w/Partners	Illness in Babies & Prepping for First Colds	PP Body Care for Moms & Mastitis
Crying, Fussiness & Coping (Guest Chiropractor)	Tummy Time & Physical Devel. (Guest PT)	Returning to Work & Pumping
Self-Care & Prioritizing Sleep	Attachment & Social-Emotional Development	Language, Music, & Early Literacy

# “Unofficial” Topics

- You're not alone!
- You know your baby best.
- You don't have to “love every moment.”
- Everything is a phase.
- Find your village of parents.
- It's ok to ignore social media/internet.
- No conversations after 10pm end well.
- Give yourself grace & compassion.
- You and your baby are learning together.
- Don't compare your baby to other babies and don't compare yourself to other moms.



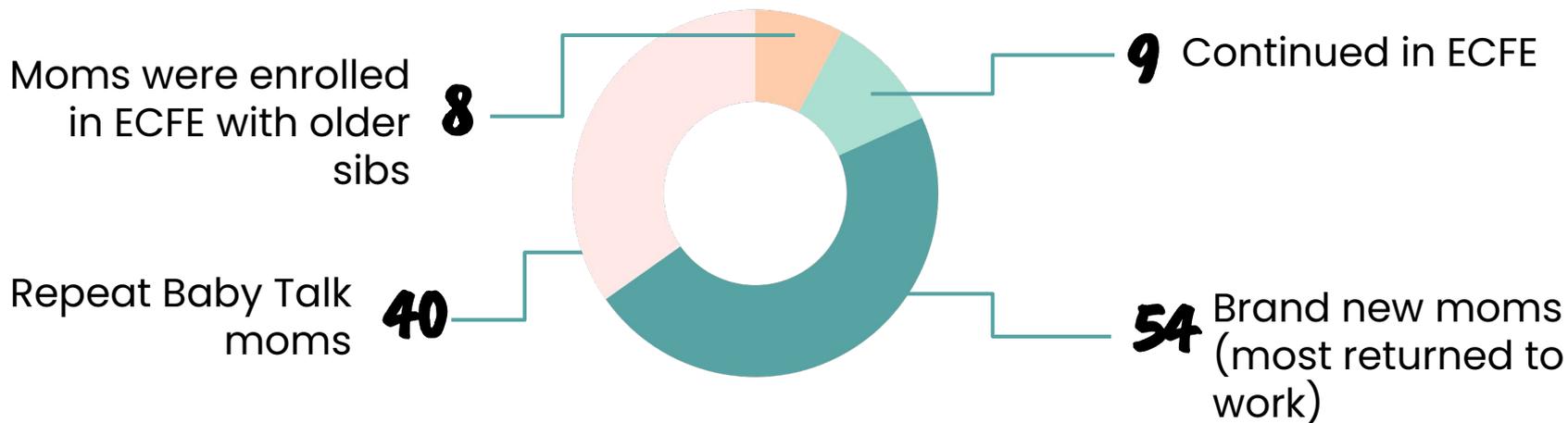


# 111 moms & babies (and a few dads!)

Cared for since August, 2021



# Attendance since August, 2021: 111



**Currently enrolled: 15 (5 graduated this week)**



# A Few Fun Stats

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Parents who start  
come at least 6  
weeks

**90%**

**1-2**

Zoom attendees per  
week

Would recommend  
the class to others

**100%**

**10-18**

Weekly attendance

Dads welcome and some attend 1-2 weeks. A few dads have come between 4-12 weeks, and one dad recently finished out the last 4 weeks alone!

# Basic Ingredients for your Newborn ECFE Programming

## 0-12 Weeks

Put **newborn** in the title, and end it at 12 weeks & don't combine with older ages.

## Weigh-Ins

Moms love knowing their babies are gaining weight!



## Start Small

Call it "Newborn Baby Cafe" or "Newborn Coffee Hour"

## Advertize

Community ed, hospital discharge, ped offices, social media. Instagram! Word of mouth will happen!

# Partnerships

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## Public Health

Reach out to yours, and have them reach out to Rice County!

Also, retired nurses are super valuable!

## Connect w/ L&D Department or Pediatricians

Sometimes they don't even know what ECFE is! Get flyers in their offices. New ECFE flyer

## Just Start!

If you can't find hospital or nursing staff, simply providing space and connection for tired and secluded moms is magical!

# Newborn Baby Talk

Free!

Mondays  
10:30am-12:00noon  
(except federal holidays)



Attend class at the **Northfield Community Education Center, 700 Lincoln Parkway**. Free sibling care is available. Please text 507.301.7369 if you need sibling care.

If you have any questions, contact Ellen at [ehaefner@northfieldschools.org](mailto:ehaefner@northfieldschools.org) or call/text 507.301.7369.



For parents with babies 0-12 weeks.

A public health nurse, parent educator, and lactation specialist will be available to answer questions about your newborn and provide support and information on your new journey of parenting.

Facilitated discussions will cover feeding, attachment, sleep, development, family changes & returning to work. Parents coming in person have an opportunity to have their baby weighed.



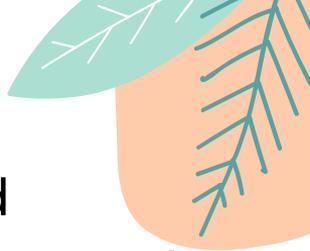
Baby Talk is a collaboration between Northfield Hospital + Clinics, Northfield Public Schools' Early Childhood Family Education (ECFE) Program, and Rice County Public Health Nursing.

A decorative graphic in the top right corner featuring a teal leaf with white veins and an orange circular shape with teal leaf-like patterns.

I can't even put into words how helpful baby talk was to me in the early months with my son. As a new mom, I was always nervous that I was doing something wrong or wondering what is normal newborn behavior. This program helped to ease my worries, helped me feel more confident and showed me that all moms are in the same boat.

A decorative graphic in the bottom left corner consisting of several teal dots of varying sizes and several horizontal pink wavy lines.

As a new mom with no other new mom friends, I felt like I was drowning. Baby Talk was like a life raft of support, resources, and connection to others who were experiencing/had experienced the same things. It's an excellent program - makes me proud to live in this community! It also opened the door to other classes I may not have known about for my child as she got older.



New moms are bombarded (or maybe not) with friends and relatives giving their opinions on baby raising, this class did a great job of answering questions and providing support (normalizing our experiences) which has helped me so much! Thank you!



This is an incredibly valuable resource that the Northfield community has! I have friends in other cities who do not have this resource -- I feel bad they don't have a place where they can be validated, encouraged and grounded as a new mom. Thank you for providing this resource!!



# Thank You!

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I'm happy to help!

Ellen Haefner  
ehaefner@northfieldschools.org

**CREDITS:** This presentation template was created by **Slidesgo**, including icons by **Flaticon** and infographics & images by **Freepik**.



Newborn Resources:

Instagram:

Karrie Locher

Taking Cara Babies

Little Nest Sleep

philbouchermd

Podcasts:

Raising Good Humans w/ Dr. Aliza  
(search for newborn)