



## For Immediate Release

### Generous Donation Provides Newborns with "Jump Start" in Life

FLORENCE, ALABAMA-(February 26, 2008), Thanks to a generous donation by the Florence Kiwanis Club, Kiwanis International Foundation, and The Alabama Kiwanis District Foundation, new parents in the Shoals now have long-term assistance with the care of their newborn. The local civic club, which has financially supported many area children's programs, sought and received a grant to fund the purchase of the video program – *"Baby's First Months...What Do We Do Now."* The free video DVD is presented to all new parents who select The Women's Pavilion at Eliza Coffee Memorial Hospital for the delivery of their newborn child.



Beth Bevis, Nurse Manager of the Women's Pavilion at ECM states, "When Kiwanis Club member David Beasley approached us with this wonderful baby care video we were both pleasantly surprised and very appreciative." The step-by-step video guides parents through the first few months of their baby's daily care. *Baby's First Months* covers over 30 infant care topics and postpartum care for the new mother. Sections in the video include sleep positioning, breastfeeding, bathing, diapering and car seat installation, just to name a few. The video DVD was created with the assistance of health care providers, nurses, educators, and new parents.

"At Eliza Coffee Memorial Hospital, we recognize the importance of continuing infant care education at home," said Bevis. "During the mother's hospital stay, it is difficult for the family to remember the vast amount of information we provide, especially with the excitement of becoming a new parent." New parents watch *Baby's First Months* in the hospital and are provided a copy to take home. At home, they can refer to any section of the video as often as needed.

*Baby's First Months* is also an excellent resource for grandparents, baby sitters, and other family members to review before caring for the newborn. The "user friendly" format makes it simple and quick to locate any section of the video for viewing. The video is also subtitled for the hearing impaired and is available in English and Spanish.

For more information about the *Baby's First Months Program*, you make contact the ECM Marketing Department at (256) 768-8343.