



## For Immediate Release

### **DVD's Now Available to Give New Parents Step by Step Instructions**

FLORENCE, ALABAMA-(March 31, 2008), With 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 now available to all new parents who select The Women's Pavilion at Eliza Coffee Memorial Hospital for the delivery of their newborn child.



Thursday, March 27, 2008 the staff of the Women's Pavilion at ECM began distributing the video. 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 positing, 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.

"The DVD was very informative and easy to follow. Each section was broken down so that you only had to watch the topic you needed," said Aaron Irons, whose wife Lori recently gave birth at the Women's Pavilion. "It also had information on everything that we learned in our birthing class. It will be so easy for us to watch the DVD and refresh our memory," added Irons.

"At Eliza Coffee Memorial Hospital, we recognize the importance of continuing infant care education at home," said Beth Bevis, Nurse Manger of the Women's Pavilion at ECM. "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 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.