Start Smart for Your Baby®

Take Care of Yourself and Your Baby

Our Start Smart for Your Baby® program provides customized support and care for pregnant women and new moms. This program helps you focus on your health during your pregnancy and your baby’s first year.

START SMART FOR YOUR BABY® OFFERS THESE BENEFITS AT NO COST TO YOU:

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<tr>
<th>CARE MANAGEMENT</th>
<th>EDUCATION AND SUPPORTS</th>
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<tr>
<td>• Medical staff to work with you and your doctor if you experience any issues during your pregnancy</td>
<td>• Postpartum resources</td>
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<td>• Prenatal vitamins</td>
<td>• Smoking, e-cigarette and vaping cessation</td>
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<tr>
<td>• Information about pregnancy and newborn care</td>
<td>• Substance Use Disorder support</td>
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<td>• Community help with housing, food, clothing and cribs</td>
<td>• Baby shower events</td>
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<tr>
<td>• Breastfeeding support and resources</td>
<td>• Text and email health tips for you and your newborn</td>
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Complete your Notice of Pregnancy (NOP) within your first 12 weeks and earn $50 on your myhealthpays* account PLUS a Diaper Bag** filled with essential baby items, including diapers. Complete your NOP within 13-24 weeks and earn $25 PLUS the Diaper Bag.

*Some restrictions and limitations apply. Each member can earn up to $250 in cash and non-cash goods and services each State fiscal year.

PREGNANT AND NEW MOMS CAN EARN UP TO $210 IN REWARDS AND EXTRAS

Just for healthy behaviors!

1st Trimester | 2nd Trimester | Birth | Postpartum Visits | Infant Wellness Visits

$50 Notice of Pregnancy (NOP)*** OR $25 Notice of Pregnancy (NOP)*** + Up to $60 Prenatal Care Visits ($20 for every third visit) = $20 Postpartum Visits + $20 Infant Wellness Visits

Just for completing your Notice of Pregnancy (NOP), you’ll receive a diaper bag** filled with essential baby items, including: diapers, baby wipes, baby bath, hand sanitizer, zinc paste and bath towel.

“*I am just writing to say THANK YOU! I informed you guys of my pregnancy, and this huge hospital bag filled with diapers, wipes, and all the necessities, was just sent to me! What a wonderful surprise!*…”

– NH Healthy Families member

**The Diaper Bag ($60 cash value) filled with baby essentials is available only for members who submit their Notice of Pregnancy within the first 26 weeks of their pregnancy.

***Pregnant members must complete and submit their Notice of Pregnancy form within 12 weeks of their pregnancy to be eligible for the $50 reward. Members who submit their Notice of Pregnancy within 26 weeks of their pregnancy can still earn a $25 reward.

Find your NOP form online at NHhealthyfamilies.com under Member Resources/Member Handbook and Forms.

NHhealthyfamilies.com • 1-866-769-3085 • TDD/TTY: 1-855-742-0123

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