



BABY YOURSELF®

A prenatal wellness program that helps ensure your employees receive the best possible healthcare during pregnancy.

Welcoming a new baby can be exciting for your associates. That's why Blue Cross and Blue Shield of Alabama offers the Baby Yourself Tool Kit as a program guide to educate your employees about the Baby Yourself program and the importance of a healthy pregnancy – from the start.

The Baby Yourself Tool Kit includes:

- ADV-12 We're Going to Have a Baby poster
- ADV-13 The Excitement of Welcoming a New Baby brochure
- ADV-17 Baby Yourself informational flyer
- ADV-45 Overview of Gifts for the Baby Yourself Program flyer
- ADV-40 Baby Yourself DVD

You can order additional materials on our website, www.bcbsal.com/employers.

How to use the Baby Yourself Tool Kit

Here are a few suggestions to help you use these materials in your workplace.

- Hold an educational lunch & learn where you can show the DVD and distribute the materials.
- Send the expectant parent a congratulations card or letter and include the printed Baby Yourself materials
- Another very simple option is to play the video series in your break room, display the poster and make the handouts available to your employees.

To order additional Baby Yourself Tool Kit materials

1. Go to www.bcbsal.com/employers.
2. From the employer home page, choose "Order Forms and Materials."
3. Use the stock number to order handouts and posters.



BlueCross BlueShield of Alabama

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