

Memorandum

To: NSHA and IWK pre-natal partners, health care providers and community partners
From: Public Health
Copy: Gary O'Toole, Senior Director, Population and Public Health
Date: August 23, 2018
Re: Changes to prenatal website

This memo is regarding changes to online prenatal resources provided by Public Health.

To support universal access to prenatal information and support, the Welcome to Parenting online platform was launched on September 15, 2014. A recent review of the Welcome to Parenting data indicated that the rate of new users has decreased and online class participation is low. Since the launch of Welcome to Parenting, a number of new and updated pregnancy and parenting websites are available. Based on these findings and the availability of credible online resources, the Welcome to Parenting contract will not be renewed.

As of September 30, 2018, new users in Nova Scotia will not be able to register on the Welcome to Parenting online platform. Existing participants will have access to the site until December 31, 2018. When users log onto the Welcome to Parenting landing page, there will be a notification message providing this information.

Public Health's 'Pregnancy & Parenting Support' webpage – www.nshealth.ca/pregnancyandparenting – has been updated and includes a variety of credible resources and information for families. This page will also be available in French at www.nshealth.ca/pregnancyandparenting-fr.

New Pregnancy and Parenting Support cards have been produced with this website information and will be provided to you (primary care providers, hospital staff and community partners) to distribute to the clients and families you are working with. If you don't receive the cards or would like to order more cards, contact Public Health. The cards will replace both the Welcome to Parenting and Loving Care cards. Please remove any existing Welcome to Parenting cards or posters that you may have and replace with the new Pregnancy and Parenting cards that you will receive.

Oh baby! There's a lot to know
about pregnancy and parenting.

Public Health has lots of helpful
online information and resources:

www.nshealth.ca/pregnancyandparenting

Vous attendez un bébé? Il y a beaucoup
de choses à connaître au sujet de la
grossesse et de l'art d'être parent.

Les Services de la santé publique offrent
toute une gamme de renseignements et
de ressources en ligne.

www.nshealth.ca/pregnancyandparenting-fr

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Public Health provides prenatal information and support through a variety of approaches: existing partnerships with Family Resource Centres, Primary Health Care, Maternal and Child Services and through one-on-one support for vulnerable families. We all value and appreciate the collective work and roles we hold in supporting pregnant women, new mothers, parents and families. If you have a client who needs additional support please refer to Public Health, our contact information is available at www.nshealth.ca/pregnancyandparenting.

If you have questions or feedback regarding this change, please contact the Early Years manager in your zone.

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