



Your NICU Baby

from **The Newborn Channel**

Providing education is of utmost importance; an opportunity exists to do more to ensure that parents' needs are met both in the NICU and during the transition home.

What NICU Parents Want:

- **Family-centered care** - It's a standard of practice in NICUs
- **Adequate preparation** for the **transition home** - Only **37%** of parents surveyed felt that they received it
- **Information** - This is primarily provided to parents **verbally** (86%), but also via **brochures** (65%) and **handouts** (59%)
- **More hands-on experience, practice and preparation** - One in five parents expressed a desire for this

How You Can Help:

- Enhance the quality, efficiency and reach of your patient and family education efforts
- Assist your staff in complying with Joint Commission Standards of Care and Patient Safety goals and regulations
- Contain your costs. No additional equipment to buy
- Make learning convenient. Easily accessible online

Topics Include:

NICU Orientation Videos

- A Welcome to the NICU
- Meet the NICU Staff
- When Baby Arrives Early
- Your Video NICU Tour (Hospital commissioned or provided)
- Antepartum: Getting Ready for the NICU
- Profile: Twins in the NICU
- Your Baby's NICU Bed

Caring for Your Baby

- Feeding Baby with Breast Milk
- Feeding Baby with IV Nutrition
- Bonding and Baby Care
- Newborn Screening and Test Overview
- Profile: Being a Survivor
- The Risk of Infection in the NICU
- Special Care for Your Premie

Taking Care of Mom and Dad

- Coping and Getting Emotional Support
- Profile: Coping and Caring for Yourself and Your Baby
- Postpartum Depression: You're Not Alone

NICU Medical Conditions

- My Baby's Heart Condition
- My Baby's Lung Condition
- My Baby's Brain Condition
- When Baby Needs Surgery
- Technology in the NICU
- Profile: Meet the Dobyys Family

Discharging Baby

- Leaving the NICU Checklist
- Car Seat Demonstration



Introducing **The Newborn Channel NICU Tablet** Information. Insight. Support.



- On-demand educational video library that NICU parents can reference any time they are in the NICU and later when at home
- Improves patient satisfaction and NICU outcomes
- Indexed by category and title – allows parents to dig deeper into topic areas of most interest
- Helps prepare parents of NICU babies for discharge and the transition home
- Hospital can add customized content and parent resource information
- Tablet delivered in hospital – configured specifically for your institution and adaptable to the NICU environment