

COMMUNICATIONS TOOLKIT



HEALTHY BEGINNINGS START WITH US.

2026

SHARABLE INFORMATION AND COMMUNICATION
RESOURCES FOR MATERNAL AND CHILD HEALTH.



Cook County
Public Health
A division of Cook County Health

BUILDING
HEALTHIER
COMMUNITIES

Introduction

Cook County Department of Public Health's Healthy Beginnings Program supports pregnant people, new parents, and babies up to 12 months old living in suburban Cook County by providing free, personalized care before, during, and after pregnancy. Through home visits, education, and connections to community resources, public health nurses help families stay healthy and safe while building a strong foundation for lifelong well-being.

Healthy Beginnings offers one-on-one support tailored to each family's needs, including guidance for high-risk pregnancies, newborn health assessments, breastfeeding support, safe sleep education, and referrals to essential services such as health insurance, mental health care, housing, and nutrition programs. Partners and community organizations can use this toolkit to raise awareness of available services, encourage referrals, and ensure families know that trusted support is available at no cost to suburban Cook County residents.

Inside, you'll find:

- Sample Social Media Posts
- Sample Newsletter Copy
- Sample Article/Blog
- Fact Sheets
- Brochures
- Palm Cards

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 - @cookcountypublichealth



Social Media Posts



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Sample caption:

When parents and caregivers have the tools, education, and encouragement they need, babies are more likely to grow up healthy and safe. Building that foundation starts early.

The Healthy Beginnings Program provides free support before and after birth, helping families navigate pregnancy, newborn care, and the first year of life.

Learn more and enroll at CookCountyHealthyBeginnings.com.

Healthy Beginnings Start With Us.

We're here for you every step of the way.

We offer prenatal and postpartum support for birthing individuals and early childhood support for infants up to 12 months old.

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Sample caption:

Welcoming a new baby often means navigating health care, insurance, nutrition and mental health programs, and other services.

The Healthy Beginnings Program connects suburban Cook County families to essential resources while providing expert guidance from public health nurses, starting from pregnancy through a baby's first year.

Learn more and enroll at CookCountyHealthyBeginnings.com.

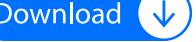
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Sample caption:

Starting prenatal care early is one of the most important steps you can take to support a healthy pregnancy and reduce the risk of complications. Having access to trusted guidance can help you feel more prepared for the months ahead.

The Healthy Beginnings Program offers free prenatal support, education, and connections to resources for families in suburban Cook County.

Learn more and enroll at CookCountyHealthyBeginnings.com.

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Social Media Posts



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Sample caption:

Bringing a baby home is a major life change, and it is normal for new parents to feel overwhelmed. Postpartum emotional changes are common. Support is available.

The Healthy Beginnings Program provides compassionate support, education, and referrals for mental health and other services to help families adjust and thrive.

Learn more at CookCountyHealthyBeginnings.com.

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Sample caption:

The moments after birth are the beginning of a lifelong health journey. Early support can help parents understand safe sleep, feeding, infant development, and when to seek care, all of which are critical to giving babies a healthy start.

Through the Healthy Beginnings Program, eligible families receive free education and support from pregnancy through infancy.

Learn more at CookCountyHealthyBeginnings.com.

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Sample caption:

The early months with a new baby come with many adjustments. Having someone you trust to answer questions can make all the difference. Home visits from public health nurses provide personalized support and guidance so you can give your baby a healthy start.

The Healthy Beginnings Program offers free nurse home-based support for pregnant individuals with infants up to 12 months old in suburban Cook County.

Learn more and enroll at CookCountyHealthyBeginnings.com.

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Fact Sheet

This 8.5" x 11" fact sheet outlines key program services, such as prenatal and postpartum support, home visiting, immunization education, developmental screenings, breastfeeding guidance, and specialized referrals, while emphasizing the importance of maternal and child health and providing clear steps for enrollment.

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HEALTHY BEGINNINGS
Maternal and Child Health Program

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FREE
PROGRAM

**HEALTHY BEGINNINGS
START WITH US.**

The Healthy Beginnings maternal and child health program serves birthing individuals and infants up to 12 months old in suburban Cook County.

Why Maternal & Child Health Matters
A healthy pregnancy and early childhood lay the foundation for a healthy beginning. By supporting mothers and children, we:

- Help reduce maternal and infant mortality
- Promote healthy child development
- Strengthen families and communities

We provide the following services:

Prenatal Care

- Home visiting and case management
- Support high-risk pregnancy management
- Genetic counseling referrals and education
- Prenatal and postpartum education

Postpartum Care

- Newborn assessments
- Mental health resource navigation
- Breastfeeding support
- Safe sleep education

Child Health and Development

- Encourage immunizations
- Growth and developmental screenings

Special Programs

- LGBTQIA+ pregnancy support
- Referrals (social services, specialized care)
- Every Mother Every Child resources for before, during and after pregnancy

Scan the QR code to complete the referral form to enroll in our program.



Brochure

This 8.5" x 11" brochure highlights the wide range of services available through the program, including prenatal and postpartum support, nurse home-based visits, newborn assessments, breastfeeding guidance, developmental screenings, mental health resources, vaccine education, and referrals to social services to help families stay healthy and supported.

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Services Provided

Prenatal Care

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- Breastfeeding support
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Child Health and Development

- Encourage immunizations
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Home Visits

At each home visit, our registered public health nurses will:

- provide case management: care coordination and clinical follow-up
- assess your baby's growth and development
- provide nutrition and feeding guidance
- provide perinatal care and education
- provide vaccine education
- promote immunization adherence
- facilitate wraparound access to social services (housing, food, transportation)

For more information

To learn more about our program, email: HealthyBeginnings@cookcountyyhhs.org.
Scan the QR code to complete the referral form to enroll in our program.

FREE PROGRAM

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HEALTHY BEGINNINGS START WITH US.

Healthy Beginnings is a comprehensive maternal and child health program serving birthing individuals and infants up to 12 months old throughout suburban Cook County.

Our mission is to reduce maternal and infant morbidity and mortality by providing coordinated case management, resource connection, and high-quality, respectful, home-based care.

Our compassionate and knowledgeable nurse-led team offers personalized support before, during, and after pregnancy helping every birthing individual, infant, and family achieve a healthy beginning.

Our program aims to:

- Reduce maternal and infant morbidity and mortality through case management
- Connect and coordinate resources, and
- Deliver respectful, high-quality home-based care

Additional Program Services

- Public health surveillance:** Perinatal Hepatitis B, Congenital syphilis, and Sexually Transmitted Infection management
- Genetic Program:** education and referrals

Why Maternal & Child Health Matters

A healthy pregnancy and early childhood lay the foundation for a healthy beginning.

By supporting mothers and children, we:

- Help reduce maternal and infant mortality
- Promote healthy child development
- Strengthen families and communities

Maternal & Child Health Resources

Everyone can play a role in preventing pregnancy-related deaths and improving maternal health outcomes. Visit our everymothereverychild.org website for information for every stage of pregnancy.

We are a trusted partner, caring for mothers, babies, and families, ensuring healthy beginnings.

Palm Card

This 5" x 7" palm card provides a quick overview of program benefits, including nurse home-based visits throughout pregnancy, high-risk pregnancy case management support, coordinated resource connections, and referrals to social and specialized services, along with information on how to enroll.

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HEALTHY BEGINNINGS
Maternal and Child Health Program

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HEALTHY BEGINNINGS START WITH US.

The Healthy Beginnings maternal and child health program serves birthing individuals and infants up to 12 months old in suburban Cook County.

Our program aims to:

- **Reduce** maternal and infant morbidity and mortality through case management
- **Connect** and coordinate resources, and
- **Deliver** respectful, high-quality home-based care

Our program offers:

- **Home-based care** monitoring at every stage of pregnancy
- **High-risk pregnancy case management** and education
- **Referrals** to social services and specialized care

FREE PROGRAM

Enroll today!
Scan the QR code or email HealthyBeginnings@cookcountyhhs.org



Sample Newsletter Copy

Healthy Beginnings: Supporting Suburban Cook County Families Before, During, and After Pregnancy

Pregnancy and the first year of a baby's life can bring excitement, uncertainty, and many new responsibilities. Cook County Department of Public Health's Healthy Beginnings program helps suburban Cook County families feel supported every step of the way by connecting pregnant individuals and their infants with experienced public health nurses who provide personalized guidance from early pregnancy through a baby's first year.

Through home visits, nurses offer education on prenatal health, recovery after birth, newborn care, safe sleep, and infant feeding while helping parents build confidence as they adjust to life with a new baby. Families are also connected to helpful resources such as nutrition programs, behavioral health services, safe housing support, insurance, transportation, and doula services. This ensures that families have what they need to thrive beyond the clinical setting.

By focusing on early support and strong connections to care, Healthy Beginnings works to improve birth outcomes and promote healthier futures for both parents and children. Services are provided at no-cost for suburban Cook County residents, regardless of income, insurance status, or immigration status.

Learn more or enroll at CookCountyHealthyBeginnings.com.



Download 

Sample Article

Healthy Beginnings: Supporting Suburban Cook County Families Before, During, and After Pregnancy

Pregnancy and the first year of a baby's life can bring joy, questions, and big changes. No family should have to navigate this time alone. Cook County Department of Public Health launched the Healthy Beginnings maternal and child health program to help ensure suburban Cook County families have the care and support needed for a safe pregnancy and a healthy first year of life. The program connects pregnant individuals and their infants with nurses who provide personalized, home-based care beginning early in pregnancy through a baby's first year of life.

Care That Comes to You

Healthy Beginnings connects families with compassionate public health nurses who provide personalized, home-based care starting early in pregnancy and continuing through a baby's first year. Nurses offer guidance on prenatal health, recovery after birth, newborn care, safe sleep, and infant feeding, helping parents feel more confident and prepared.

Support Beyond Health Care

Families often need more than medical care to thrive. Healthy Beginnings helps connect parents to important resources such as nutrition programs, safe housing, transportation, behavioral health services, insurance, and doula support. Nurses also help families manage chronic conditions and keep babies on track with recommended immunizations.

Working Toward Healthier Futures

Many maternal and infant health challenges are preventable. By providing early support, education, and strong connections to care, Healthy Beginnings is helping to reduce risks, improve birth outcomes, and give every child the opportunity for a healthy start.

Free and Open to Families

Services are free and available to suburban Cook County residents regardless of income, insurance status, or immigration status. Families can join the program directly or be referred by a health care provider.

Learn more or enroll at CookCountyHealthyBeginnings.com.