



News Release

FOR IMMEDIATE RELEASE –
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Health Department Launches Baby Store Project

FAYETTEVILLE – The Cumberland County Public Health Department launched its Baby Store project on Oct. 29. The store, located on the second floor of the Public Health Center at 1235 Ramsey St., features baby items including toiletries, clothing, diaper bags, bibs, socks, booster seats, bottles and more. It was made possible through a \$20,000 grant from the Women’s Giving Circle of Fayetteville.

Public Health clients who utilize the Maternity, Child Health and Immunization clinics as well as the Family Care Coordination and WIC programs can earn “baby bucks” by attending appointments and participating in prenatal, childbirth, and parenting classes.

The baby store is in Room 2200 of the Health Education section. Hours of operation are Tuesday through Thursday from 10 a.m. to 4 p.m. Contact Michaela Penix at (910) 433-3858 for additional information.

The project is an incentive program to promote early prenatal care, and thereby reduce avoidable complications of pregnancy and infant mortality. From 2004 to 2008, the county’s infant mortality rate of 10.8 per 1,000 live births was higher than the state’s rate of 8.4 per 1,000 live births, according to the N.C. State Center for Health Statistics.

Getting early and regular prenatal care allows health care providers to monitor and improve the health of pregnant mothers and their babies. Educating women on ways to improve their health and warning signs during pregnancy are key factors in reducing injury and death.

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