FOR IMMEDIATE RELEASE   Jan. 3, 2014

Department of Public Health
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Health Department Baby Store Incentive Program Starts Jan. 6

FAYETTEVILLE – The Baby Store at the Cumberland County Department of Public Health will open Jan. 6 at 10 a.m. in Suite 2200 on the second floor of the Public Health Center at 1235 Ramsey St. Normal operating hours will be Tuesday through Thursday from 10 a.m. to 4 p.m.

The Baby Store is an incentive program that awards "Baby Bucks" to patients who attend scheduled clinic appointments and participate in educational programs designed to reduce infant mortality and increase safe parenting. The store will primarily serve low-income clients ages 18 to 44 living in Cumberland County.

The Baby Store project was founded in 2010, but was forced to close in 2011 because funding ended. The health department received a $5,000 grant last year from the Dr. Ann F. Wolfe Endowment for Child Health and Infant Mortality to help re-open the store.

"We encourage clients to make appointments and attend classes to prepare them for parenthood and the birth of their child," said Maternity Health Educator Kassie Howard, who will manage the Baby Store Project. "Baby Bucks will be distributed so they can purchase items in the baby store during hours of operation."

The Health Education section; Maternity Clinic; and Women, Infants and Children (WIC) Nutrition Services will distribute the bucks. Patients can redeem them in the Baby Store for items such as diapers, bottles, bibs, pacifiers, lotions, powder, diaper bag, clothing and safety gear. The items are designed to supplement the health services provided by the immunization, preventive, maternal and child health programs.

Cumberland County has an infant mortality rate of 7.8 per 1,000 live births, slightly above the state average of 7.4.

For additional information about the Cumberland County Department of Public Health, please call 910-433-3600 or visit with someone at the information desk. Comments are welcome and can be submitted on our website at www.co.cumberland.nc.us/health/comment_form.aspx. The Health Department is located at 1235 Ramsey St. in Fayetteville.

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