



# Is there a baby in your future?

Early prenatal planning is an important step to help you have a successful pregnancy and a healthy, happy baby.

As a Blue Shield member, you can receive our Prenatal Education materials at no cost. These materials are included in our Prenatal Program and supplement the care you receive from your doctor by providing important information to help you have a healthy pregnancy. You'll learn what to expect while you're pregnant, ways to be healthier after the baby is born, and much more. Simply enroll today at [blueshieldca.com/prenatal](https://blueshieldca.com/prenatal) to get started.

## Extra support for you

When you enroll in our Prenatal Program, you'll receive the following at no additional charge to you:

- A prenatal guide filled with information on nutrition, fitness, emotions, body changes, warning signs, home safety, and more
- Information about text4baby:<sup>SM\*</sup> This service provides free text messages three times a week with information to help you through your pregnancy and baby's first year. Text BABY (BEBE para español) to **511411** to sign up!
- A Prenatal Planner to help you keep track of appointments, questions for your doctor, and pregnancy milestones
- Your choice of one of these best-selling pregnancy and parenting books:
  - *What to Expect the First Year* by Arlene Eisenberg
  - *Caring for Your Baby and Young Child* – American Academy of Pediatrics
  - *Your Pregnancy and Birth* – American College of Obstetricians and Gynecologists (available in English and Spanish)
- An overview of vaccines that may be available to your child
- First-aid and emergency tips

### The Prenatal Program also includes:

- Nurse Assessments – telephonic assessments upon program enrollment, midway through your pregnancy, and post-pregnancy to ensure you and baby are healthy.
- 24/7 nurse telephone support – access to registered nurses specializing in maternity and newborn health.
- Online Care Center – a website with personalized education and secure access to your nurse case manager.
- Support for high-risk pregnancy – referral to a nurse case manager to provide personalized coaching and extra support during your pregnancy.

## It's easy to join

Enrolling in the program is easy. Visit [blueshieldca.com/prenatal](https://blueshieldca.com/prenatal) and register using the online enrollment form, or call **(888) 886-4596** and select option 2 for the Prenatal Program. Have your Blue Shield member ID card ready. We look forward to hearing from you!

\* Text4baby is a service mark of the National Healthy Mothers, Healthy Babies Coalition ([text4baby.org](https://text4baby.org)). The National Healthy Mothers, Healthy Babies Coalition has agreements with most wireless service providers to waive applicable text charges.

Blue Shield and the Shield symbol are registered marks of the BlueCross BlueShield Association, an association of independent Blue Cross and Blue Shield plans.