

BUMP AND BEYOND

Cobb & Douglas Public Health Pregnancy Newsletter



Early Hearing Detection and Intervention (EHDI)

According to the American Speech-Language Hearing Association, approximately 3 in 1,000 babies are born with permanent hearing loss, making hearing loss one of the most common birth defects in America. Language development is most critical in the first year of life. Without newborn hearing screenings, hearing loss is typically not identified until two years of age.

In an effort for all children to have the opportunity to be most successful in language, communication, education and reading, our goal in the EHDI Program is to screen all newborns prior to discharge from the hospital or birthing center for the earliest possible identification of hearing loss. Screening for hearing loss begins in the birthing hospital. Children who do not pass the screening in the hospital are referred to a local EDHI program or another health care provider for rescreening and possible diagnostic evaluation. When children are referred to Cobb/Douglas EDHI, the coordinator rescreens, and if the results are abnormal, referrals and linkage to care are provided. Children may be referred to Babies Can't Wait (BCW), Children's Medical Service (CMS), GA Pines and other community providers. For more information call 770-514-2456.

IN THIS ISSUE:

- EARLY HEARING DETECTION AND INTERVENTION (EHDI)
- HOW TO TREAT DIAPER RASH
- SPITTING UP AFTER FEEDING
- BABY FORMULA SHORTAGE
- UPCOMING CLASSES AND EVENTS



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How to Treat Diaper Rash



Everyone wants a happy, healthy baby; however, babies often experience discomfort from diaper rash – a condition that causes skin underneath the diaper to become red and tender. Help your baby by following dermatologists' tips to prevent and treat diaper rash at home:

1. Change dirty diapers as soon as possible. The most important tip for treating and preventing diaper rash is to change all dirty diapers – even if they are just wet – as soon as possible. This reduces moisture on the skin that can inflame a rash.

2. Be gentle when cleaning the diaper area. Use water and a soft washcloth or baby wipes that are alcohol and fragrance-free. If the rash is severe, use a squirt bottle of water to clean the area, as doing so is gentler to the skin. Next, allow the area to air dry. Let your child go diaper-free as long as possible to let the skin dry and heal.

3. Apply a zinc oxide diaper cream. This is especially important if the skin stays red between diaper changes. If your baby has severe diaper rash, layer it on like you are frosting a cake. There is no need to remove the cream with each diaper change. It can be fully removed at the end of the day.

4. Call a doctor or board-certified dermatologist if your baby develops signs of a skin infection. Signs of a skin infection may include a fever, blisters, pus that drains from the rash, and a rash that does not go away or worsens after treatment. Another sign of a skin infection is if the baby is in pain or is hard to console.

Babies have very delicate skin, and sometimes despite a parent's best effort, diaper rash still occurs. If your baby's diaper rash is not going away, or if you have questions or concerns about caring for your baby's skin, consult your baby's pediatrician or a dermatologist.

Source:

<https://www.aad.org/public/everyday-care/itchy-skin/rash/treat-diaper-rash>



Spitting Up After Feeding

Your baby is probably just getting the hang of feeding.

Almost half of young babies spit up regularly. The peak age for spitting up – also known as reflux – is 4 months.

When your baby swallows air along with breast milk or formula, the air gets trapped in with the liquid. The air has to come up, and when it does, some of the liquid comes up too, through your baby's mouth or nose.

Babies take in a lot of nourishment in relation to their size, and some of them really like to eat, so sometimes they become overfilled and, well, overflow.

A newborn's digestive system isn't fully developed, either.

The muscles at the bottom of your baby's esophagus, which control whether food is coming or going, may still be getting up to speed. It's no wonder your little one creates so much laundry.

If your baby's spitting up a lot, try these tips to help your baby keep their food down:

- **Hold your baby in a fairly upright position when you feed them.** Feeding them while they're slouched (sitting in a car seat, for example) doesn't give the formula or breast milk a straight path to their tummy.
- **Keep feedings calm.** Minimize noise and other distractions and try not to let your baby get too hungry before you start a feeding. If your baby's distracted or frantic, they're more likely to swallow air along with breast milk or formula.
- **Check the bottle nipple.** If your baby's drinking formula or pumped breast milk from a bottle, make sure the hole in the nipple isn't too small, which will frustrate them and make them swallow air. On the other hand, if the hole's too large, your baby will be gagging and gulping because the fluid will come at them too quickly. Read our advice on choosing nipples and bottles.
- **Burp your baby often.** If your baby takes a natural pause during a feeding, take the opportunity to burp them before giving them more food. That way, if there's any air, it'll come up before even more food is layered on top of it. If you don't get a burp within a few minutes, don't worry. Your baby probably doesn't need to burp just then. Burp them after each feeding, too.
- **Keep the pressure off the tummy.** Make sure your baby's clothing and diaper aren't too tight, and don't
 - put their tummy over your shoulder when you burp them. Try to avoid car trips right after feedings, because reclining in a car seat can put pressure on your baby's stomach, too.
 - **Limit activity after feedings.** Don't jostle your baby too much after they eat and try to keep them in an upright position for half an hour or so. This way they'll have gravity on their side.
 - **Don't overfeed.** If your baby seems to spit up quite a bit after every feeding, they may be getting too much to eat. You might try giving them just a bit less formula or breastfeeding them for a slightly shorter time and see whether they're satisfied. (Your baby may be willing to take less formula or breast milk at a feeding but want to eat more frequently.)
 - **If using Formula-** Ask your pediatrician if your baby might have an intolerance to milk protein or soy protein that's causing them to spit up. The doctor may suggest trying a hydrolyzed (hypoallergenic) formula for a week or two.

Most babies stop spitting up by around 6 or 7 months old, or once they learn to sit up on their own. As their muscles develop and get stronger, babies can keep food down more easily. However, some babies continue to spit up until their first birthday. Compared to spitting up, vomiting is usually more forceful, and vomit comes out in greater quantity. If your baby seems distressed, they're probably vomiting.

Spitting up is usually just par for the course, but if your baby isn't gaining weight as they should be, schedule a visit with the doctor. Babies who spit up so much that they don't gain enough weight or have difficulty breathing, may have gastroesophageal reflux disease (GERD).

Call your doctor immediately if your baby begins projectile vomiting. Projectile vomiting is when the vomit flies out of a baby's mouth forcefully – shooting across the room, for example. This could be a sign of a condition called pyloric stenosis, in which the muscles at the bottom of the stomach thicken and prevent the flow of food to the small intestine. This typically happens at about 1 month of age.

Remember if you are ever concerned about the health of your baby, call your pediatrician.

Source: *BabyCenter.com*

WITH THE BABY FORMULA SHORTAGE, WHAT SHOULD I DO IF I CAN'T FIND ANY?

Answer

Since the outbreak of COVID-19, there have been significant shortages of infant formulas in some stores. Current shortages have been largely caused by supply chain issues and the recent voluntary recall of certain baby formula products over concerns about contamination.

Here are some tips on finding formula your baby needs during the shortage, and what you may safely consider if you absolutely can't find any.

Keep in mind, this advice is strictly during this current URGENT formula shortage. If you have any concerns about your baby's nutrition, please talk with your pediatrician.

What if baby formula is out of stock everywhere?

- Check smaller stores and drug stores, which may not be out of supply when the bigger stores are.
- If you can afford it, buy formula online until store shortages ease. Purchase from well-recognized distributors and pharmacies rather than individually sold or auction sites.
- Check social media groups. There are groups dedicated to infant feeding and formula, and members may have ideas for where to find formula. Make sure to check any advice with your pediatrician.
- If you find it in stock, it can be tempting to buy as much formula as possible right now, but the American Academy of Pediatrics (AAP) advises buying no more than a 10-day to 2-week supply of formula to ease shortages.
- Call your pediatrician if you cannot find formula you need for your baby. They may have samples in stock, connections to other local organizations or ideas of other places to call, such as your local WIC clinic.



I found small amounts of several different baby formulas. What is the best way to switch among the brands?

It is likely that your baby will do just fine with different formulas as long as they are the same type. If your baby does not like the taste or has a hard time tolerating a different formula, you may want to try gradually introducing small amounts of the new formula mixed with the usual formula. Slowly increase the amount of the new formula.

Be patient. It may take some time for your baby to get used to a new formula. If you have questions about whether your baby is tolerating the new formula, call your pediatrician.

Remember:

Don't hesitate to talk with your pediatrician if you have any concerns you have about your baby's health and nutrition. If your child has special health needs, be sure to check with their doctor about medically appropriate and safe feeding alternatives.

Adapted from [healthychildren.org](https://www.healthychildren.org). You can find the full article at the website.

Rewards & Incentives

Customer Satisfaction Surveys

With Healthy Start, all participants are **Winners!** However, we want to extend a special congratulations to our recent raffle winners for their participation with completing their Customer Satisfaction Surveys.

Congratulations to L. Hudson, our May winner and N. Joseph, our June winner!!

Both winners received a \$25 gift card of appreciation. As each of you communicate monthly with your care team, you should be given the opportunity to complete a survey; not only as a chance to be entered into our monthly drawing, but also, and most importantly, for you to be able to provide feedback on your experience with our programming/services and to let us know how we can improve.

All that is required to be entered into the raffle is that you send confirmation of your completed survey to your Healthy Start Nurse or Care Coordinator within the month that you receive it, and your name can be entered. Please note that you do not have to participate in the raffle drawing and may complete surveys anonymously if you prefer.



Client Referrals

We are also now offering gift cards as referral incentives for other eligible pregnant women you refer to our program. To qualify for this incentive, the referred woman must fully complete the enrollment process and subsequently keep her next scheduled appointment. Please let a member of your care team know if you have a friend or family member who may qualify for our program.

THERE WILL BE MORE INCENTIVES TO COME, SO STAY TUNED! 😊

Events & Classes

• Stork's Nest

Our local Stork's Nest is offering **free**, app-based learning modules for prenatal education classes. Earn a \$10 gift card per module! Register at <https://tinyurl.com/36k55u56> using Rho Xi Zeta for question 4. Module access is July 16- September 16.

Next Enrollment October 1-16, with Module access October 16- December 16.



**Healthy
Start**

• Riverside Neighborhood Community Garden, Sundays 1-2pm

The garden offers **free** membership and classes. Free food is also given to volunteers. The garden is located at 875 Riverside Parkway, Austell, GA 30168. For more information, email: RNCommunityGarden@gmail.com.

• Pickles & Ice Cream

Pickles & Ice Cream offers free, live webinars covering prenatal, postpartum, breastfeeding, and newborn care. You can also earn up to \$20 in gift cards per class! To view class dates and times visit: <https://picklesandicecreamga.org/events>.

• Healthy Start Support Group

CDPH's Healthy Start program launched a virtual support group for moms, led by a therapist. Whether you're expecting or recently had your baby, you are welcome to attend. The group meets Tuesday evenings from 6:00 - 7:30pm and Friday afternoons from 1:00 - 2:30pm. To join the Zoom call, use this link: <https://zoom.us/j/2925874010>.



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