



12/27/24

TO: Shannon Lijewski
slijewski@everydaylifechw.com

FROM: Genesee County Health Department, WIC (Women, Infants and Children)
G-3373 S. Saginaw Street, Burton, MI 48529
Lucy Rosenberg, 810-341-5428, lrosenberg@geneseecountymi.gov

RE: 2025 Advancing Healthy Births: Request for Proposal Application

PROJECT TITLE: Pregnancy & Baby Kits: *Glow and Grow*

ATTACHMENTS: Project Narrative, W-9, Budget

We are pleased to submit our grant proposal for the 2025 Advancing Healthy Births mini grant. Our proposed project, *Glow and Grow*, seeks to improve equity, reduce disparities and ensure healthy birth outcomes in Flint and the surrounding communities. This program would operate alongside the WIC program, which is a trusted resource for many low-income pregnant women in the community. By partnering with WIC, we can leverage the established reach and relationships to connect with a broad network of clients and community resources, ensuring our efforts effectively reach those who need them most.

Many residents in this area face significant socioeconomic and public health challenges, particularly during pregnancy and early motherhood. The *Glow and Grow* project will encourage early prenatal care, strengthen connections between pregnant individuals and essential community resources, offer educational materials and essential support through culturally tailored pregnancy and postpartum kits filled with basic items that a pregnant woman might need but not be able to afford. Overall, the project will reduce barriers and improve equity to ensure healthy birth outcomes.

We hope you enjoy reading our proposal. Your support would allow us to bring this vision to life and create a model for advancing equity and health. We're excited about the opportunity to improve birth outcomes and address disparities in our community. Thank you for your time and considering our application.

1. Organizational Information

Contact Information

WIC (Women, Infants and Children)
Genesee County Health Department
G-3373 S. Saginaw Street, Burton, MI 48529
Lucy Rosenberg, 810-341-5428, rosenberg@geneseecountymi.gov

Project Title: Pregnancy & Baby Kits: *Glow and Grow*

Vision: Empower moms to seek care early, access resources, reduce financial burdens and advocate for themselves and their babies while fostering community health and support.

2. Project Narrative

a. Population Served

This project focuses on serving the most vulnerable populations in and around Flint, Michigan, including first time pregnant individuals, postpartum mothers, and newborn babies. These populations are predominantly low-income families who face significant socioeconomic and health challenges, including adverse outcomes like preterm births, low birth weights, and maternal health disparities.

In 2020, Flint reported a preterm birth rate of 15.1%, notably higher than the Michigan state average of 10.2%. This includes 2.8% of births classified as very preterm, compared to the state average of 1.7%. [Vital Statistics](#)

The percentage of infants born with low birth weight in Flint was 14.9% in 2020, significantly exceeding the state average of 9.0%. Very low birth weight infants accounted for 2.6% of births in Flint, compared to 1.5% statewide. [Vital Statistics](#)

The 2022 US Census Bureau reports that 38% of Flint residents live below the poverty line, with women and children representing a substantial portion of this demographic. The community has faced long-standing public health crises, including water quality issues, which exacerbate stress and health inequities.

Anecdotally, many pregnant WIC clients in our clinic receive their first prenatal care later in pregnancy, increasing risks for both maternal and infant health. Additionally, most first-time mothers in the WIC clinic are under 25 years old. WIC staff report young mothers often feel overwhelmed, have a general lack awareness of available resources, and delay seeking prenatal care until late in pregnancy. Addressing these barriers is central to this initiative.

This data underscores the need for interventions to address and mitigate maternal and infant health disparities in Flint and the surrounding areas, with a focus on supporting vulnerable populations and addressing systemic inequities.

b. Project Description

Many residents in this area face significant socioeconomic and public health challenges, especially during pregnancy and early motherhood that could lead to poor health outcomes. The initiative, *Glow and Grow*, reflects its core belief that healthy mothers “glow,” and thriving babies “grow” and hopes to promote healthy pregnancies and help newborn babies get off to the best start possible.

The *Glow and Grow* project will address these challenges by promoting early prenatal care, strengthening connections between pregnant individuals and essential community resources, and providing support. The project will distribute pregnancy and postpartum kits filled with educational materials, links to resources and essential items useful to pregnant women that they may not be aware of or cannot afford. By reducing barriers and improving equity, *Glow and Grow* seeks to ensure healthier birth outcomes for all participants.

The project will be promoted through a variety of outreach efforts, including existing community programs, OB/Gyn offices, health centers, social media platforms, and partnerships with community-based organizations. Its primary goal is to encourage pregnant, first-time mothers, to visit WIC during their first and second trimesters. WIC offers essential services such as access to healthy foods, nutrition counseling, breastfeeding support, and community referrals. Enrollment in WIC during early pregnancy allows clients to benefit from its comprehensive support while also connecting them to additional community resources.

First-time pregnant clients who visit WIC before their third trimester will receive basic counseling from a Nutritionist along with their Glow Kits, which include essential supplies and information such as guidance on what to expect during pregnancy, community resources (e.g., MIHP services, doula support, birthing and breastfeeding classes), and tools to support a healthy pregnancy.

- Pregnancy Glow Kits may include: Educational materials, "What to Expect When You're Expecting" book, birthing and breastfeeding class lists, and local support group information. Plus practical support items like a maternity t-shirt, belly lotion, stress-relief items, reusable water bottles, and cozy socks.

After the baby is born, clients returning for their first postpartum WIC appointment will receive Grow Kits. These kits include educational materials on baby growth and care, breastfeeding and feeding practices, lists of pediatricians, information on support groups and baby development classes, and practical items.

- Baby *Grow Kits*: Educational Materials, "What to Expect the First Year" book, safe sleep practices, and postpartum support resources. Plus practical support items like a nursing tank top, sanitary pads, baby onesie, sleep sack, toys, and growth-tracking books.

The *Glow and Grow* project focuses on three key strategies: providing culturally tailored kits with essential items and resources for pregnant individuals and new mothers, increasing program visibility through outreach in the community and on social media, and partnering with organizations like MIHP, doulas, and Healthy Start to build a strong support network for families.

The barriers addressed by this program include:

1. **Delayed Prenatal Care:** Early outreach and education to encourage first-trimester WIC enrollment.
2. **Health Disparities:** Providing resources to reduce risks of low birth weight and preterm births.
3. **Economic Challenges:** Offering essential items to reduce financial stress for families.

c. Measuring Success

Goals and Outcomes:

1. **Increase Early Enrollment:** Achieve an increase in first and second trimester WIC enrollment by September 2025. Enrollment data from the MIWIC system will be collected and compared at the start and end of funding.
2. **Improve Health Metrics:** Reduce preterm birth and low birth weight rates by among participating families. Infant birth weights of women receiving kits versus not will be examined in the MIWIC system.
3. **Enhance Community Engagement:** Strengthen connections between WIC participants and local support networks. The number of community referrals will be tracked monthly.

d. Current Services and Enhancement through Award

This project would enhance existing services for first-time pregnant mothers as it would bring young mothers into the WIC program earlier thereby connecting them with beneficial pre and postnatal services in addition to the supplemental food, nutrition counseling, breastfeeding support. Clinic staff that will help include Registered Dietitians, Nutritionists, Health Technicians, and Certified Lactation Educators who work closely with families. This program will build on the existing relationships with MIHP, Healthy Start, Family Planning, local hospitals, preschools, faith-based organizations, and community health centers and hopefully add new connections. Providing high-quality pregnancy and postpartum kits to new mothers and babies is also a positive enhancement through this award.

By addressing barriers to early prenatal care and providing comprehensive support, the *Glow and Grow* initiative hopes to improve maternal and infant health outcomes in and around Flint. The project aligns with regional and state equity goals and offers a sustainable path to healthier births and brighter futures for new families. We respectfully request funding to implement this innovative program, demonstrating our commitment to caring for the health of mothers, babies, and our community.

3. Budget for Pregnancy & Baby Kits: *Glow and Grow*

Special Note: If needed, this project can be scaled up or down based on the availability of funding.

Budget Category	Cost	Budget Explanation and Details
A. Salaries and wages	\$3,840.00	Staff time for 16 hours per month for 12 months at \$20/hour
B. Fringe Benefits	\$589.82	Admin expenses divided by total expenses.
C. Travel/Trainings/Meetings	\$0	None
D. Supplies and Materials	\$15,990.52	Supplies for pregnancy and baby kits (bags, books, cups, shirts, diapers, wipes, sanitary pads, lotions, nursing pads, nursing tank tops, etc.) printing costs for list of community resources, print materials for advertising
E. Contracts/Consulting	\$0	None
F. Other	\$0	None
Total Direct Costs (Sum of A – F)	\$20,607.50	
G. Indirect Costs	\$4,579.66	The County rate for indirect costs is 22.427%
Total Project costs (Sum of A–F and G)	\$25,000.00	