

# Healthy Habits

## HEALTHY HABIT #6

### Give your child the best possible start in life

A new baby is born to Costco employees in the U.S. every four minutes. Each one is a bundle of untapped potential and represents the love, hopes and dreams of its parents. Not much can equal the joy of welcoming a new life into the world, and very little can be more devastating than having that moment marred by health issues affecting mother or baby or both. Worse yet, health problems present at birth can sometimes be permanent, adversely impacting the family and seriously limiting the child's future.

Did you know that Costco has a benefit program designed to help pregnant women stay well and deliver healthier babies? It's called Moms-to-Babies Maternity Management Program, and it offers services and educational materials to help benefit-eligible women from the time they plan their pregnancies until after their babies are born.

#### Help for moms and babies

- Educational materials on prenatal care, labor and delivery, newborn care and more
- Breastfeeding information and support
- Helpful information for dad or partner
- Pregnancy risk survey to help identify potential risks or complications
- Case management, education and postpartum depression screening for high-risk moms provided by obstetrical nurses



#### Help with smoking cessation

Expectant mothers can reduce the risk of preterm delivery, low birth weight and sudden infant death syndrome by quitting smoking. Those who indicate on their surveys that they smoke more than five cigarettes a day will be invited to join Aetna's Smoke-free Moms-to-be® program. Once enrolled, they'll receive educational materials and ongoing assistance from a trained nurse to help them stay smoke free during pregnancy and beyond.



#### Help with reducing the risk of preterm labor

For those who are at risk for early delivery, the Preterm Labor Education Program can help reduce that risk by providing:

- Education on the signs and symptoms of preterm labor
- Information about new treatment options
- Telephone follow-up by registered nurses



#### Benefits of breastfeeding

Women who breastfeed may have stronger bones and better protection against breast and ovarian cancer. Breastfed children generally have fewer ear infections, allergies, respiratory illnesses and childhood cancers.



Expectant moms can enroll in Moms-to-Babies by calling Aetna at 1-800-CRADLE1 (1-800-272-3531). Those who enroll during the first 16 weeks of their pregnancies and actively participate in the program will have their baby's \$100 hospital copay waived.