

ECHO News Release

Emergency, Community and Health Outreach

FOR IMMEDIATE RELEASE



ECHO Offers Free Resource to Expecting Mothers in a Tough Economy

St. Paul, Minn. (9.22.11) – Being healthy while pregnant is the first step to having a healthy family. Pregnancy can pose many important decisions and challenges for expecting mothers. Because of this there is a lot of information available including thousands of books, classes, and videos. The majority of these resources cost money and are only available in English, both which can pose a barrier for new Americans with limited English proficiency in this economy.

With generous sponsorship from the Medica Foundation and the March of Dimes, ECHO has been able to create a free prenatal resource for Minnesotans. This resource comes in the form of a television program and DVD and gives viewers a foundational knowledge about prenatal health guidelines and practices; the program entitled “Prenatal Health” is available in Spanish, Hmong, Somali, and low-literacy English and will give women and families the knowledge that they need to create a healthy environment for both mother and baby during pregnancy.

“Prenatal health is important because proper nurturing during pregnancy will establish a baseline for a lifetime of health.” - Dr. Virginia Lupo, Chief of OB/GYN at HCMC.

The program will air on the **tptMN** channel on Sundays at 7 p.m. in early October and is available any time at **echominnesota.org**. Each show features experts from the related community and discussions are culturally tailored.

Schedule* for “Prenatal Health” on tptMN:

- **Oct 2 7:00 p.m. in Somali** – Host: Zuhur Ahmed; Guest: Dr. Fozia Abrar, HealthPartners Medical Group
- **Oct 2 at 7:30 p.m. in Hmong** – Host: Mao Thao; Guest: See Moua Xiong, PHN, RN, Minnesota Visiting Nurses Alliances
- **Oct 9 at 7:00 p.m. in Spanish** – Host: Veronica Jaralambides; Guest: Arlene Becker, R.D.L.D. WestSide Community Health Services and Jessica Vadnais, MN WestSide Community Health Services
- **Oct 9 at 7:30 p.m. in Low-Literacy English** – Host: Lillian McDonald; Guest: Rhonda Hunt, Home Visitor, Division of Indian Work, Maria Pederson, Director HealthPartners Midwives, and Dr. Virginia Lupo, OB/GYN Department Chair, HCMC

*All programs are available any time in multiple languages with English captions at echominnesota.org.

###

About the Organizations:

ECHO

Formed in 2004, the mission of ECHO is to leverage partnerships to deliver vital health, safety, emergency and civic engagement information to help the ever-changing, diverse population integrate and become successful in our communities. For more information visit www.echominnesota.org

Medica

Formed in 2003, the mission of Medica is to fund community-based initiatives and programs that support the needs of Medica's customers and the greater community by improving their health and removing barriers to health care services.

The March of Dimes

The March of Dimes mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. We carry out this mission through research, community services, education and advocacy to save babies' lives.