



26%
of new mothers in
Monterey County
receive late or no
prenatal care



MONTEREY COUNTY
CHILDREN'S COUNCIL

**BRIGHT
BEGINNINGS**
EARLY CHILDHOOD DEVELOPMENT INITIATIVE

DID YOU KNOW?

Prenatal care is an effective support that promotes positive outcomes and can help reduce preterm birth and low birth weight.

Prenatal care allows healthcare providers, partnering with expecting mothers, to identify and manage risk factors and health conditions to provide expectant mothers relevant health care advice.

Every \$1 invested in prenatal care programs saves \$1.49 in newborn and post-partum costs.

Visit www.brightbeginningsmc.org for sources.

TAKE ACTION

CONNECT



with Bright Beginnings

VOLUNTEER



at a local health clinic that supports prenatal care

DONATE



money to a local health clinic

ADVOCATE



for legislation that supports prenatal care

Bright Beginnings is an initiative of Monterey County Children's Council. The vision of both Bright Beginnings and the Monterey County Children's Council is that all children in Monterey County live in safe, nurturing homes and communities; they are healthy, valued, succeed in school and realize their full potential. For more information please visit our website: www.brightbeginningsmc.org. Bright Beginnings also works in partnership with the Bright Futures Cradle to Career Initiative to address early childhood development.



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