

# In the Spotlight...



**Our Mission** – To facilitate the well-being of ALL new families in Berkshire County, Berkshire Baby Box:

- raises awareness of safe sleep issues and furnishes a safe sleeping space for newborns;
- provides needed items to help ease the transition to parenthood;
- facilitates connections for new families to local resources, parenting education, guidance, and support;
- promotes healthy postpartum adjustment and maternal well-being;
- addresses the emotional and geographic isolation often felt by local new mothers;
- celebrates that all new families in the Berkshires are valued.

**Our Background** – Berkshire Baby Box was started in response to the anti-immigrant rhetoric of the recent presidential campaign, as a tangible way to reach out to the immigrants living in our county, to let each family know that they are welcome and valued.

Baby Boxes (which are basically safe sleeping spaces for newborns with their firm mattress and fitted sheet, filled with items to help ease the transition to new parenthood) have been given out to new families in Finland, by their government, for almost 80 years.

Our initial target population was immigrant, migrant, farm workers and low-income families, but we quickly realized that new parenthood is challenging for all - regardless of circumstance.

We became an all-county initiative in November 2016, and every expectant mom in Berkshire County is eligible for a Berkshire Baby Box.

As important as the Box, however, is the educational component which accompanies each Box that is distributed; with the social and community support aspect being the most meaningful.

Berkshire Baby Box is a 501(c)(3) non-profit and we have given away over 1,000 Baby Boxes since June 2016.

**Our Blueprint for Success** – What keeps us thriving is knowing that we directly impact every single family who receives their Berkshire Baby Box. We collaborate with organizations and agencies throughout the county who distribute our Boxes, and they also connect directly with each expectant mom/family. The community support and recognition have been overwhelming.

## Contact Information –



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