



Care for Yourself and Baby

Expectant mothers need special care. When you are pregnant, everything you do can affect the health of your baby. Naturally, you are going to have questions about how to care for yourself and your baby. Baby Yourself®, offering individual management of healthcare needs, can help answer your questions.

As soon as you find out you are pregnant, sign up for the **Baby Yourself Maternity Program** by phone, mobile device or online.

Care for you and your baby should begin as early as possible and continue on a regular basis throughout your pregnancy. Early, thorough care while you are pregnant is the most effective way to ensure that your baby has the best chance for a healthy start.

Best Wishes!



BABY YOURSELF[®] Maternity Program

3 ways to enroll today!

1. Call 1-800-222-4379
2. AlabamaBlue.com/BabyYourself
3. Download the Baby Yourself App



Compatible with iOS and Android

There is no charge from BCBS of Alabama to download the Baby Yourself app, but rates from your wireless provider may apply.



BlueCross BlueShield of Alabama

An Independent Licensee of
the Blue Cross and Blue Shield Association

Statement of Nondiscrimination

Blue Cross and Blue Shield of Alabama complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

Foreign Language Assistance

Spanish: ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-855-216-3144 (TTY: 711)

Chinese: 注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 1-855-216-3144 (TTY: 711)。



The excitement of
welcoming a new baby...



BABY YOURSELF[®]
Maternity Program

The Baby Yourself Maternity Program is provided by
Blue Cross and Blue Shield of Alabama.



So You're Expecting!

Congratulations! The excitement of welcoming a new baby into your life is probably the foremost thing on your mind right now. Of course, you're probably experiencing some anxiety, too. Will he have ten fingers and ten toes? Will she look like me? What if he doesn't sleep all night?

These questions are normal and only time will answer them for you. However, there is someone to help you through these anxious moments. In cooperation with your employer, Blue Cross and Blue Shield of Alabama makes it possible for you to take advantage of the Baby Yourself Maternity Program. This benefit gives you the opportunity to have a registered nurse follow you throughout your pregnancy. All Baby Yourself nurses are skilled professionals. Their combined experience includes extensive work in OB/GYN settings, prenatal care, labor and delivery, well-baby nurseries, postpartum units, and newborn care. Our nurses look forward to helping you during this important time in your life.

What You Can Do



When you are pregnant, there is a lot you can do to improve your chances of having a healthy baby. While it is important to take care of yourself and your growing baby throughout pregnancy, it is especially important during the first three months when your baby's organs are forming. Follow these guidelines and contact your Baby Yourself nurse with your specific questions.



Do...

- Schedule a visit with your doctor or other health practitioner as soon as you think you are pregnant, and continue to see him or her throughout your pregnancy.
- Eat a well-balanced diet. What you eat helps determine how your baby grows and develops, so choose foods that are good for both of you. Some foods are better than others. Limit “junk” foods. They don’t have enough of what your baby needs to grow.
- Get enough rest. You may need to take short naps during the day or go to bed early.
- Get enough exercise, but don’t overdo it. (Maintain the activity level your doctor recommends.)



Don't...

- Take any drugs or medication unless your doctor tells you to.
- Smoke or use any form of tobacco.
- Drink beer, wine, mixed drinks or any other alcoholic beverages.

Are You at Risk?

Some conditions may place you at risk for complications during your pregnancy. If you know you fall into one of these risk categories, be sure to tell your doctor and your Baby Yourself nurse.

- Age 35 or older
- High blood pressure
- Diabetes
- History of previous premature births
- Multiple births (twins, triplets, etc.)

A Healthy Baby is the Goal

Low birthweight — babies born weighing less than five-and-a-half pounds — is the leading cause of infant deaths and increases the likelihood of chronic and disabling illnesses.

By putting your baby first and taking the best possible care of yourself during your pregnancy, you have a much better chance of having a healthy, normal baby.

Baby Yourself is designed to ensure that you get the very best healthcare possible before your baby's birth. Of course, this starts by putting you — and therefore your baby — first in everything during the coming months.

When you register for the program, you'll be assigned a nurse who will follow your progress throughout your pregnancy, checking on you from time to time. If you ever have any questions, please call 1-800-222-4379 to speak with any of our Baby Yourself nurses.