



Heidi Murkoff  
President  
Co-Founder

Lisa Bernstein  
Executive Director  
Co-Founder

## About The What To Expect Foundation

### Who We Are

A 501(c)(3) operating non-profit, The What to Expect Foundation was formed in 1997 by Heidi Murkoff, author of the bestselling What To Expect™ pregnancy and parenting series.

### Our Mission

Millions of moms don't know what to expect – and can't access the vital pregnancy information that could make a difference in their babies' future. **The What to Expect Foundation provides information, support and programming to families in need so they too can expect healthier pregnancies, safer deliveries and healthier, happier babies.**

### Why We Are

*What To Expect When You're Expecting* has helped nearly 35 million families expect safer pregnancies and healthier babies. But too many families in need don't know what to expect when they're expecting...

- Our nation's infant mortality rate – the number of babies who die before their first birthday – is higher than that of 40 other developed countries. Health disparities make it more likely that low-income and minority families will have complicated, expensive deliveries and poor birth outcomes, and too often, serious long-term health and developmental problems for their children.
- 50% of all Americans read below a 5th grade reading level. Studies show a clear correlation between a mother's literacy skills and child's future health and educational success. Simply put, moms who can read raise babies who can read – and succeed.

### What We Do

We created the Baby Basics Prenatal Health Literacy Program. First, moms get

*Baby Basics*, a comprehensive, beautiful and compassionate pregnancy guide written to a 3rd and 5th grade reading level. Available in English, Spanish and Chinese (with additional materials in 14 languages), the Program works with doctors, nurses, home visitors, health and literacy educators, and even the clinic's receptionist to help them give moms compassionate and empowering prenatal care. With Baby Basics, moms get the information and support they need to better care for themselves – so they can better care for their babies.

### Selected Successes

- **We are growing nationally.** Over half a million moms in 50 states have received a copy of *Baby Basics* from their doctor or educator.
- **We are thriving locally.** There are major Baby Basics initiatives in Los Angeles, Cleveland, Baltimore, New York, Florida and New Jersey.
- **We are thinking globally.** The Foundation will expand the Program in 2013 into Bangladesh, Brazil and Liberia.
- **Our work...works.** And makes a difference. Evaluation shows that Baby Basics increases mom's satisfaction with her care, as well as the likelihood that she will follow her provider's recommendations, care well for herself, and show up for postpartum appointments. Just as important, moms who use Baby Basics are more engaged and empowered – they're more likely to ask questions at their provider appointments and look up answers to their pregnancy questions.

The demand for Baby Basics continues to grow. In 2013, The What to Expect Foundation will continue the series and expand our programming when we publish *Baby Basics: Family's First Year*.