MARION COUNTY PUBLIC HEALTH DEPARTMENT
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Health Department's Beds and Britches, Etc. Program Helps Parents

Participants can redeem coupons to obtain essential items

INDIANAPOLIS – Newer parents, and expectant parents-to-be, can often use a little help.

MCPHD's Beds and Britches, Etc. (B.A.B.E.) Program allows parents to get essential items for infants and toddlers by redeeming coupons they receive at prenatal and pediatric appointments, vaccination clinics, and informative parenting classes from participating vendors.

After receiving coupons, participants can redeem them for bedsheets, onesies, clothing and coats, diapers, potty chairs, booster or car seat, highchairs, cribs, baby lotion, shampoo and wash, and other items at any of the five B.A.B.E. store locations around Indianapolis – all on bus lines.

"By providing meaningful incentives for families that participate in healthy practices such as immunizations and parenting classes that address the health and development of their babies, the B.A.B.E. Program helps our mission to build strong communities and reduce infant mortality in Marion County," said Shanaya Mercer, Director of MCPHD's Maternal and Child Health Department.

The three B.A.B.E. Program staff purchase and receive donated items, and then sort and distribute them to the stores. The B.A.B.E. stores are operated by B.A.B.E. Program and sponsored staff, or by volunteers.

Ayana Jack, the B.A.B.E. Program Coordinator, said that program staff can also make referrals to other resources in the community, and are all certified car-seat technicians who can help with proper installations.

At the B.A.B.E. Store location in the Eskenazi Health Center Grande campus, staff usually redeem about 1,500 coupons a month from about 200 clients. The program often grows by word of mouth, but also benefits from referrals from other organizations.

There are no income restrictions for the program, and parents can participate in the program until their children reach five years of age.

“We want healthy babies, with healthy starts,” Jack said.

To learn more about the program, please call (317) 221-3050.

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