



972-379-2416

OFFICE DIRECTIONS

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Baby Boxes

The Women's Specialists of Plano is the first OBGYN group in North Texas to offer expecting and new parents a free Baby Box. The goal of the Baby Box program is to improve family healthcare outcomes, decrease infant mortality and provide families with free quality resources and access to education to ensure a safe and supported start to each baby's life. Before receiving the Baby Box, parents must participate in a community education program, developed by local health experts on prenatal health, breastfeeding, safe sleep practices and newborn care.



The Baby Box was originally started in Finland 80 years ago with the goal of providing every expecting mother in the country a free Baby Box along with prenatal support to help decrease Finland's infant mortality rate. According to the World Health Organization, the infant mortality rate was 65 deaths for each 1,000 children in 1938 and in 2013, the rate dropped to 1.3 deaths per 1,000 births. As a new concept to the United States, Texas is the 4th state to adopt the universal Baby Box program, and the Women's Specialists of Plano are the first Plano OBGYN group to provide Baby Boxes on site in North Texas.

How to get a Baby Box

To get a Baby Box please follow these five easy steps

1. Register for free online at babyboxuniversity.com as a Texas resident. Be sure to include your correct information, including mailing address.
2. Watch the 10-15 minute Texas syllabus at babyboxuniversity.com.
3. After taking the short quiz, you will receive a certificate of completion and be able to select local pick-up or direct delivery of your Baby Box.
4. Print your certificate and bring it with you to the event. We will also have tablets available to take the course at the event.
5. If you can't make the event, you can select direct delivery, and Baby Box will ship to the address you provided when you registered on Baby Box University. If you select local pick up, bring your Baby Box University certificate to the closest participating distribution partner to collect your Baby Box.

Click the button to get started

BEGIN BABY BOX UNIVERSITY COURSE

Approximately 3,500 infants die annually in the United States from sleep-related deaths, including sudden unexpected infant death (SIDS), ill-defined deaths and accidental suffocation and strangulation. The Baby Box Co. has developed Baby Boxes made from a durable cardboard that can be used as a baby's bed for the first few months of life. Baby Boxes have been extensively tested for water resistance, air flow, flammability, and durability as well as standard bassinet structural compliances.

The Baby Box contents include:

- Mattress
- Waterproof mattress protector
- Fitted sheet
- Vroom brain-building activity cards from The Bezos Family Foundation
- Pampers baby wipes
- Pampers Swaddlers diapers

- Lansinoh breast pads and nipple cream
- Onesie
- Baby lotion
- Waterproof diaper tote bag

To receive the quality care products that the Baby Box offers, families are required to complete the Texas Syllabus at Baby Box University before receiving the Baby Box. The localized content through Baby Box University provides valuable, trustworthy information to new and expecting parents about a range of topics including safe sleep, pre-natal nutrition, infant nutrition, what to expect during pregnancy and more. By combining the Baby Box itself with the educational course, the initiative helps decrease the infant mortality rate through increased parental engagement.

Are you a new or expecting parent in search of an
obstetrician?

Our Plano OBGYN group is accepting new patients

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Women's Specialists of Plano TX OBGYN practice serves the needs of North Texas Communities of North Dallas Plano Carrollton Frisco McKinney Richardson Lewisville Irving and Surrounding North TX. Obstetrics & Gynecology Doctor Practice provides Robotic Surgery Robotic Hysterectomy Robotic Myomectomy Endometrial Ablation Minimally Invasive Surgery (laparoscopic surgery) Female Urinary Incontinence Pelvic Floor Reconstruction Surgery Infertility High Risk Obstetrics Adolescent Gynecology In-office Surgery Mammogram and General OB-GYN Services.

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Texas Becomes 4th State
to Launch Universal Baby
Box University Program to
Equip New Parents with
Free Education and
Resources to give their
Children a Healthy Start



in Life

University Health System, Baby Education for South Texas - B.E.S.T., Dallas Medical Center, Dallas Regional Medical Center, Texas Children's Health Plan and The Center for Women and Children, and Children's Memorial Hermann Hospital Lead the Baby Box University Initiative

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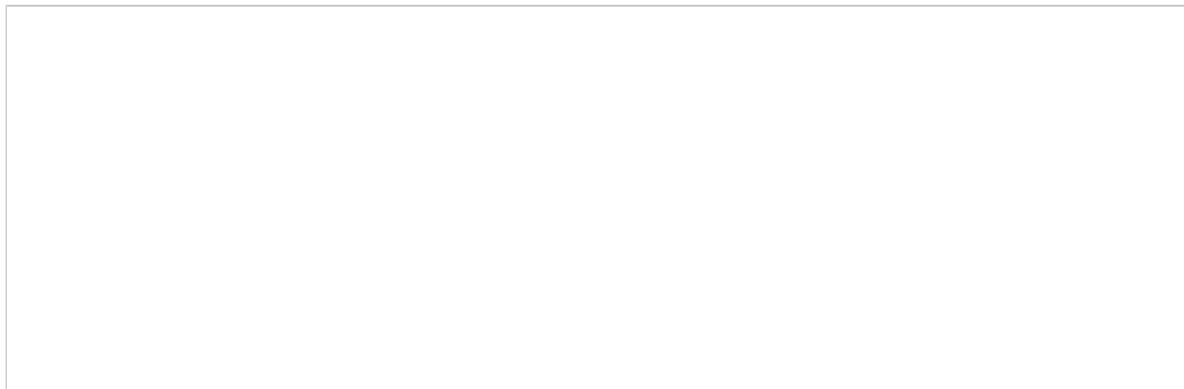
The Baby Box Co. 

May 01, 2017, 05:00 ET

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SAN ANTONIO, May 1, 2017 /PRNewswire/ -- [The Baby Box Co.](#), the company behind the global initiative to equip parents with vital education and resources, today announced that Texas will become the fourth and largest U.S. state to offer its families a free Baby Box program. By completing an online syllabus through the company's educational platform, [Baby Box University](#), all new and expecting parents in Texas will receive a Baby Box to ensure their infants have a safe, equitable start in life. The program will provide education to distribute up to 400,000 free Baby Boxes, which is the estimated number of Texan babies expected be delivered within one year, according to the Henry J. Kaiser Family Foundation. Partners for the Texas program include University Health System, Baby Education for South Texas – B.E.S.T., Dallas Medical Center, Dallas Regional Medical Center, Texas Children's Health Plan and The Center for Women and Children, and Children's Memorial Hermann Hospital.





Baby Box University Logo. (PRNewsFoto/The Baby Box Co.)

"Collaboration amongst health care, social care, and injury prevention is critical for demonstrable improvements in the health and safety of young families. Early childhood development, social-emotional skills, maternal mental health, breastfeeding, positive parenting skills, involvement of fathers, injury prevention, health promotion, disease prevention, and school readiness are intertwined in communities but siloed across health and social services," said Dyann Daley, MD. "The Baby Box program is a positive example of public/private collaboration offering a solution that crosses socioeconomic lines to deliver an inclusive education on these topics to make data-driven decisions about community priorities, mitigate real risks in individual communities, and develop practical solutions for families."

The Baby Boxes are made from a durable cardboard and are proactively certified to meet the highest level of available safety standards by the Consumer Product Safety Commission (CPSC), American Society for Testing and Materials (ASTM), as well as Health Canada and European (EN) Standard regulations for bassinets. The Baby Box Co. further champions infant safety by emphasizing natural products which exclude PBDE flame retardants, ozone depleters (CFCs), formaldehyde, prohibited phthalates, mercury, lead or heavy metals. The mattresses are firm foam pads which have been independently certified as non-toxic and safe by CertiPUR-US laboratories.

"Our Baby Boxes alone aren't inherently magical; they're an intervention tool that serves as so much more than a safe sleep resource. The Baby Boxes provide an incentive for mothers to seek regular prenatal care and foster opportunities for healthcare providers to engage with new parents," said Jennifer Clary, co-founder & CEO of The Baby Box Co. "We believe that through community collaboration, we

have the ability to improve maternal and infant health outcomes with dedication, education and hard work."

Hospitals and Nonprofits to Hold Launch Events Across Texas to Give Away First Baby Boxes

San Antonio was one of the first cities to pilot the Baby Box University program with the support from early partners Baby Education for South Texas – B.E.S.T and University Health System. Baby Education for South Texas – B.E.S.T helped to develop the Baby Box University syllabuses for Texas and San Antonio to bring this forward-thinking program to all parents across the state. The North Central Rotary Club of San Antonio and Rotary District 5840 were instrumental in providing financial and logistical support. Rotary's interest in maternal and child health integrated seamlessly with the educational efforts of The Baby Box Co., University Health System and Baby Education for South Texas – B.E.S.T.

"Our community has come together to provide practical, demonstrable improvements in the health of our infants," said Dr. William McClain, co-founder and Board Director of B.E.S.T. "Part of a healthy community is an educated and safe community. In partnership with The Baby Box Co., utilizing their innovative Baby Box University web-based platform, local care providers are educating parents, grandparents and all childcare providers in our community on important concepts such as prenatal education, post-natal maternal care, safe sleep, infant development and child safety. This unique, well-rounded curriculum addresses all aspects of health; physical, emotional, social and mental. By making it universally available to all of the parents in Texas, this program aims to make a significant impact on the well-being of the infants of Texas."

There will be two events to launch the Texas statewide program:

1. San Antonio Launch Event on Tuesday, May 2 at 10:00 a.m. The DoSeum, 2800 Broadway, San Antonio TX 78209 *Free parking spaces at The DoSeum north parking lot at the intersection of Humphreys Ave. and Margaret St.*

Additional visitor parking is available in the South parking lot along Brackenridge Ave.

2. Dallas Launch Event on Wednesday, May 3 at 12:00 p.m. Dallas Medical Center, 7 Medical Parkway, Dallas, TX 75234 *Launch event held in the Plaza One atrium near the main campus entrance; free parking located directly across from Plaza One.*

How Texas New Parents Can Get Their Free Baby Box

It takes only 3 simple steps for expecting and new parents in Texas to get their free Baby Box:

1. Register for free online at BabyBoxUniversity.com as a Texas resident. Be sure to include your correct contact information, including mailing address.
2. Watch the 10-15 minute Texas syllabus at BabyBoxUniversity.com. After taking a short quiz, you will receive a certificate of completion and be able to select local pick-up or direct delivery of your Baby Box.
3. If you select direct delivery, your Baby Box will ship to the address you provided when you registered on Baby Box University. Please note that there is typically a wait for directly delivery, so please complete the syllabus well in advance of your due date. If you select local pick up for more immediate receipt, bring your Baby Box University certificate to the [closest participating distribution site](#) to collect your Baby Box.

The brands included in the Baby Boxes are also committed to the program's education mission, with every product featuring a scientifically proven baby brain-boosting activity parents can do while using the item. All expecting parents living in Texas are eligible to receive a Baby Box which includes newborn essentials such as [Pampers](#) Swaddlers diapers, [Pampers](#) baby wipes, [Vroom](#) activity cards from the [Bezos Family Foundation](#), [Lansinoh](#) nursing pads and nipple cream for breastfeeding mothers, onesie, waterproof tote bag and more.

"We are very proud to be partnering with what I feel is a much needed program in

the Texas healthcare system," said Dr. Lisa Hollier, Chief Medical Officer for Texas Children's Health Plan, Medical Director of The Center for Children and Women, and in-coming president-elect of the American Congress of Obstetricians and Gynecologists (ACOG). "Our members and patients are what matters most to our organization, and to be able to provide such a benefit to our pregnant mothers – the education, support and supplies every new mother needs to successfully care for her baby – warms my heart and aligns with our primary goal and promise, which is to help create a healthier future for our children."

The Baby Box Movement

The Baby Box University program is already available universally, at no cost to parents, in the states of New Jersey, Ohio and Alabama. Usage rates are running at over 90% in each of these U.S. states, indicating unparalleled education engagement across demographics.

The Baby Box University program pays homage to the Finnish tradition, which is committed not just to universal product distribution, but to supporting families with access to healthcare and education. The Finnish initiative, which enables every expecting woman in the country to claim a free Baby Box once she receives prenatal care and parenting information from a healthcare professional, is credited with helping to decrease Finland's infant mortality rate from 65 deaths for each 1,000 children born in 1938 to 1.3 deaths per 1,000 births in 2013, according to the [World Health Organization](#).

The success and model of the Finnish Baby Box intervention inspired the founders of The Baby Box Co. to adapt this tradition with enhanced online multimedia parenting curricula through Baby Box University that addresses infant mortality issues and childcare education that is specific to the United States.

About The Baby Box Co.

The Baby Box Co. is an innovative, integrated program to support parents and

improve maternal and infant healthcare outcomes globally. The Baby Box Co. partners with hospitals, government agencies and nonprofit organizations to provide Baby Boxes, quality products, resources and ongoing education to families on a large scale. The Baby Boxes, which are made from a durable cardboard and are proactively certified to meet the highest level of available safety standards by the Consumer Product Safety Commission (CPSC), American Society for Testing and Materials (ASTM), as well as Health Canada and EN Standard regulations for bassinets, can be used as a baby's bed for the first months of life. While parents appreciate the Baby Boxes and quality care products included, it is the educational component and closer communication with local healthcare providers that is at the center of the [Baby Box University](#) distribution model. Families are required to view their community's online curriculum before receiving a free Baby Box. Serving families in 52 countries, The Baby Box Co. has offices in the USA, UK, Canada, and Singapore. For more information, please visit www.babyboxco.com and www.babyboxuniversity.com.

SOURCE The Baby Box Co.

Related Links

<http://www.babyboxco.com>

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