

Photos are culturally diverse

Clearly identifies the creator of the material. Audience will know source of information.



STATE DEPARTMENT OF HEALTH
NEWBORN SCREENING PROGRAM



Newborn Screening: The Midwife's Role

States the role of the material.
Recognize midwives as birthing provider

Photos are relevant to a mixed/ general provider audience. They are not hospital-centric; they are inclusive to midwives and community birth settings.



Why Screen All Newborns?

Newborn Screening is a critical preventative measure. It allows for the early identification and treatment of health issues in order to prevent serious illness, disability, or death. Early identification and treatment promotes healthy child development and overall quality of life for newborns and their families.

For more information about the newborn screening program in our state, please contact person@newbornscreening.com or call 1-800-NBS-STATE.

State Newborn Screening Program
Street Name
City, State Zip
[Link to Website](#)

Provides comprehensive overview of why screening is important. Explains the benefits of screening and consequences of not screening.
Promotes wellness and prevention.

Provides contact information. Audience knows whom to contact if in need of more information.

Promotes client autonomy and shared decision making.
Promotes wellness.
Explains reasons for timeliness.

Inclusive to midwives and community birth setting.
Gives clear instruction.

Explains options surrounding newborn screening.

Promotes client autonomy.

Inclusive to midwives and community birth settings.

Who Screens Newborns?

STATE encourages all providers, including midwives, to screen newborns. By performing the screening, midwives play a key role in promoting the health and well-being of babies and families.

- ❖ Parents may choose to refuse screening for religious reasons. In a community birth setting, midwives may choose to:
 - ❖ Perform the screenings.
 - ❖ Refer the newborn to another provider to perform the screenings.


How Are Screens Performed?

- ❖ Educate parents about newborn screenings benefits and options so they may engage in informed choice discussions.
- ❖ Perform the newborn screenings, which are evidence-based, safe, and will not harm the baby.
- ❖ Submit results immediately with accurate contact information to ensure timely processing and receipt of results.
- ❖ Discuss next steps with parents in the event of a positive screen.

When Are Screens Performed?

 During the first month of life

 24 to 48 hours after birth

 1st: 24 to 48 hours after birth
2nd: 5-10 days of age

Timeliness of newborn screening is critical to promoting healthy child development.

Promotes wellness.

Explains reasons for timeliness.

What is Newborn Screening?

 Hearing Screening

 Pulse Oximetry Screening for Critical Congenital Heart Disease (CCHD)

 Bloodspot Screening for over 75 disorders, including:

- ❖ Metabolic Disorders
- ❖ Endocrine Disorders
- ❖ Hemoglobin Disorders
- ❖ Cystic Fibrosis
- ❖ Severe Combined Immunodeficiency (SCID)

Clearly identifies the three types of newborn screenings.

The types of disorders screened serve as a reason to perform the bloodspot screening.



How Do I Learn More?

- ❖ Screening Steps and Guidelines
- ❖ Screening Equipment & Materials
- ❖ Parent Education Materials

Available at www.STATENBS.com

Provides direct link to other resources.
Lists other available resources.

What Are the Next Steps?

- ❖ In the event of an abnormal screen, the screening is typically repeated to confirm initial results.
- ❖ Communicate with parents about the possibility of false positive or false negative results.
- ❖ If the screen is positive, it is important to begin developing a collaborative plan of care in order to support the overall health and well-being of the babies and their families.

Explains next steps clearly.

Explains risks of the screening.

Promotes wellness and prevention.

Promotes team-based care. Inclusive to midwives.

Mandate language does not promote client autonomy.

ALL Newborns MUST be Screened!

“It’s a matter of LIFE or DEATH”

- NBS is an effective medical intervention.
- If newborns are not screened, serious illness, disability, or death could occur.



Photos are not representative to all provider populations: hospital centric, not inclusive to midwives or community birth settings.

Photos are not culturally diverse.



Newborn Screening Program

Does not explain the purpose of the material.

Does not reveal source of information.



Newborn Screening Program

Street Name
City, State Zip



Fear-based messaging is not recommended for an audience of midwives

It is recommended to use language of prevention and wellness in place of intervention.

This is not comprehensive in explaining benefits and risks of screening.

This brochure does not effectively use space – there is a lot of white space.

Does not provide adequate contact information.
Does not provide information for how to access more resources or ask further questions.

The language here is very hospital-centric and not inclusive to midwives.

There are no options presented regarding screening.

There is not specific information given for the timing of each screening.

Acronyms are used, but not defined.

There is not context surrounding list of conditions, this should be explained as a benefit/reason.

The three types of screening are not clearly explained or defined.

Does not promote client autonomy or shared-decision making.
Fear-based messaging.
Not inclusive to midwives or community birth setting.

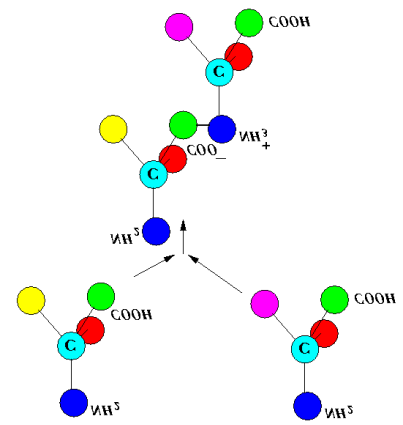
The color red is harsh and has a negative connotation.
Does not promote client autonomy or explain any options

Newborn Screening

NBS is a routine test performed before newborns are discharged from the hospital.

Conditions Screened:

- Organic acid disorders
- Fatty acid oxidation disorders
- Amino acid disorders
- Hemoglobinopathies
- Endocrine disorders
- Hearing
- CCHD
- Other



This photo is not clearly explained. It does not enhance the message and is not relevant to the audience.



LEGAL REQUIREMENTS

- In this STATE, ALL babies MUST be screened. It is the LAW!

Provider's ROLE...

- ❖ Tell Parents that screening is routine and done in all hospitals in our STATE.
- ❖ Perform Screenings on ALL newborns.
- ❖ Complete ALL forms accurately!
If info is missing, the baby could be AT RISK.
- ❖ Submit results in TIMELY manner!
DELAY in analysis could result in SERIOUS health defects.



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Photos are not culturally diverse

What's NEXT...

- In the event of an abnormal screen, the baby's provider will be notified.
- It is possible that a false negative occurred!!
- Further testing may need to be done.

The next steps are not clearly explained.
Does not promote wellness.
Not inclusive to midwives.
Risks mentioned but not explained; this creates a sense of fear

The colors chosen for the entire brochure do not look visually appealing together.