



**BlueCross BlueShield
of Florida**

An Independent Licensee of the
Blue Cross and Blue Shield Association

Baby Yourself®



A maternity program that ensures your employees receive the best possible healthcare during pregnancy.

Welcoming a new baby can be exciting for your associates. That's why Blue Cross and Blue Shield offers the Baby Yourself Tool Kit as a program guide to educate your employees about the Baby Yourself program and the importance of a healthy pregnancy, right from the start.

The Baby Yourself Tool Kit includes:

- ADV-12FL - "We're Going to Have a Baby" poster
- ADV-13FL - "The Excitement of Welcoming a New Baby" brochure
- ADV-17FL - Baby Yourself informational flyer
- ADV-45FL - "Overview of Gifts for the Baby Yourself Program" flyer

You may order additional materials on our website:

FL.ExploreMyPlan.com/Employers

How to use the Baby Yourself Tool Kit

Here are suggestions to help you use these materials in your workplace.

- Send the expectant parent a congratulations card or letter and include the printed Baby Yourself materials.
- Another very simple option is to play the video in your breakroom, display the poster and make the handouts available to your employees.

To order additional Baby Yourself Tool Kit materials

1. Go to FL.ExploreMyPlan.com/Employers.
2. From the employer home page, choose "Order Forms and Materials."
3. Use the stock number to order handouts and posters.



**BABY YOURSELF®
Maternity Program**