



## How wonderful... You're having a baby!

Whether this is your first baby or your third, we invite you to take advantage of Bright Beginnings, a program for expectant moms.

Bright Beginnings was created to encourage you to start taking care of yourself and your baby as soon as you find out that you are pregnant. By following your doctor's prenatal care schedule, you are helping to make sure your baby is healthy. You will also have the comfort of knowing that you and your baby are doing just fine throughout your pregnancy.

By enrolling in the program, you will receive a copy of the *Mayo Clinic: Guide to a Healthy Pregnancy*, a highly regarded pregnancy-care book. As a bonus, if you enroll during your first trimester, you will also receive after your delivery your choice of a \$50 Babies'R'Us gift card or reimbursement of \$50 toward the purchase of a car seat. You will also receive from America's bestselling childcare series *What to Expect – The First Year*.

To enroll, please call our 24-hour message center at 208-387-6999, or toll-free at 800-741-1871, and leave your name, current week of pregnancy, enrollee identification number, address and telephone number. We are happy to be a part of your baby's Bright Beginning!



**Safe Beginnings®**

Once you leave the hospital, you'll be amazed at everything you need to take care of your baby! You'll have to stock the nursery, childproof your home and make sure you have on-the-go items such as a stroller, backpack carrier and other travel essentials. Gathering all of this baby gear can be expensive and driving all over town to buy it can be a nuisance.

In order to help, we have partnered with Safe Beginnings® where you will find convenient online shopping. As a member of Blue Cross of Idaho, you will also receive a 15 percent discount. The Web site has the information and answers you need to help you choose the right products.

To start shopping now, go to [www.safebeginnings.com](http://www.safebeginnings.com) and enter "bcw" in the Group Sales section on the left hand side of the page.



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