



HAVING A CHILD AND EARLY CHILDHOOD

# Piloting a Newborn Supply Kit at the time of birth

Early feedback indicates that a Newborn Supply Kit can reduce stress and increase trust in government.

The team designed a *Newborn Supply Kit* to provide new families with basic educational materials and physical supplies needed in the first few weeks postpartum, modeled from successful programs in other countries. Following the establishment of a new Memorandum of Understanding (MOU) between HHS and a nonprofit delivery partner, Baby2Baby, Vice President Kamala Harris and ACF Administrator January Contreras launched the pilot in May 2023. Since then, seven pilot site distribution partners have provided 3,000 Newborn Supply Kits to any mother having a baby at a pilot site hospital, which were selected based on high maternal and infant mortality rates, high rates of maternal mental health conditions, and areas that score highly on the CDC's Social Vulnerability Index. Pilot sites are currently operating in Arkansas, Louisiana, and New Mexico.

Data available from HHS reflects that those receiving Kits include historically underserved populations, including those living in rural areas, Tribal populations, and those with very low incomes. Preliminary participant feedback suggests that families are very satisfied with the contents of their Kit. Early data shows trends that receiving a Kit may improve families' trust in government and may make them more likely to enroll in support programs for which they are likely eligible. The team's initial findings make the Newborn Supply Kit a compelling model for further research as a mechanism to reach and build trust with new families.

**Collaborating agencies:**

HHS (IEA), USDA (FNS),  
DOL, ED, HUD

**Foundation:**

Discovery Research &  
Life Experience Charter







Vice President Kamala Harris stands in front of a display of Newborn Supply Kits.

---

**Seven pilot site distribution partners have provided 3,000 Newborn Supply Kits to any mother having a baby at a pilot site hospital.**

## Piloting a Newborn Supply Kit at the time of birth

### DESIGN PHASE MILESTONES

Milestone	Status	Notes
Announced pilot partners and jurisdictions.		<b>Completed.</b> Through a Memorandum of Understanding (MOU) with HHS, the project's non-profit partner is Baby2Baby. Pilot States are New Mexico, Louisiana, and Arkansas. Additional information is available at <a href="https://hhs.gov/newbaby">hhs.gov/newbaby</a> and <a href="https://performance.gov/baby">performance.gov/baby</a> . Vice President Kamala Harris <b>announced</b> the project in May 2023.
Built the newborn supply kit prototype and launched it in three jurisdictions.		<b>Completed.</b> Newborn Supply Kits have been launched in 3 states with a hospital partner in each State and additional community-based organizational distribution partners. Total partner distribution sites include Arkansas (2); Louisiana (4); New Mexico (4).
Conduct an implementation evaluation, including case studies and best practices.		<b>In progress.</b> The timing changed from FY 2023 Q4 to FY 2024 Q2. Evaluation results are expected by January, 2024.
Produce case studies on the design and implementation of Newborn Supply Kits, including consideration of best practices for collaboration.		<b>In progress.</b> The timing changed from FY 2023 Q4 to FY 2024 Q2. Preliminary draft is expected by January, 2024.

### DESIGN PHASE PROJECT MEASURES

Design Phase Measure	Assessment Approach & Data	December 2023 Status
Distribute an initial number of Kits in a limited number of pilot jurisdictions.	Number of pilot sites and number of Kits distributed.	Nine pilot site distribution partners will provide 3,000 Newborn Supply Kits to any mother having a baby at a pilot site hospital.
Demonstrate a high level of satisfaction among participants concerning timing, method, and contents of the Kit provided.	HHS voluntary survey of Kit recipients (5-10 minutes) provided in English or Spanish. The survey was delivered by text, email, or in person.	Preliminary participant feedback suggests that families are very satisfied with the contents of their Kit. Out of 201 survey responses, 97 percent of respondents stated they were satisfied or extremely satisfied with their Kit.
Improve experience measures (e.g., financial stress) among participants relative to comparable non-participants.	HHS voluntary survey of Kit recipients (5-10 minutes) provided in English or Spanish. The survey was delivered by text, email, or in person.	61 percent of respondents agreed that receiving their Kit helped them to feel less anxious or worried. This trend is especially strong for Spanish-speaking participants (74 percent).



# Piloting a Newborn Supply Kit at the Time of Birth

**Collaborating agencies:**

HHS (IEA), USDA (FNS), DOL, ED, HUD

**Foundation:**

[Discovery Research & Life Experience Charter](#)

## Project Summary

The Newborn Supply Kit is envisioned to be a one-time, universal service delivered in collaboration with community organizations that provides families with basic physical supplies crucial to the first few weeks after delivery, including diapers and formula. Newborn Supply Kits will also include resources about Federal programs and benefits, key developmental milestones, and other helpful information to build trust and form a foundation of relationships for further service connections.

**Customer pain point:**

Some families lack essential physical goods like diapers and feeding supports after giving birth. Costs for some essential supplies fall outside most benefits program coverage, and reimbursement for items covered by Medicaid takes time and can be complicated. For all families, core essentials and information can be helpful at an important (and often overwhelming!) moment.

## Project Objectives

The project will allow some new families in pilot jurisdictions to receive a Newborn Supply Kit. The Kit, modeled on successful programs in other countries, seeks to reduce the time, stress, and burden on new parents to obtain immediately-needed supplies and increase knowledge about government services and community resources for new families. Equitable distribution of the Kits can help reduce the stigma associated with seeking government services and reduce disparities in communities that are typically underserved.

**Target milestones in 2023 include:**

- Announce pilot partners and jurisdictions
- Launch the Newborn Supply Kit pilots in a limited number of jurisdictions
- Conduct an implementation evaluation

**Primary deliverables in 2023 include:**

- Newborn Supply Kit prototype
- 1-2 pilots involving collaboration with non-governmental organizations and counties
- Case studies on the design and implementation of Newborn Supply Kits, including consideration of best practices for collaboration

## Measures of Success

**Key outcomes:**

By providing families with a Kit, the project aims to:

- Reduce financial and parental stress on mothers and caregivers in the immediate postpartum period
- Increase awareness and thereby timelier enrollment of eligible families in critical support programs
- Increase trust in Federal benefits programs

**Design phase project measures:**

- Distribute an initial number of Kits in a limited number of pilot jurisdictions
- Demonstrate a high level of satisfaction among participants concerning timing, method, and contents of the Kit provided
- Improve experience measures (e.g., financial stress) among participants relative to comparable non-participants