

## NEWS RELEASE

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### **DHS Launches New Website For Families**

*HealthyFamiliesNow.net is Arkansas online hub for all things prenatal and children's health*

**Nov. 2, 2011** – Officials with the **Arkansas Department of Human Services (DHS)** announced the launch of the **Healthy Families** website, **HealthyFamiliesNow.net** today. Healthy Families, previously known as Healthy Baby or the Campaign for Healthier Babies, focuses on the health, safety and well-being of children from prenatal to age 5.

The program previously focused only on prenatal care through the baby's first year. However Amy Webb, communications director with DHS said the Department felt it was time to expand the program. "Our research showed that families need and want more information about caring for children. They want more ways to get the information, which is why we created HealthyFamiliesNow.net," Webb said. "Now families can utilize our online resources and the printed books."

Healthy Families is home to the *Happy Birthday Baby Book*, which encourages women to seek early and continuous prenatal care in order to reduce the chances of preterm birth, infant mortality and serious, chronic health problems related to preterm births. The program is developing a second book that will focus on the health, safety and well-being of children from newborn to age 5.

"We know that today's generation of families is different than previous generations when it comes to accessing information. Online and mobile communication is at an all time high. Our goal is to get information into the hands of as many families as possible."

Healthy Families is a program of the Arkansas DHS and partners with Arkansas Children's Hospital, ANGELS with the University of Arkansas for Medical Sciences, St. Bernards Healthcare, Arkansas Department of Health, Better Beginnings and Shelby County Health Department in Tennessee.

For more information about Healthy Families visit [www.HealthyFamiliesNow.net](http://www.HealthyFamiliesNow.net).

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