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Contact: Thalia Thompson, MPH, CHES
202-966-5557 x207
Thalia@BabysFirstTest.org

Baby's First Test Funds Four Innovative Projects
Challenge Award Recipients Announced

WASHINGTON, DC – May 7, 2014 – Baby's First Test, the nation's educational resource center for newborn screening, is pleased to announce the 2014 Challenge Award recipients. The Challenge Award program provides funding for selected proposals that detail a project focusing on increasing newborn screening education and/or implementing novel solutions to challenges within the newborn screening system. Recipients receive up to \$20,000 each to implement their proposed projects.

"Newborn screening capabilities have improved and expanded significantly in the past decade, but challenges remain in getting every newborn screened," said AWHONN Chief Executive Officer Lynn Erdman, MN, RN, FAAN. "We are excited to be among the Challenge Award recipients equipping nurses, physicians, midwives, and parents with education and tools designed to motivate participation in and follow-up with newborn screening."

The Challenge Award program allows projects to reflect the diversity of the newborn screening community and target a broader cross-section of the population. Over a nine-month period, recipients work collaboratively with Baby's First Test to implement and evaluate their projects. This year's awardees are as follows:

Association of Women's Health, Obstetric and Neonatal Nurses – Increase newborn screening education among healthcare providers and consumers alike by developing a *Healthy Mom&Baby* Newborn Screening Zone.

Branch-Hillsdale-St. Joseph Community Health Agency – Promote perinatal health and create demand for newborn screening among Amish mothers residing in Branch, Hillsdale and St. Joseph counties by creating awareness of the need and availability of services.

Hands & Voices – Disseminate and evaluate the impact of the "Loss and Found" video to hospitals, birthing centers, prenatal classes, state EHDI task forces, and other relevant groups.

University of Michigan – Produce a web-based catalogue of parent narratives covering a range of experiences with newborn screening and newborn screening disorders, and assessing the potential of the catalogue as an educational and communication tool for parents of children with newborn screening disorders and healthcare providers.

This is the fourth year Baby's First Test, a project of Genetic Alliance, Inc., has funded local or community specific outreach programs to raise awareness about newborn screening and promote educational efforts. To read more about this and previous year's Challenge Award recipients, visit <http://www.BabysFirstTest.org/newborn-screening/challenge-awards>.

About Baby's First Test

Baby's First Test is the nation's newborn screening clearinghouse and is funded through a cooperative agreement with the Health Resources and Services Administration (grant # U36MC16509) It informs and empowers *families and healthcare providers throughout the newborn screening experience. By increasing awareness, Baby's First Test offers millions of newborns and their families a chance at a healthy start. To learn more visit <http://www.BabysFirstTest.org>*

About Genetic Alliance

Genetic Alliance improves health through the authentic engagement of individuals, families, and communities. Genetic Alliance is the world's leading nonprofit health advocacy organization committed to transforming health through genetics and works to connect consumers to the smart services they need to make informed decisions about their health and healthcare. Genetic Alliance's network includes more than 1,000 disease-specific advocacy organizations, as well as thousands of universities, private companies, government agencies, and public policy organizations. *For more information about Genetic Alliance, visit <http://www.geneticalliance.org>.*

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