



## ADVISORY

### Peterborough Public Health Launches Digital Strategy to Reach New Parents in Peterborough

Wednesday, July 19, 2023

Peterborough Public Health is offering parents the option of signing up for **Learn & Grow Parenting Emails: A guide for the first 18 months**. This NEW program provides emails tailored to the age of their child, so they get the information and resources they need at the right time. Parents who sign up will receive weekly emails for the first few months, and then move to less frequent emails until their child is 18 months old.

The emails will include timely evidence-based information on:

- Baby's development
- Recommended times to book appointments
- Positive parenting strategies
- Nutrition information
- Tips for self-care
- Fun and helpful links to local resources

In partnership with Peterborough Regional Health Centre (PRHC), new parents will be encouraged to sign-up upon discharge. Please help us support parents who may have missed the opportunity to sign up such as parents who delivered outside the Peterborough area, who had a home delivery, who are fostering or have adopted. You can help us support these parents by sharing this resource and encouraging them to sign up for the emails or assisting with the sign-up process. There is an [promotional poster](#) available for display on our website and a copy will be mailed as well.

Parents can access the sign-up page and the email content at [www.peterboroughpublichealth.ca/parenting-emails/](http://www.peterboroughpublichealth.ca/parenting-emails/). For parents who have limited access to email or the internet, PRHC will continue to provide the paper postpartum package.

Some families may benefit from extra support. Peterborough Public Health offers home visiting programs where Public Health Nurses and Family Home Visitors support the health and wellbeing of families. If you think your clients could benefit, please fax a completed referral form to 705-741-4261. More information and the [referral form](#) can be found at: <https://www.peterboroughpublichealth.ca/clinics-and-classes/healthy-babies-healthy-children/>.

Thank you for all you do to support families in our community. We look forward to your feedback on this new approach.

This advisory can be found on our website by visiting [www.peterboroughpublichealth.ca/health-professionals](http://www.peterboroughpublichealth.ca/health-professionals)