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| LOCAL COMMISSIONERS MEMORANDUM |
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Transmittal No: 90 LCM-80

Date: June 4, 1990

Division: Commissioner's
Office

TO: Local District Commissioners

SUBJECT: "Welcome to Parenthood" Video

ATTACHMENTS: Parent Education Resources (Not available on-line)

I am pleased to provide your agency with a copy of the "Welcome to Parenthood" video, which the Department of Social Services recently produced in conjunction with First Lady Matilda R. Cuomo and the New York State Department of Health. The video focuses on the first three months of a child's development and is designed to prepare new and expectant parents for the challenges and rewards of parenthood.

The video complements the "Welcome to Parenthood" book that new mothers receive in the hospital. Both the "Welcome to Parenthood" book and video, along with a new pre-natal book called "Having a Baby: A Family Guide to Pregnancy", are part of the Pre-and Post-natal Parent Education Hospital Program (PPPEHP) created by Mrs. Cuomo and the NYS Citizens Task Force on Child Abuse and Neglect. The purpose of PPPEHP is to reduce the incidence of abuse and neglect and help parents prepare for the changes that a new baby will bring to their lives. The program encourages parents to respond appropriately to their babies, teaches proper parenting skills, and provides information about where parents can get help when they need it.

The "Welcome to Parenthood" video provides an introduction to PPPEHP, and will be a useful instructional tool for both parents and caseworkers. Through candid interviews with new parents from a wide variety of backgrounds, the video addresses the concerns, hopes and misconceptions that all new parents face. It offers sound advice in these areas, and provides a variety of useful suggestions for new parents.

As part of our commitment to improving the lives of all of New York's children, we are distributing this video to all hospitals and social service agencies that offer parent education courses or provide services to children and families. In addition to the video we have included an extensive list of other parent education materials that are available, and which may be used in conjunction with the video.

I believe that the "Welcome to Parenthood" video will assist your staff and the families they serve. I encourage you to use the video as part of your parent education and staff training programs. If you have any questions about the video, please call Harry Ritter at (518) 473-3535 or 1-(800) 342-3715 extension 3-3535.

Cesar A. Perales
Commissioner