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### **The Perinatal Council Changes Name to Brighter Beginnings**

*New name reflects positive change for young parents and children*

Oakland, CA: September 12, 2007. East Bay non-profit agency, The Perinatal Council, is changing its name to Brighter Beginnings. Serving the East Bay community for over twenty years, the agency offers programs for families and children targeting needs that range from black infant health, teen pregnancy, child development and parenting skills. Over the years, the agency has evolved from its initial offerings addressing teen pregnancy and black infant health for expectant mothers to programs and services that address the needs of the entire family, and extend support through the early years of child development.

“Changing our name to Brighter Beginnings represents our continued commitment to working with an entire family to ensure healthy pregnancies, healthy births, and the healthy development of babies, young children and parents,” said Dr. Barbara Bunn McCullough, Ph.D., Executive Director of Brighter Beginnings, “We address the needs and resources for all families to provide a positive role in raising a healthy child.”

Brighter Beginnings receives funding from Federal and State programs, as well as donations from community organizations and individuals. Recognizing the importance of education for their clients and the need for additional support resources to ensure their success, the agency has recently launched a fall fundraising program, *Learning Matters*.

Brighter Beginnings offers services for parents to learn to care for themselves and their babies, to continue their education and find jobs to become self-sufficient.

“The range of services has increased dramatically over the years”, said Board President Marge Deichman. “There are thousands of young families who don’t have access to many things people take for granted, such as healthcare,

daycare, jobs, and positive role models. For many clients, a Brighter Beginnings staff member is the first positive influence they have ever experienced in their lives. In addition to our many services and programs, we offer hope and compassion to families in need”.

Brighter Beginnings provides family support programs, including their award-winning Black Infant Health program which offers home-based support for African American pregnant moms and dads. Working with mothers at the earliest stage of their pregnancies, the program has achieved significant results by reducing complications during pregnancy and ultimately lowering the risk of infant mortality. Other services include a comprehensive support program for teen parents to encourage staying in school and learning parenting skills, and a home-based program for families referred for crisis management to prevent child abuse and neglect.

Brighter Beginnings programs also include infant/early childhood mental health, and support groups for fathers and young men. The agency also assists clients with enrollment into health insurance programs such as Medi-Cal/Healthy Families and Kaiser Healthy Kids.

### **About Brighter Beginnings**

Brighter Beginnings reaches out to families who are stressed to provide home-based support and center-based services which promote healthy births and the healthy development of babies and young children. Each year the non-profit organization serves over 2,200 low-income families in Alameda and Contra Costa Counties. Brighter Beginnings programs promote the health and well-being of the mother, baby and entire family before, during and after birth for several years.

Funded primarily by state and federal grants, the non-profit has recently expanded its appeals for private donations from community organizations and individuals. A professional management staff with decades of experience in non-profit family support groups supervises 50 paid staff members in three East Bay locations - Oakland, Richmond and Antioch.

More information is available at [www.brighter-beginnings.org](http://www.brighter-beginnings.org) or by calling toll free at 877.427.7134.

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