




FIRST 1000 DAYS

PREGNANCY
270 DAYS

YEAR 1
365 DAYS

YEAR 2
365 DAYS

The first 1000 days of life are key to lifelong health and wellbeing.

The first 1000 days of life, from conception to 24-months, form a crucial period that shapes a child’s entire life. How well a mother and child are nourished and cared for during this time has a profound impact on physical, emotional, and mental growth and development. This is critical because the first 1000 days is when a child’s brain begins to grow and develop and where the foundations are laid for lifelong health.

Research in the fields of neuroscience, biology, and early childhood development has given powerful insight into how nutrition, relationships, behaviors, and environments in the 1000 days shape future outcomes.

For instance, poor nutrition in the first 1000 days can cause irreversible damage to a child’s growing brain, affecting the future by impacting how well a child will do in school and beyond to employment opportunities. It can also set the stage for later obesity, diabetes, and other chronic diseases which can lead to a lifetime of health problems. And can contribute to the next generation’s cycle of poverty and poor health and behavioral outcomes.



Other examples are drug use, alcohol or tobacco use, poor health environments, sexually transmitted infections, lack of prenatal care and well-child visits (to identify early any issues of concern and support appropriately), abuse of the mother or child, and poor safe sleep practices are among the potential levers of negative impact during this time as well.



South Dakota recognizes the important impact of nutrition, relationships, behaviors, and environments during this time on physical, emotional, and mental development. Despite challenges, such as increased maternal and infant mortality, particularly among Native American communities, South Dakota is committed to a comprehensive statewide effort. This initiative includes programs like SD QuitLine, STI Testing, Pregnancy Care, WIC, Safe Sleep Education, and more, addressing critical aspects of maternal and child health from conception through early development.



Scan the QR code to find more information and see the back side of this flyer for services offered.

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What are we doing in South Dakota?

SD QuitLine - (DOH) offers 3 options (phone coaching, kickstart kit, quit guide) to help nicotine users (cigarettes, vape or chew) kick their habit. The Quitline also offers a Postpartum Program designed specifically to help pregnant women quit.

Second and Third Hand Smoke Education - (DOH) provides education and awareness on the dangers of second and third hand smoke.

STI Testing and Treatment - (DOH) provides recommendations and education on STI testing and treatment for pregnant women to healthcare providers. Free and confidential STI testing within Department of Health offices is offered.

Bright Start - (DOH) supports expectant moms and families until a child reaches that first 1000 day of life mark.

Pregnancy Care Program - (DOH) provides a risk assessment for pregnant women, monthly visits with a nurse during pregnancy, education about having a healthy pregnancy and health baby, and provides referrals to community resources.

Supplemental Nutrition for Women, Infants, and Children (WIC) - (DOH) offers a public health nutrition program that provides information on healthy eating and breastfeeding, referrals to healthcare and other services, and nutritious foods to supplement diets for income-eligible women who are pregnant or post-partum, infants, and children up to age five.

Immunizations - (DOH) ensures infants and children stay up to date on routine immunizations. This is one of the best ways to protect children from childhood vaccine preventable disease, especially in the first 1000 days of life.

Fluoride Varnish - (DOH) fluoride varnish is applied in DOH offices to protect baby teeth and promote oral health.

Safe Sleep Education - (DOH) provides safe sleep recommendations and education to healthcare providers, new and expecting parents, and families to ensure everyone caring for the baby uses safe sleep practices to reduce the risk of death.

Pack 'N Play Distribution - (DOH) provides safe sleep environments through pack 'n play distribution for qualifying families.

South Dakota Medicaid - (DSS) provides prenatal and postpartum (12-mos) coverage for all pregnant mothers who are enrolled. In addition, provides well child and health maintenance exams through its reimbursement mechanisms to health care providers involved in delivering health care to mothers and children, who are enrolled in the program.

SNAP/TANF/Child Care Assistance - (DSS) provides economic assistance to families who are income-qualified to receive these benefits.

Pregnancy Health Home - (DSS) provides additional supports in the form of care coordination to all pregnant mothers who are enrolled in Medicaid.

Plans of Safe Care - (DSS) provides accompaniment and accountability for pregnant mothers struggling with substance use disorder. This includes funding for those who are income-qualified who participate in residential and/or community-based treatment programs

Child Protection Services - (DSS) ensures that children who are born into unsafe conditions are provided resourcing which aims to reunify parents with the child once parents are able to demonstrate their ability to care safely for their infant.

Child Support - (DSS) helps ensure that financial support from noncustodial parents is provided to custodial parents.



Scan the QR code to find more information on the programs listed above.