

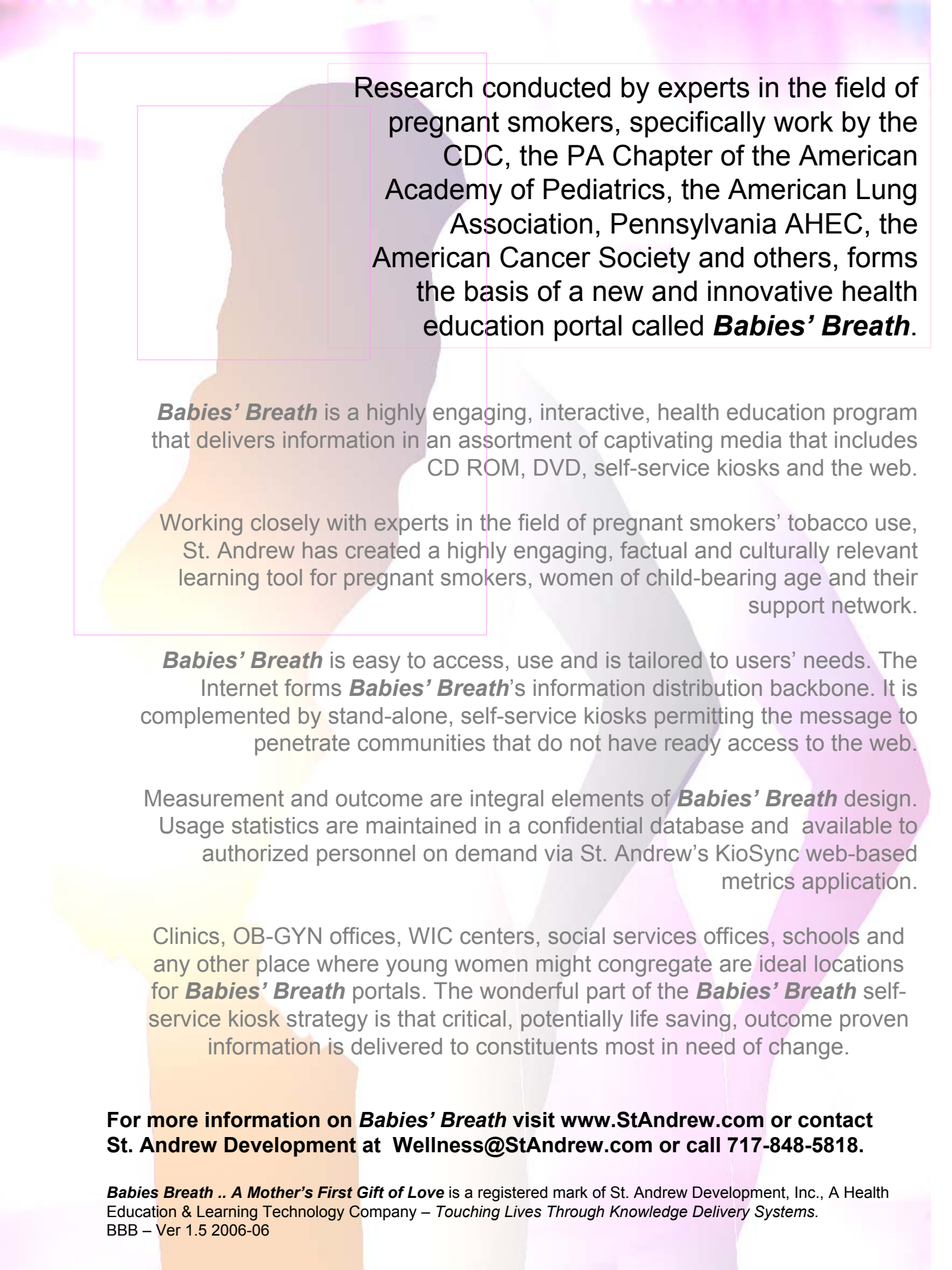
Babies' Breath

A Mother's First Gift of Love ®



**An Interactive Health Education Portal for Pregnant
Smokers and their Support Network**

STANDREW
DEVELOPMENT
INC

The background of the page features a large, semi-transparent silhouette of a pregnant woman on the left and a child on the right, both rendered in a light purple/pink hue. The text is overlaid on this background.

Research conducted by experts in the field of pregnant smokers, specifically work by the CDC, the PA Chapter of the American Academy of Pediatrics, the American Lung Association, Pennsylvania AHEC, the American Cancer Society and others, forms the basis of a new and innovative health education portal called ***Babies' Breath***.

Babies' Breath is a highly engaging, interactive, health education program that delivers information in an assortment of captivating media that includes CD ROM, DVD, self-service kiosks and the web.

Working closely with experts in the field of pregnant smokers' tobacco use, St. Andrew has created a highly engaging, factual and culturally relevant learning tool for pregnant smokers, women of child-bearing age and their support network.

Babies' Breath is easy to access, use and is tailored to users' needs. The Internet forms ***Babies' Breath***'s information distribution backbone. It is complemented by stand-alone, self-service kiosks permitting the message to penetrate communities that do not have ready access to the web.

Measurement and outcome are integral elements of ***Babies' Breath*** design. Usage statistics are maintained in a confidential database and available to authorized personnel on demand via St. Andrew's KioSync web-based metrics application.

Clinics, OB-GYN offices, WIC centers, social services offices, schools and any other place where young women might congregate are ideal locations for ***Babies' Breath*** portals. The wonderful part of the ***Babies' Breath*** self-service kiosk strategy is that critical, potentially life saving, outcome proven information is delivered to constituents most in need of change.

For more information on *Babies' Breath* visit www.StAndrew.com or contact St. Andrew Development at Wellness@StAndrew.com or call 717-848-5818.