The purpose of this project is to enhance the knowledge and proficiency of safe babywearing practices while promoting babywearing in the community of Logan, Utah. Community exposure to babywearing and access to babywearing tutorials will assist in accomplishing this goal. During routine well-child visits with pediatricians at Primary Care Pediatrics (PCP) in Logan, Utah, information about the benefits of babywearing and an invitation to a monthly hands-on babywearing class will be offered to all parents of newborn and infant patients. The monthly babywearing class will be held in conjunction with the Babywearing of Cache Valley (BWCV) monthly meetings at The Family Place in Logan, Utah. During this class, participants will be taught about the benefits of babywearing and how to babywear safely. They will also have the opportunity to try or borrow various babywearing products. All participants will receive educational materials to take home and a follow-up phone call to assess progress.

Nursing Implications
• Low-cost, high-yield community outreach program.
• Nurse-led intervention.
• Health promotion for an entire population.

Strengths
• Simple and inexpensive.
• Beneficial to postpartum mothers and newborns.
• Validation of respected providers.
• Additional support network for PP.
• Expert babywearing instruction.
• Collaboration with well-established and trusted babywearing organization.
• Safe babywearing guidelines available from Baby Carrier Industry Association (BCIA) for no additional cost to the project.

Limitations
• Recent dissolution of Babywearing International (BWI).
• Dues from BWI membership provided income for the chapter.
• Non-profit BWI affiliation and assignment of lending library.
• Funding for project moving forward.

REFERENCES