

FOR IMMEDIATE RELEASE

October 8, 2025

Healthy Baby Network and The Bridge Project Launches A Powerful New Maternal and Child Health Initiative funded by Monroe County Division of Social Services in partnership with the City of Rochester

Rochester, NY — Healthy Baby Network, in partnership with The Bridge Project, is proud to announce the launch of **The Nest Program**, a transformative maternal and child health initiative that pairs pregnant mothers with case managers for prenatal education, support, and referral services with a monthly stipend for setting and pursuing personal goals in health, education, and employment. The program officially begins on **October 8, 2025** and is for pregnant women who are at least 18 years old, 13 weeks pregnant, are living in Rochester zip codes **14605, 14608, 14611, and 14621**, and have legal status in the U.S.

Key features of The Nest Program include:

- **Prenatal and parenting education, support, and referrals**
- **Helps identifying and pursue goals set by program participants**
- **Improved maternal and infant birth and health outcomes**
- **Financial literacy & planning partnered with a \$1,000 monthly stipend for up to 2 years**

“This initiative is a powerful gamechanger! We are focusing support and resources to Rochester’s most vulnerable pregnant women in zip codes where there is the most need. This is how we begin to alleviate poverty, targeting resources and support where they are most needed,” said Sherita D. Bullock, President & CEO of Healthy Baby Network. “HBN is grateful to have been selected to do what we do best; work with parents and co-create. The Nest Program is more than a lifeline – it’s a launchpad. Mothers, babies, and our entire Community benefit when we take control of our health, build meaningful connections, and create lasting change. This is how we invest in a future for everyone; by supporting the most vulnerable women and partnering for stronger, healthier families. Thank you for critically needed funding from Monroe County Division of Social Services and the City of Rochester.”

— Sherita D. Bullock, President & CEO, Healthy Baby Network

Register quickly, only 200 mothers will be randomly selected from eligible applicants.

To learn more or apply, visit www.healthy-baby.net starting on **October 8, 2025**.

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