

INTRODUCING

THE NEST PROGRAM

A POWERFUL NEW MATERNAL CHILD HEALTH INITIATIVE FROM HEALTHY BABY NETWORK AND THE BRIDGE PROJECT.

Funded by the Monroe County Division of Social Services in partnership with the City of Rochester.

This program will pair prenatal support and referral services with a cash incentive for setting and pursuing health, education, and other goals.

Income-eligible expectant mothers in these qualifying zip Codes*: **14605, 14608, 14611, and 14621** will receive personalized case management, prenatal care support, and resources to promote maternal health and family success. Participants could be eligible for a cash incentive of \$1,000/month for up to 2 years.

(*targeted zip codes determined by NY State)

The Nest program helps:

- Improve maternal and infant health
- Support housing stability and financial growth
- Build strong social networks and parenting skills
- Break cycles of poverty through education and employment support

Participants will work with dedicated case managers to set and achieve goals tailored to their family's needs, from prenatal care and labor planning to safe sleep and breastfeeding. Peer support groups and monthly check-ins help build lasting community connections.



200 moms will be randomly chosen from eligible applicants - don't miss this opportunity!

Learn More or Apply Here
Starting October 8th



ADAM J. BELLO
COUNTY EXECUTIVE



City of Rochester, NY
Malik D. Evans, Mayor
Rochester City Council