

***What's My Baby's Bili?***  
**A New Take on Patient Partnership**

**The Quality Colloquium**  
**On the Campus of Harvard University**

**August 23, 2005**

*Cambridge, MA*

**Marty Hatlie, Partnership for Patient Safety**  
**Ted Page & Fred Surr, Captains of Industry**

**Presenting on behalf of Parents of Infants and Children with Kernicterus**  
**& the Kernicterus Prevention Partnership Campaign**

# Learning Objectives

1. Discuss an approach to consumer information that is honest about risk and serious about patient partnership
2. Present a preview of *What's my Baby's Bili?*, a CDC-funded resource for new parents
3. Get your input



did you know that jaundice  
can sometimes lead  
to brain damage  
in newborns



Before you leave the hospital ask your doctor or nurse about a jaundice bilirubin test.

All babies can get jaundice in the first few days of life. So ask your doctor or nurse about a jaundice bilirubin test—it's the only way to know for sure if your baby has jaundice that needs to be treated. Having the baby in the sun at home is not a safe way to treat jaundice. Just as important, make sure to get your baby at doctor's check-up when he or she is three or four days old.

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For more information, call 1-800-CDC-INFO or visit [www.cdc.gov](http://www.cdc.gov).



# ***Kernicterus Prevention Partnership Campaign Participating Organizations***

Agency for Healthcare Research and Quality  
American Academy of Pediatrics  
Centers for Disease Control and Prevention/NCBDDD  
Health Resources Services Administration, Maternal and Child Health  
Bureau  
Healthy Mothers Healthy Babies Coalition  
Hospital Corporation of America  
Joint Commission on Accreditation of Healthcare Organizations  
March of Dimes  
National Institutes of Health  
Parents of Infants and Children with Kernicterus  
Partnership for Patient Safety  
Robert Wood Johnson Medical School, University of Medicine and  
Dentistry of NJ

**For more information about the  
Kernicterus Prevention  
Partnership Campaign  
visit:**

[cdc.gov/ncbddd/dd/kernicterus/ker\\_partners.htm](http://cdc.gov/ncbddd/dd/kernicterus/ker_partners.htm)

[www.pickonline.org](http://www.pickonline.org)

[www.p4ps.org](http://www.p4ps.org)

[www.captainsofindustry.com](http://www.captainsofindustry.com)