



Be Healthy Baby Boxes

CITY COUNCIL APRIL 7, 2025

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Background

The Be Healthy Initiative includes a program that donates boxes to Texas Health Huguley for babies born at the hospital.



- Boxes include: Onesies
- Cold/Hot pack
- Clifford book
- Lifeguard your child magnet
- Duckies
- Water Watcher tags
- Carseat appt cards
- Baby spoon
- Stickers
- Pediatric Oral Health Kit
- Poison control magnet
- Poison control pamphlet
- BTX Onesie

Baby Boom

Currently Texas Health averages 1,700 births every year

We are budgeted for 300 boxes leaving a 1,400 baby disparity

Texas Health does not check residency before providing boxes

Texas Health also provides a bag to take home with similar items



Welcome Baby!



Initiative Goals

The original goal of the program was to provide a welcome from the City to all babies born at Texas Health.

The current program cost \$4,000 of the dollars annually to provide 300 of the 1,700 needed annually and solicitation of donations from local businesses

Volunteers are pulled together twice a year to build the boxes

The boxes take up a large amount of storage that Texas Health does not have space for



Options presented to Community Services Committee

Provide onesies or pacifiers with City logo to be added to existing welcome bag provided by Texas Health

Advantages:

Cost effective

No storage challenges

No sponsorship solicitation

Can welcome all babies to Burleson

Additional Options for Consideration based on Community Services Committee Feedback

The committee requested the items be more universally useful and keepsake than a onesie or pacifier that may not be of use by many babies due to their size or pacifier presence. One member requested to discontinue the program.

Beanies- \$2.38/each or \$4,046 for 1,700

Muslin Burp Cloth-\$1.96/ each or \$3,332 for 1,700

Stamp Kit- \$1.61/each or \$2,737 for 1,700



FEEDBACK