

Total Pregnancy Mentoring

The services offered are entirely pregnancy based and include nutrition, exercise, and classes on nursing. Breast feeding techniques, latching, and troubleshooting problems are extremely important for child rearing. Lack of capability in this area may lead to decreased work effectiveness and the need for increased pregnancy leave.

Currently, businesses and organizations do not have any means to minimize this burden on their employees and AONC seeks to meet that need with their Total Pregnancy Mentoring Wellness Program by providing support from qualified, experienced and specially educated nurses in this field. The target clients for this program are mid to large size companies and organizations with women of child bearing age or male executives whose wives are of child bearing age, within the Westside of Los Angeles and the surrounding communities as expansion permits. These clients will be interested in having their employees be better prepared and educated, both pre- and postnatal, and desire a smoother pregnancy, leading up to a less complicated delivery and a smooth transition back into the workplace.



Project Description

Wellness Program

This project evaluated the market for pregnancy mentoring services, a wellness program for expectant mothers and families. As an extension of The Art of Nursing Care, Inc., a midwifery service that specializes in water birth, the goal of the wellness program is to “appeal to the basic bottom line thinking on the part of corporate management looking to adopt wellness strategies as an effective means of improving workplace productivity and employee loyalty”. After completion of a market analysis, suggestions were made for launching the new pregnancy mentoring program.

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