



**Jeff Lefko Books**  
An Imprint of United Writers Press  
[www.jefflefkobooks.com](http://www.jefflefkobooks.com)



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

The Books for Healing Partnership, a collaboration of Premie World LLC, GLO Premies, Inc., and Jeff Lefko Books, an imprint of United Writers Press, offers children's stories as vehicles for reaching underserved populations with important health information.

Why children's books? Because, in today's complex world of information and disinformation and mistrust, they can go where nothing else can. Including important information in the appendix of a children's story ensures that it will not be discarded and by default, will be read more than once.

But we don't stop there. In addition to publishing customized books, we offer programs that facilitate distribution of those books through organizations whose clients and constituents are the target populations who will most benefit from the information or products included.

## 3

### *PUBLISHING OPTIONS*

#### **Option 1 – Standard Story**

Choose from our list of already designed and illustrated children's books. Add customized information relating to your organization or product or service in the appendix. See Case Study 1 to learn how a hospital specializing in women's services used the book *Morrie & Dorothy* to spread information about sleep-related death and how to reduce the risks. Hardcover and paperback editions available in various trim sizes available.

#### **Option 2 – Standard Story +**

Same as Option 1 with alterations to text and/or illustrations to reflect product names and/or services of the sponsoring organization. Book cover adjusted to match company logo. See Case Study 2 to learn how a general hospital embedded important maternal discharge instructions and follow-up information. Also included a page to record the infant's vital statistics and a congratulations page where medical staff attending the new mother signed their names. Hardcover and paperback editions available in various trim sizes available.

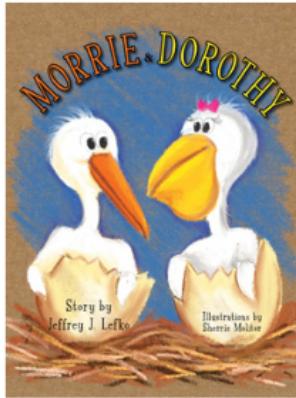
#### **Option 3 – Full Customization**

BFHP will work with employees of a sponsoring organization to develop a children's story focused around issues or products and services of the organization. Text and illustrations designed specifically for the book. See Case Study 3 to learn how a team at a children's orthopedic hospital collaborated with Jeff Lefko Books to develop a story about what will happen when a child visits the hospital and what different treatment options there are—to be distributed by the hospital and its associated intake clinics. Hardcover and paperback editions available in various trim sizes available.

# CASE STUDY

## Standard Story: Option 1 Hospital - Women's Services

### SAFE SLEEP



**Story line:** Best friends Morrie the Stork and Dorothy the Pelican do everything together. That is, until they apply for an after-school job delivering babies and Dorothy is rejected—because, they say, pelicans don't deliver babies! All that changes, however, when quadruplets are born...and only Dorothy has the skill (and the beak) to deliver four babies at once. She, of course, successfully does so and gets her wings. During the delivery, Dorothy is careful to follow the three most important safety considerations for putting a new infant to bed.



Following the story, six pages were included, recapping for new parents the recommendations of the American Academy of Pediatrics guidelines for reducing the risk of sleep-related infant death, recommendations regarding maternal self-care following delivery, other FAQs, and information about other MFM services offered by the sponsoring hospital, e.g., lactation services. Contact information for different departments in the hospital was also included.

## PUBLISHING OPTIONS

### Option 1: Standard Story Appendix Only

**Children's story/book will be chosen from standard options.** No changes to storyline by sponsoring organization. BFHP provides layout services for appendix information and interfaces with printer(s).

Accuracy of specialized professional information provided in the appendix will be the sole responsibility of the sponsoring organization.

### Option 2: Standard + Altered Illustrations/Text

Same as the standard story, except **certain illustrations and text adapted to relate to the sponsoring organization**, e.g., inclusion of actual service names. BFHP provides layout services and printer interface.

Accuracy of specialized professional information in the appendix will be the sole responsibility of the sponsoring organization.

### Option 3: Story Developed Specifically for Sponsoring Organization

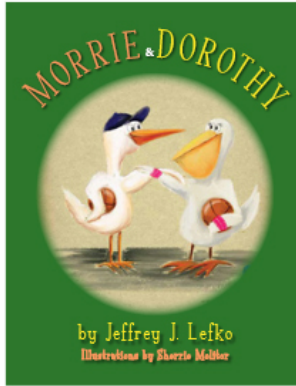
**BFHP staff collaborates with sponsoring organization to develop storyline.** BFHP oversees illustrator(s), provides layout services and manages RFQs, selects and interfaces with printer(s).

Accuracy of specialized professional information in the appendix will be the sole responsibility of the sponsoring organization.

# CASE STUDY

## Standard Story +: Option 2 Hospital - Maternity

### DISCHARGE INSTRUCTIONS



**Story line (same as in Case Study Option 1):** Best friends Morrie the Stork and Dorothy the Pelican do everything together. That is, until they apply for an after-school job delivering babies and Dorothy is rejected—because, they say, pelicans don't deliver babies! All that changes, however, when quadruplets are born...

**Book cover and internal page backgrounds adapted to reflect hospital logo colors. Hospital name inserted into illustration.**

**Six pages were included, including:**

- Discharge instructions for both baby and mother.
- 2 pages inserted in front for recording baby's vital statistics and a congratulations page for hospital staff who interacted with the family to autograph.
- Back pages included awards and certifications of the hospital and information about other MFM services offered by the sponsoring hospital, e.g., lactation services.
- Contact information for different departments in the hospital was also included.



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### Option 2: Standard + Altered Illustrations/Text

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### Option 3: Story Developed Specifically for Sponsoring Organization

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# CASE STUDY

## *Customized Story: Option 3 Children's Orthopedic Hospital*

### PREPARING CHILD (& PARENTS)



**Story line:** Bailey Bear has a curve in her back that makes it hard for her to climb the Great Tree. There's one thing in particular that she really wants to do but can't.

Her mom and dad take her to a special hospital where her dad, who had the same problem, was treated as a cub. Bailey meets other animals with issues of their own who are in treatment for their issues and injuries and, after visiting the doctor, begins treatment.

Once treatment is over, she goes back to the clearing where the Great Tree stands. Will she be able to do that special thing?



Following the story, four pages were added, including:

- a history of the hospital and its sponsoring organization.
- awards and honors received by the hospital.
- all orthopedic services offered
- Contact information for the hospital's main campus and affiliated intake clinics across the covered region

### PUBLISHING OPTIONS

#### *Option 1: Standard Story Appendix Only*

**Children's story/book will be chosen from standard options.** No changes to storyline by sponsoring organization. BFHP provides layout services for appendix information and interfaces with printer(s).

Accuracy of specialized professional information provided in the appendix will be the sole responsibility of the sponsoring organization.

#### *Option 2: Standard + Altered Illustrations/Text*

Same as the standard story, except **certain illustrations and text adapted to relate to the sponsoring organization.** e.g., inclusion of actual service names. BFHP provides layout services and printer interface.

Accuracy of specialized professional information in the appendix will be the sole responsibility of the sponsoring organization.

#### *Option 3: Story Developed Specifically for Sponsoring Organization*

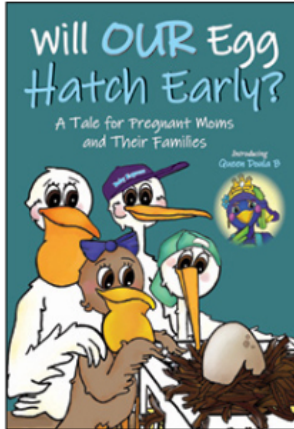
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# CASE STUDY

## *Customized Story: Option 3 Education about a New Offering*

### INFORMING PREGNANT MOMS



**Dear Doctor:**

**I'm pregnant. Am I at risk of a preterm birth?  
Check all that apply. Then tear out and give to your doctor.**

- |   |  |
|---|--|
| <input type="checkbox"/> I was a preemie.   | <input type="checkbox"/> I've already had a preterm birth.   |
| <input type="checkbox"/> My life is stressful at home or work.                                | <input type="checkbox"/> I am mostly on my feet at work.   |
| <input type="checkbox"/> I got pregnant again less than 6 months after my last baby was born. | <input type="checkbox"/> I have high blood pressure, diabetes, or another type of ongoing illness. |



**TALK TO YOUR DOCTOR**

Scan this code with your phone camera to download a discussion guide for what to say to your doctor at your next appointment.

Or...visit [preemie.us/discuss](https://preemie.us/discuss)

**Story line:** A customized sequel to the storyline of Case Studies 1 and 2. Morrie and Dorothy and their two children Aiden Stork and London Pelican are excitedly waiting for their new egg to hatch. The couple are headed with their egg to their doctor's office for a check up and to ask about a new test. Because London hatched early, Morrie and Dorothy want to find out if this egg might hatch early too, and the doctor has a new test that can tell them. Once they know, the whole family can prepare together for the arrival of their new baby...no matter what.

The book introduces Queen Doula B and all doulas certified to provide assistance to expecting mothers.

The sponsoring organization has developed a patented blood test that can predict if a pregnancy is at high risk for preterm birth. Included in the appendix are:

- a list of risk factors associated with preterm birth and some ways expecting mothers may reduce the risk.
- additional resources and advocacy organizations where pregnant mothers can go for help
- 4 tear-out cards for a pregnant mom to give to health care professionals to initiate a discussion.
- a QR code for moms to download a list of helpful questions to ask their doctor(s) and other resources.

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Accuracy of specialized professional information provided in the appendix will be the sole responsibility of the sponsoring organization.

### *Option 2: Standard + Altered Illustrations/Text*

Same as the standard story, except **certain illustrations and text adapted to relate to the sponsoring organization**, e.g., inclusion of actual service names. BFHP provides layout services and printer interface.

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### *Option 3: Story Developed Specifically for Sponsoring Organization*

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