

## THE RIGHT FROM THE START PROGRAM

### Mission Statement:

Provide professional, individualized, and comprehensive care that empowers families to achieve the healthiest possible outcomes during pregnancy and infancy.

### Vision Statement:

Become a sustainable program that empowers participants to choose lifestyles resulting in healthy families.

Our Core Values are:

- Advocacy
  - Empower participants to be self-sufficient
  - Provide community outreach and education
  - Provide participants with needed linkages and referrals
- Education
  - Provide staff with ongoing education opportunities
  - Provide participants with the latest available information and recommendations
  - Provide the community with education on our Program and issues related to pregnancy and infancy
- Inclusivity
  - Embrace diversity
  - Strive for equality
  - Provide unbiased information
- Innovation
  - Respond to evolving community needs
  - Research the latest recommendations and policies affecting participants
  - Provide services to participants in new ways that meet their changing needs
- Integrity
  - Employ a professional and competent staff
  - Be driven by strong ethical standards
  - Create trustworthy relationships between staff and participants
- Respect
  - Encourage participant feedback
  - Recognize our participant's values and ethics
  - Be compassionate to our client's needs