

 **Blue Cross Blue Shield of Mississippi**
It's good to be Blue.

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Be healthy



Eat healthy
Eat well to live well >



Exercise
Exercise improves everything >



Healthy You!
Your numbers tell your risk >

Healthy Mothers, Healthy Babies... A Healthy Mississippi

Following our successful 39 Weeks Initiative, implemented in January 2015, Blue Cross & Blue Shield of Mississippi is continuing our Maternity Care Quality Model grounded in best practice guidelines with the goal of further ensuring quality care for Mississippi mothers and babies. The Quality Model will require all delivering Network Hospitals across the state

[Baby-Friendly Hospital Initiative](#)
Click to learn more about the Baby-Friendly Hospital Initiative.

[Breast Pump Benefit How-To Guide](#)
Blue Cross & Blue Shield of Mississippi members may be eligible for breast pump coverage as part of their benefit plan.

Health & Wellness Articles

- [Use the Buddy System >](#)
- [Low Carb Eating Plans - The Basics >](#)
- [Forrest General Hospital Receives Baby-Friendly Designation >](#)
- [Healthy Mothers, Healthy Babies... A Healthy Mississippi >](#)
- [Give Your Baby a Healthy Start >](#)

California Legislation

The screenshot shows the California Legislative Information website for Senate Bill 402. At the top, there are navigation tabs for "Home", "California Law", "My Subscriptions", and "My Favorites". Below this is a search bar with the text "Bill Information >> Bill Search >> Text". To the right of the search bar, there are links for "PDF", "Add To My Favorites", and a dropdown menu for "Version: 10/09/13 - Chaired" with a "Go" button. The main heading is "SB-402 Breastfeeding. (2013-2014)". Below the heading is a navigation menu with tabs for "Text", "Votes", "History", "Bill Analysis", "Today's Law As Amended", "Compare Versions", "Status", and "Comments To Author". There are social media sharing icons for Facebook and Twitter. The main content area contains the following text: "Senate Bill No. 402", "CHAPTER 666", "An act to add Section 123367 to the Health and Safety Code, relating to public health.", "(Approved by Governor October 09, 2013. Filed with Secretary of State October 09, 2013.)", and "LEGISLATIVE COUNSEL'S DIGEST".

WIC's Role in BFHI

Promote with WIC Families



Educate Families



Address Barriers



Establish Referral Network



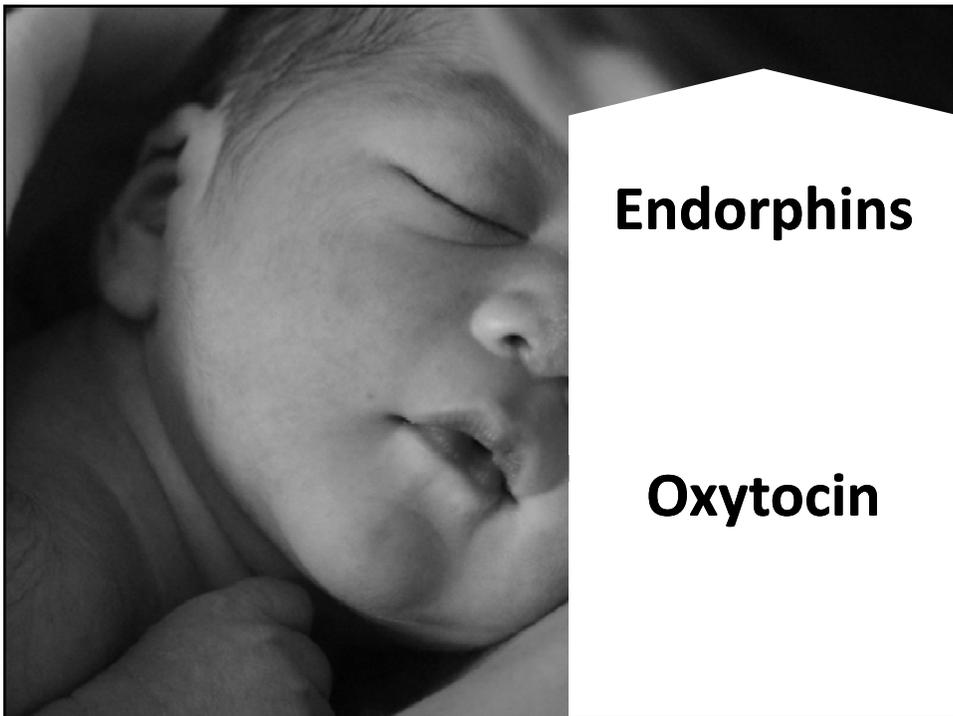
Serve on BFHI Task Force



Practices to Promote with Moms

Magical First Hour







Protest

Despair

Protest

Disconnect

Despair

Protest

