

Prevention leads to Wellness leads to improved Quality of Life: Nourishment and good nutrition (and exercise) in the womb “Building a Better Baby”

Reduced birth complications and the potential for healthier babies results as biological programming occurs between the pregnant woman and the fetus during gestation. A relatively new science known as DOHaD (Developmental Origins of Health and Disease) provides evidence that positive programming achieved during the gestation period, through proper nutrition, regular exercise, metabolic monitoring, and emotional support can result in a healthy baby that is **not** predisposed to chronic disease such as diabetes and heart disease. The positive programming will also result in improved cognitive function for the baby. Evidence in the field of DOHaD science has demonstrated that stresses experienced in the womb – virtually all of which have roots in the social and physical environment -- alter the structures of organs in the fetus, thus changing the expression of regulatory genes throughout one’s lifetime.

A key differentiator of the **AWESome™** mobile social network is to promote more frequent human contact, of longer duration, within a small group setting, self-assembled by the pregnant woman and enhanced by regular communication within a personal area network (PAN). This PAN will encourage enhanced human contact, resulting in improved peer support leading to weight management, normalized blood pressure and blood glucose monitoring. Through regular messaging, the pregnant woman will be encouraged to better manage and control these metrics to within normal limits. The PAN will also provide a platform to assist with navigation through a complex healthcare system by others who have been there before her.

The cornerstone of the First 1000 Days program is enhanced human contact and nourishment as augmented by good nutrition in the womb, with nutrition broadly defined to include nourishment for body, mind and spirit. The **AWESome™** social network program emphasizes the importance of adopting positive health behaviors early in the course of pregnancy (and ideally, pre-pregnancy). An initial assessment will be conducted to determine the level of active physical, mental, emotional and social support the woman will require from the outside, as well as to determine her “attachment style” based on the published work of John Bowlby. Women will be encouraged to seek early care, engage with peers and other supporters, and to develop healthy behaviors, thus reducing the likelihood of maternal complications such as gestational diabetes mellitus (GDM) and preeclampsia (primary).

The **AWESome™** mobile social network is an extremely low cost means of communication within and between the pregnant woman's family, her support group, friends and the healthcare community, including the navigation of that complex system by others that have gone before her. The **AWESome™** mobile social network includes a low cost awareness campaign to encourage the pregnant woman, her family, and her support group, to accept responsibility for the creation

of a more positive environment for the mother/child dyad resulting in better birth outcomes and better health of both mother and child, and all at lower cost.

If during the 40 weeks of gestation, the pregnant woman tightly manages and controls her metabolic functions, including blood pressure and blood glucose, and enjoys increased frequency and duration of human contact, the result will be positive biological programming that occurs between mother and fetus. We call this lifestyle behavioral framework, a Wellness Algorithm™. This positive biological programming as manifest by the pregnant woman and her support group will result in not only fewer birth complications but will result in an improved Quality of Life over the baby's life-course. What better outcome for the next generation than Health & Happiness.

Contact Wellness Foundation

partnering for life

Origins First 1000 Days™

Wellness Algorithm™

- The CW Wellness Algorithm™ is a framework that provides an individual a process to make personally responsible decisions regarding wellness in a process of illness prevention...
- And to be well is simply to treat self & other as we would like to be treated: with human kindness and warm, friendly contact.....compassion
- Human kindness and warm, friendly contact is all about acceptance, belonging to a family and friends and a community that love and care about one another...
- The Wellness Algorithm™ *simply makes sense...*

Elements of the Wellness Algorithm™

Introducing a New Theory of Well-Being



Positive
Emotions



Engagement



Positive
Relationships



Meaning



Accomplishment

Tight Management & Control of Metabolic Function

Despite multiple research studies since 1993 confirming that diabetes complications can be avoided with tight management and control, the incidence and cost of diabetes complications are soaring.

Less than 12% of people with diagnosed diabetes meet the recommended goals for

- Blood glucose

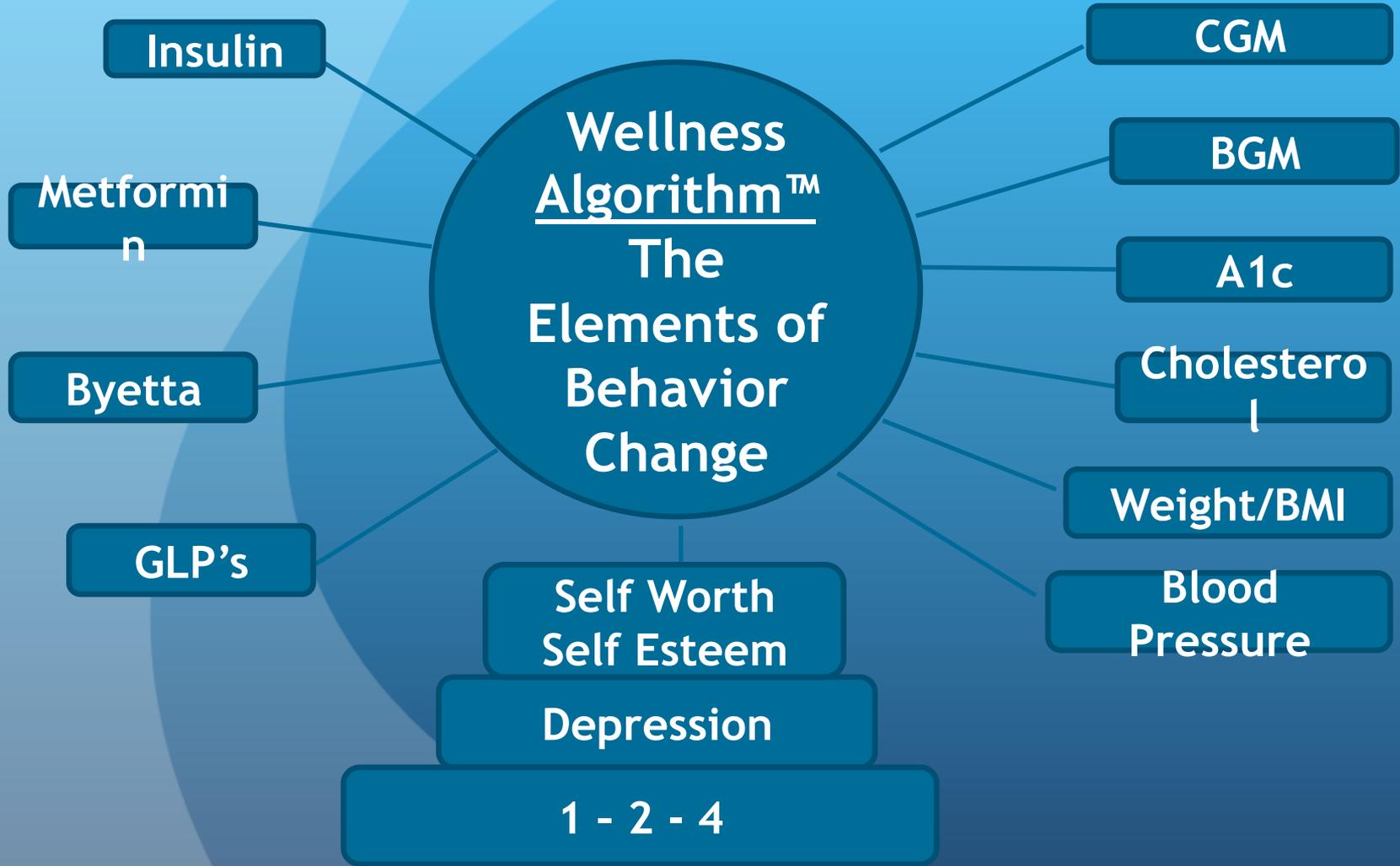
- Blood pressure

- Cholesterol

- 8% of people with diabetes incur

- 18% of US medical expenditures

Personal Responsibility
Accountability



Patient Activation Measure “PAM”

- A focus on activation as an outcome of care could be transformative for the delivery system, moving away from the current provider-centric perspective to one that is patient centered and supports the real work of the patient.
- Supporting activation will likely mean engaging consumers and patients where they are, and this implies moving away from a generalized approach to a tailored approach.

The Small Group

a Personal Area Network

- Small support groups can form into a personal area network that supports any person that creates a health and wellness goal...
- Women that are contemplating pregnancy will benefit from creating their own PAN...
- Contact is a prime goal for a small group...
- Awareness and goal setting will take place within a small group setting...

AWEsome™

a mobile social network for good

- The AWEsome™ mobile social network will be the chosen platform to advance the awareness of preconception and reproductive health as it relates to First 1000 Days and the importance of good nutrition in the womb.
- AWEsome™ is a mobile social network that works with any mobile phone or device. Members can join instantly with one text and exchange group messages, polls, reminders, and web alerts.
- AWEsome™ is a private personal area network (PAN)

Improved Quality of Life

- The above *partnership for life* if adopted by people (women and men) that choose to join together to create a new human being through pregnancy have an opportunity to “build a better baby” through a process of good nutrition in the womb and Nourishment of each other that biologically programs the fetus during the 40 weeks of gestation.
- During this 262 day period of Nourishment, human development takes place resulting in the birth of a new person not predisposed to chronic disease, but instead is predisposed to wellness and an improved quality of life.

A New Standard of Care for Maternal and Child Health

- Biological programming is an epigenetic phenomenon...
- It is now known that stresses experienced in the womb alter the structure of fetal organs in the fetus and the expression of regulatory genes. Together these processes lead to vulnerability for disease in later life, through the process known as programming.
- Programming is known to underlie most if not all chronic disease. Among the fetal stressors that are known to program a person for later disease are under- or over-nutrition, high levels of stress hormone in the mother and low oxygen in the womb. Malnutrition of the fetus, which has varied causes ranging from poor maternal diet and sub-optimal maternal body composition to poor placentation, appears to be the most common cause of programming for cardiovascular disease, type 2 diabetes and osteoporosis.

Contact Wellness Foundation and Origins First 1000 Days™ have joined together in a *partnering for life*

- The Wellness Algorithm™ is the framework within which we choose to engage in community to nourish each other individually, in small groups, as family, friends and neighbors, creating a Promise Neighborhood setting where we all work together to reassemble civility, with love and care that transforms the human condition into a compassionate and empathetic society of wellbeing, wellness and happiness.
- An Improved Quality of Life will be the result...
- AWESome™ is the process to the end...