

Breast Cancer Awareness Month

Breast Cancer Awareness Month, observed every October, is a global initiative dedicated to increasing awareness about breast cancer. It encourages people to learn about the importance of regular screenings like mammograms, which can help detect breast cancer at an early and more treatable stage. It also highlights risk factors, symptoms to watch for, and preventive measures that can reduce the chances of developing breast cancer.

The pink ribbon, the universal symbol of breast cancer awareness, serves as a reminder of the ongoing fight against the disease and the importance of solidarity, hope, and perseverance in improving outcomes for everyone impacted by breast cancer.



[Read more on breast cancer](#)

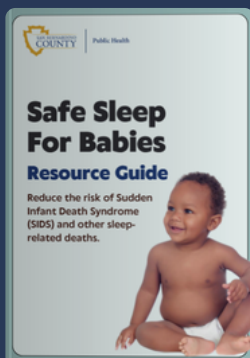
Sudden Infant Death Syndrome (SIDS)



Sudden Infant Death Syndrome (SIDS) Awareness Month is observed in October to increase understanding of SIDS and other sleep-related infant deaths. It highlights the importance of safe sleep practices, including placing babies on their backs to sleep, using a firm mattress, and keeping the sleep environment free of loose bedding and toys.

This month also focuses on supporting families affected by these tragedies and encouraging research to better understand on how to prevent them. By spreading the word, the goal is to help reduce infant deaths in San Bernardino County and give every baby a safe and healthy start.

[For more information, visit the San Bernardino County website to learn how to reduce the risk of SIDS and other sleep-related deaths.](#)



National Depression Screening Month

National Depression Screening Month highlights the importance of recognizing and addressing all forms of depression, including postpartum depression. It encourages individuals, especially new mothers, to undergo timely screenings to identify symptoms early and access the support and treatment they need.

Raising awareness about postpartum depression helps reduce stigma, promotes mental health care for mothers, and ensures both moms and their babies have the best chance for healthy emotional well-being.



[Learn more about maternal depression here](#)

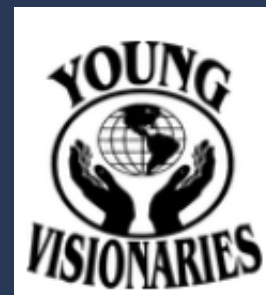
Culturally responsive therapy—shaped by voices, built for families.

The Perinatal Equity Initiative (PEI) at the San Bernardino County Department of Public Health is launching **Maternal Mental Health**, a first-in-state intervention developed with the Community Advisory Board and guided by direct feedback from Black Infant Health participants. The program expands timely access to **direct, culturally responsive therapy** for Black birthing people and their families, intending to address racial bias in care, reduce barriers to services, and improve Black maternal–infant outcomes across San Bernardino County.

Eligibility: Adults (18+) who identify as Black or African American, live in San Bernardino County, and are pregnant or parenting an infant under age one.

Service delivery: In-person or virtual care provided by The Amani Project, Brighten Every Life, and Young Visionaries Youth Leadership Academy.

To refer or learn more, contact **Elizabeth Amezcua, PEI Coordinator** at elizabeth.amezcua@dph.sbcounty.gov and visit dph.sbcounty.gov/pei.



National Diabetes Month

November marks National Diabetes Month, a time dedicated to raising awareness about all forms of diabetes, including gestational diabetes. Gestational diabetes occurs during pregnancy and, if left unmanaged, can lead to complications such as high birth weight, premature delivery, and increased risk of developing type 2 diabetes later in life for both mother and child.

This time highlights the importance of healthy lifestyle choices, such as balanced nutrition, regular exercise, and proper medical care, as key to managing the condition and lowering health risks.



[Click here to learn more about gestational diabetes](#)

World Prematurity Day

November 17



[Learn more about World Prematurity Day here](#)

On this day, we join the global community in recognizing World Prematurity Day, a time dedicated to raising awareness about the challenges, risks, and long-term effects associated with preterm birth. Each year, approximately one in ten babies worldwide is born prematurely, facing serious health complications that can affect their growth, development, and quality of life.

World Prematurity Day serves as a reminder of the critical importance of early and consistent prenatal care, education for expectant parents, and ongoing research focused on preventing preterm births and improving outcomes for these infants. We can promote better care and advocate for a future where every baby has the chance to thrive.



Public Health



Start Counting Here!

San Bernardino County has recently partnered with Healthy Birthday Inc. and First 5 to expand education on fetal kick counting for expectant mothers. Count the Kicks is a simple, effective way for pregnant individuals to monitor their baby's movements daily. Regular movement is a strong sign that the baby is healthy and thriving. A noticeable decrease or change in movement can be an early warning that something may be wrong, making it crucial to contact a healthcare provider promptly. This practice helps families stay connected during pregnancy and better understand what's normal. By raising awareness, we can help reduce the risk of stillbirth and give more babies a healthy start.

Are you a provider and need tools to assist with conversations with your pregnant mothers? Free patient education tools are available through this partnership.

[Learn more about Count the Kicks here](#)

National Influenza Vaccination Week

December 6-12

National Influenza Vaccination Week highlights the importance of getting a flu shot each year, ideally in September or October, before flu season peaks in late fall through early spring.

Flu vaccination protects not only you but also vulnerable groups like children, seniors, and those with chronic conditions, while helping to ease strain on healthcare systems.

Do you need help in finding a vaccination location for your family? [Click here to learn more about San Bernardino County's Department of Public Health vaccination services.](#)



[Read more about the flu](#)



Vaccination During Pregnancy

Vaccinations during pregnancy are a vital part of protecting both the expectant mother and her baby. When pregnant individuals receive recommended vaccines, they not only safeguard their own health but also pass protective antibodies to their babies, giving newborns a stronger defense against serious infections during their earliest and most vulnerable months.

Pregnant individuals are encouraged to talk openly with their healthcare providers about which vaccines are safe and recommended during pregnancy, ensuring they receive the best possible care.

[Learn more about the vaccine during pregnancy.](#)

Vaccination for Children

Vaccinations are vital to protecting children's health by preventing a wide range of serious and potentially life-threatening diseases such as measles, whooping cough, and polio. By following the recommended immunization schedule, children develop strong immunity early in life, significantly reducing their risk of severe illness and long-term complications.

Timely vaccinations also support children's overall growth and development by keeping them healthier and reducing the number of missed school days due to illness. Parents, caregivers, and healthcare providers each play a critical role in staying informed, scheduling appointments, and maintaining up-to-date records to ensure children remain protected.



[Click here to learn more about vaccine schedules](#)

Smoke-Free Household and Parent Research Study



Smoke-Free HOPE

Are you currently pregnant and looking to stop smoking or quit other tobacco or nicotine products? Or have you recently quit and working to stay tobacco/nicotine-free? If so, we are here to support you!



NOW ENROLLING!



Participants must be:

- 18 years or older
- Currently pregnant
- Actively/Currently using tobacco or nicotine products, such as cigarettes, e-cigs, vapes, nicotine pouches, or chewing tobacco
- Willing to quit tobacco or nicotine use
- Receiving prenatal care if pregnant
- Resident of San Bernardino or Riverside County

If you are interested in our program, please contact us by phone at 909-501-4058 or by web at www.smokefreehope.org/contact/ or by using the QR code above.

WHAT TO EXPECT :

- Individual support with quitting tobacco or nicotine products
- Support with accessing community resources for you and your baby
- Participant incentives up to \$300 total (e-gift cards)



Mom's health matters too.

Women can suffer from life-threatening complications up to a year after giving birth. **When she comes in for her infant's visit, listen for urgent maternal warning signs.**

It could help save her life.



Recognize the warning signs at cdc.gov/hearier



California Department of Public Health Childhood Lead Poisoning Prevention Branch



October 19th-25th, 2025

LEAD POISONING Prevention Awareness Week

A well-balanced diet protects children from lead exposure.

Lead Week Webinar Series

Tuesday

10/21

1:00-2:00pm

[Register for WIC's Presentation](#)

The [CDPH Women, Infants and Children \(WIC\) Program](#) will present an overview of program services, nutritional information about foods that help reduce the absorption of lead and which WIC foods fit these nutritional needs.

Wednesday

10/22

11:00am -12:00pm

[Register for SHSV Presentation](#)

[Second Harvest of Silicon Valley \(SHSV\)](#) will present an overview of their organization including topics such as sustainable food practices, food justice, and community building.

Thursday

10/23

10:00-11:00am

[Register for LA CLPPP Presentation](#)

The [Los Angeles Childhood Lead Poisoning Prevention Program \(LA CLPPP\)](#) will present on foods that help protect against lead absorption including culturally diverse recipes.



For more information, materials and resources on Lead Week 2025, please visit go.cdph.ca.gov/LeadWeek2025

For general lead poisoning prevention visit go.cdph.ca.gov/LeadFreeKids



Public Health

Family Health Services Section

Quarterly Newsletter is an internal publication for local healthcare providers, and others interested in improving maternal, child, and adolescent health.

For more information about MCAH, please email us at askMCAH@SBcounty.gov or call 1 (800) 227-3034.