



For Immediate Release
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Baby's First Test Upgrades English and Spanish Newborn Screening Web Tools

Baby's First Test is pleased to announce the relaunch of both its English and Spanish language sites (BabysFirstTest.org and Spanish.BabysFirstTest.org).

As the nation's newborn screening educational resource center, Baby's First Test provides parents, healthcare professionals, and the public access to reliable, up-to-date information and resources on the newborn screening process. Both sites offer training videos and other educational resources for healthcare providers supporting families throughout the newborn screening process as well as information at the local, state, and national levels for new and expectant parents.

“By creating a more intuitive user interface and improved mobile function, the redesigned websites enhance users' experience in accessing resources and provide healthcare professionals and families with the right information at the right time,” notes program director, Natasha F. Bonhomme. Due to the high demand for state and condition specific information, each page of the site has a section dedicated to bringing users directly to their state and/or condition of choice. With over 1.5 million page views to date, a key piece of the relaunch was to integrate responsive web design (RWD) for both sites. This means that the sites are now able to adapt the layout of the content to the type of viewing device a user uses. Whether users are coming from a desktop, smartphone, or tablet, the site will automatically display in the most user-friendly mode.

The Spanish language version of Baby's First Test (Spanish.BabysFirstTest.org) was professionally translated by a contracted health translator service to ensure a high level of accuracy and linguistic accessibility. Paying attention to the particular needs of Spanish-speaking families, the Spanish site addresses the implications of the Affordable Care Act (ACA), including healthcare access and costs that may affect families with a range of citizen status.

About Baby's First Test. *Baby's First Test is the nation's newborn screening clearinghouse. It informs and empowers families and healthcare providers throughout the newborn screening experience. The National Clearinghouse is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under Cooperative Agreement no. U36MC16509 (Quality Assessment of the Newborn Screening System. Total award amount: \$2,900,000) to Genetic Alliance. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government. For more information, visit BabysFirstTest.org and Spanish.BabysFirstTest.org.*



About Genetic Alliance

Genetic Alliance engages individuals, families, and communities to transform health. Founded in 1986, it is the world's largest nonprofit health advocacy organization network. Genetic Alliance's network includes more than 1,200 disease-specific advocacy organizations, as well as thousands of universities, private companies, government agencies, and public policy organizations. For more information about Genetic Alliance, visit www.geneticalliance.org.