

# Blue Cross and Blue Shield of Arizona

## MOBILIZE AZ

[www.azblue.com](http://www.azblue.com)

The opioid epidemic has had a major impact on the overall health of Arizonans. By focusing efforts on reducing opioid misuse and substance use disorder, Blue Cross Blue Shield of Arizona (BCBS Arizona) is tackling the opioid epidemic's devastating consequences.

As a part of BCBS Arizona's Mobilize AZ efforts, Hushabye Nursery, located in Phoenix, was awarded funding to implement innovative programming and services targeting one of Arizona's highest need groups – substance use exposed newborns and their caregivers. Hushabye Nursery offers a safe and inclusive space where mothers, family members and babies – from conception through childhood – can receive integrative care and



therapeutic support that offers each child the best possible life outcomes.

Programs include prenatal and postpartum support groups, inpatient nursery services and outpatient therapies. Hushabye Nursery's care model provides the ideal setting for the family-centered Eat, Sleep and Console (ESC) best practice care protocol for infants experiencing Neonatal Abstinence Syndrome (NAS).

### PROGRAM IMPACT:

Qualitative and quantitative assessments have demonstrated both short-term and long-term impact benefitting Tribal family members and babies.

Hushabye Nursery also partnered with all of Arizona's 638 Tribal health facilities to offer educational programs about opioid use disorder, medication assisted treatment, and NAS.



"Every baby deserves a chance for a healthy start. This progress in health equity for both current and future generations of Native Americans would not have been possible without the support of Blue Cross Blue Shield Mobilize AZ. We are so grateful!"

– Tara Sundem, co-founder and executive director, Hushabye Nursery

