

# FINISH STRONG!



---

## GO FULL TERM!

---

## We know you can't wait to meet your baby.

But completing your pregnancy naturally gives your baby the time he or she needs to grow completely. That's why all Franklin County hospitals have agreed to stop the practice of scheduling early deliveries, without a medical reason.

Lots of important things happen to your baby in the last few weeks of pregnancy.

- **The brain fully develops.** At 35 weeks, your baby's brain is 2/3rd the size it will be after 39 weeks.
- **Babies gain weight.** Babies born after 39 weeks are at a healthy weight and have an easier time staying warm than babies born too small.
- **Babies build muscle.** Babies born after 39 weeks are more likely to be strong, firm and ready to feed well.
- **Lungs develop.** Babies born just two weeks early can have twice the number of complications with breathing.
- **Babies are more successful at breastfeeding.** Babies born after 39 weeks more effectively suck and swallow.
- **Babies are generally healthier.** Babies born after 39 weeks have lower risks of jaundice, low blood sugar and infection.

If there are problems with your pregnancy or your baby's health, your physician or healthcare provider may schedule your baby's delivery early.

But if your pregnancy is healthy, Franklin County hospitals encourage you to Finish Strong! More time in the womb usually means less time in the hospital or pediatrician's office. **Wait for labor to begin on its own and Go Full Term!**

**In support of CelebrateOne – the community-wide initiative to reduce infant mortality.**

