

CIRCULAR

Date: May 07, 2025

CIRCULAR NUMBER: EIA # 2025-10

Alternate Programs:

To: Program Managers

Subject: **Healthy Baby Program Information**

Reference:

Replaces: **2021-02**

Type: ☐ Policy ☐ For Internal Reference Only
☐ Procedure
☐ Rate
☒ Information Only

Effective Date: Immediately

This circular provides information on Healthy Baby, a two-part program consisting of the Manitoba Prenatal Benefit (MPB) and Community Support Programs.

MANITOBA PRENATAL BENEFIT:

The MPB helps eligible pregnant individuals meet their extra nutritional needs during pregnancy and connects them to health and community resources in their area.

Pregnant EIA recipients automatically qualify for the full amount of \$162.82 per month. The MPB is exempt income in the calculation of financial resources for EIA, as per section 8(1)(xiv) of the Assistance Regulation.

Effective July 5, 2024, eligible MPB applicants can receive the full six months of benefits as long as they apply during their pregnancy. Pregnant EIA recipients should be informed about the MPB and encouraged to apply.

Further information, including the updated application form, can be found online at <https://www.gov.mb.ca/fs/healthybaby/prenatal-benefit.html>

Please see the updated application form at <https://www.gov.mb.ca/fs/healthybaby/pubs/babyappln.pdf>.

COMMUNITY SUPPORT PROGRAMS (CSPs):

CSPs are designed to help pregnant individuals and new parents (with babies up to the age of one) connect with other parents, families and health professionals to ensure healthy outcomes for their babies. Programs encourage early and regular prenatal care and provide participants with practical information/resources on maternal/child health issues, prenatal/postnatal and infant nutrition, breastfeeding, healthy lifestyle choices, parenting ideas, infant development and strategies to support the healthy physical, cognitive and emotional development of children. Practical supports include:

- healthy snacks
- milk coupons (during pregnancy to when baby is 6 months)
- bus tickets and child-minding (where available)

Further information, including a list of programs and contact info, can be found online at <https://www.gov.mb.ca/healthychild/healthybaby/csp.html>.