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FOR IMMEDIATE RELEASE

Thunderbirds Charities Supports Hushabye Nursery and the Tiniest Victims of the Opioid Crisis with a \$100,000 Gift

Phoenix, Arizona – Hushabye Nursery is excited to announce a \$100,000 grant from Thunderbirds Charities help us care for the tiniest victims of the opioid crisis – babies born withdrawing from opioids they were exposed to in the womb (NAS) – and their parents who are struggling with opioid use disorder.

“With the on-going support of Thunderbird Charities, we can provide a light at the end of the tunnel for substance exposed babies and families that need our help,” says Tara Sundem, Hushabye Nursery Co-Founder, Executive Director and Neonatal Nurse Practitioner, *“and for that we are extremely grateful.”*

According to the Arizona Department of Health Services (AZDHS), more than 2,400 newborns were diagnosed between 2017-2020 with NAS, the excruciatingly painful withdrawal from opioids they were exposed to in the womb. Even with that number, AZDHS affirms NAS is underreported.

“It is horrific to watch. Once you see one baby withdrawing, you will never, ever forget it,” says Tara.

In the nursery, Hushabye uses the “Eat/Sleep/Console” (ESC) assessment tool and care model. This proven soothing technique requires 24/7, one-on-one attention to each baby with NAS. This includes immediate reaction to her ear-piercing cry of physical agony; continually holding her as she trembles uncontrollably; and putting the pacifier back into her mouth the moment it falls out because it is consoling her and without it the pain immediately returns. The innovative Hushabye model is working. An average 8% of babies received their first dose of Morphine dose at Hushabye compared to the national average 98% in the hospital NICU. The average length of stay is eight days at Hushabye compared to the national average length of stay of 22 days in the hospital NICU.



“Before coming to Hushabye, I was pregnant and scared that my baby would be taken from me. It pained me to think about the fact I might not be able to keep my daughter. Luckily my nurse pointed me in the direction of Hushabye Nursery. They were able to show me the way to change my life around and helped give me that push I needed to change. I never knew this kind of help was out there and it means everything to me. I was able to keep my daughter, got a job, a car and a place of my own. I couldn’t have done it without Hushabye!” explains a Hushabye mom.

About Hushabye Nursery:

Since 2017, Hushabye Nursery has provided prenatal and postpartum outpatient education. With the emerging crisis in the number of substance-exposed newborns suffering Neonatal Abstinence Syndrome (NAS), Hushabye Nursery opened its 12-bed residential detoxification nursery in Phoenix for newborns painfully withdrawing from opioids they were exposed to in the womb and their families struggling with opioid use disorder. It is the first-of-its-kind NAS nursery in the US to provide state-of-the-art, evidence-based NAS care with wraparound family support services and provides a safe and inclusive space for mothers, family members and babies. It is exceeding existing models of care in improved health outcomes, cost efficiencies, and social determinants of health including less use of pharmacological treatments such as morphine, shorter lengths of stay, less expensive care costs, and increased family reunification. The Level-1 sub-acute facility accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) has treated almost 500 and their families since opening in November 2020. For more information, please visit: www.hushabyenursery.org.

About Thunderbird Charities:

Thunderbirds Charities is a non-profit organization formed in 1986 to distribute monies raised through the WM Phoenix Open. The mission of Thunderbirds Charities is to assist children and families, help people in need and improve the quality of life in the Greater Phoenix Metropolitan Area. The Thunderbirds were founded in 1937 with the mission of promoting the Valley of the Sun through sports. The Thunderbirds consist of 55 “active” members and more than 285 “life” members. For more information about The Thunderbirds or the 2023 WM Phoenix Open, visit www.wmphenixopen.com. For more information on the Thunderbirds Charities, visit www.thunderbirdscharities.org.

PHOTO:



Baby in nursery with mother



Baby in nursery with Hushabye Nursery volunteer

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