

Client: Government of Nunavut

Project Description

Baby Box program

“Nunavut has the highest rate of infant mortality in Canada, and reducing the risk of Sudden Infant Death Syndrome (SIDS) and infant mortality is a priority,” said Minister of Health George Hickes.

Challenge

Lowe-Martin responded to a Government of Nunavut request to handle all aspects of the fulfillment for the Baby Box program. Requirements that were identified consist of: on demand ordering, warehousing, inventory management, kit assembly, fulfillment and reporting.

Benefits & Solutions

The Lowe-Martin team designed an effective process of how this program will flow through our fulfillment department and effectively reach the final destination.

Through this program babies born in Nunavut can receive a care package filled with a selection of children’s books, clothes, baby and maternal care products and brochures. The box doubles as a crib with a mattress for babies to take their first naps in.

Process

Each kit contains 18 - 20 items of infant healthcare products as well as family education materials.

Each Baby Box is assembled, wrapped in plastic and stored.

As orders come in, Baby Boxes are pulled from inventory, labeled and shipped out to a carrier that flies to the north from the Ottawa International Airport.

A report for the client is created each month on the orders fulfilled.

Up to 960 Baby Boxes are created and sent out all across Nunavut.

