Taking Care of Moms-To-Be

Based on recommendations from the March of Dimes, MomCare advises women to prepare for a healthy baby before getting pregnant by taking a multivitamin with folic acid. Folic acid intake helps reduce the chance of neural tube birth defects in babies.

During pregnancy, MomCare recommends that moms take care of themselves by exercising and eating healthy. They encourage moms to go to their prenatal care appointments and avoid alcohol and harmful drugs.

Continued on page 3.

Children’s Board Invests in Families

The Healthy Start Coalition of Hillsborough County is honored to announce that it has been awarded three contracts by the Children’s Board of Hillsborough County in order to continue offering essential services for infants and young children in our community. The Children’s Board of Hillsborough County allocates funding to numerous community programs which promote the well-being of children and families by uniting community partners, investing in innovative opportunities, and leading the county in best practices.

Beginning last year, the Children’s Board required potential partnering agencies to submit proposals focusing on children being born healthy, prepared and ready for school and/or reading at or above grade level by third grade. Through this competitive process, the Children’s Board will provide maximum benefits for Hillsborough County residents by narrowing the focus of its funding in areas that are proven to be critical in any community.

The Healthy Start Coalition of Hillsborough County received funding to continue and enhance services in the Children’s Board Family Resource Centers, Healthy Families Hillsborough program, and Safe Baby Plus program, which all focus on the Children’s Board’s healthy children and family strengthening priority results areas.

Children’s Board Family Resource Centers

The Children’s Board Family Resource Centers are located throughout Hillsborough County to meet the needs of individuals and families. The Centers offer a refreshing, homelike environment where caring staff and other families offer individuals support, opportunities and new friendships. Primary services offered are access to health services, developmental screenings and playgroups, and family support. All programs and services are available at no cost to participants and are planned by community members.

Healthy Families Hillsborough

Healthy Families Hillsborough serves pregnant women and parents that reside in Hillsborough County through intensive long-term home visiting for 3 to 5 years after the birth of the baby.

It is a credentialed site of Healthy Families America, a nationally recognized evidence-based home visiting program model designed
This edition of our newsletter is packed with exciting information of all things new at the Healthy Start Coalition. While the foundation of our services remains the same, these challenging economic times have required organizations to do more with less. At the same time, families in our community need more assistance than ever before.

Thankfully, partnerships with funders like the Children’s Board of Hillsborough County allow us to continue our valuable work which impacts children at a young age where research shows the biggest return on that investment. Through a rigorous application process over the past year, the Healthy Start Coalition received funding for three projects that profoundly affect infants, children and families county-wide.

Our home visitation with thousands of pregnant women, infants and children continues to positively influence outcomes while we constantly pursue additional ways to increase the quality of life for families in our community. Based on research and data reflecting local issues and gaps in services, the Coalition works diligently to develop and implement programs that improve birth outcomes and overall childhood experiences.

Rigorous evaluation consistently shows us that our programs are working. Not only do we provide a positive experience for families, but the Coalition also has the data showing that outcomes are met and frequently exceed requirements. From homes to hospitals, our employees continue to provide high quality effective services to our residents.

Please enjoy reading all of the great things that are happening here. We are grateful to have you as a partner and support in our work. Also, accept my invitation to attend any of the events you read about here or online at healthystartcoalition.org. We look forward to another wonderful year of success!

Jane

From page 1.

to work with overburdened families who are at-risk for adverse childhood experiences, including child maltreatment. It is also the primary home visiting model best equipped to work with families who may have histories of trauma, intimate partner violence, mental health and/or substance abuse issues.

The Healthy Families Hillsborough program incorporates outreach and engagement of pregnant women and parents. Following engagement, the program provides home visitation, developmental screenings, parent education and support, and case management. The Children’s Board dollars constitutes 66% of Healthy Families Hillsborough funding and focuses on children being healthy and developmentally on track and providing children with supported and supportive families. In addition, the new contract allows Healthy Families Hillsborough to service the entire county and enroll more families prenatally.

Safe Baby Plus

The Safe Baby Plus program is an expanded county-wide project designed to meet the needs and prevent maltreatment of all infants in Hillsborough County by reaching all parents of newborns (averaging 16,000 annually). The goal of Safe Baby Plus is to provide education to parents in a hospital-based setting in order to reduce the number of deaths and injuries resulting from Shaken Baby Syndrome, unsafe caregivers and unsafe sleep environments in Hillsborough County. In addition, the program will follow babies in Hillsborough County’s Neonatal Intensive Care Units and substance-exposed infants into a year-long developmental screening program that will track their development and connect their families with additional community resources.

Safe Baby Plus will utilize over 600 already trained nurses in the four main birthing hospitals to disseminate the Safe Baby education. Safe Baby Plus is part of a much larger system of care with the Children’s Board funding supporting around 10% of the hospital-based services and the program focusing on healthy children who are developmentally on track.

While Safe Baby Plus is a brand new contract, it will incorporate portions of the Coalition’s and Children’s Board’s work to continue raising awareness about preventing substance exposure through the Zero Exposure Project. Safe Baby Plus will allow the Zero Exposure Project to focus its efforts by incorporating substance-exposed infants into the program and following them with developmental screening.

The Healthy Start Coalition is looking forward to this upcoming year of expansion and innovation in programs that are proven to make a difference in the community for children and families. With the Children’s Board of Hillsborough County as a partner, the Coalition is positioned to reach thousands of individuals with these much needed services.
Healthy Start-Healthy Families Central In-take

The Healthy Start Coalition is expanding the Healthy Start Program and Healthy Families Hillsborough central in-take process to include prenatal clients. Currently, all newborns are provided in-take services at the hospitals by Family Resource Coordinators employed by partners Florida Hospital Foundation, St. Joseph’s Women’s Hospital and Success 4 Kids & Families. They screen all newborns for Healthy Start services and then determine through the initial contact and assessment process which community services the family needs. They may refer the family to Healthy Start, Healthy Families or another community-based care provider such as Parents as Teachers.

With the new Children’s Board funding, the Healthy Families program will expand to serve prenatal clients. The Coalition will pilot a central in-take process, similar to the one in the hospitals, for prenatal clients. Healthy Start lead agent, Success 4 Kids & Families, will work with Champions for Children, to pilot this process creating a central registry where all pregnant women can be triaged to the appropriate community services.

The Healthy Start Prenatal Screen will serve as the point of entry. For pregnant women wanting services, they will be assessed for both Healthy Start and Healthy Families and referred to the appropriate program. The Champions for Children Teen Unit, funded under the previous Children’s Board funding to provide Healthy Start services to pregnant teens 19 years old and younger, is now transitioning to be a Healthy Families provider for all age groups. Because staff is trained in both programs, they will pilot this expansion of the central in-take process to include prenatal clients.

The new central in-take process took effect October 1. While Pinellas County has had a central in-take for a number of years, this pilot will be the first for Hillsborough County that will include both prenatal and infant clients. It is hoped that once this pilot phase is completed, by the end of the year, the central in-take process can be phased in to include all pregnant women. Both Healthy Start prenatal care coordination service providers, Success 4 Kids & Families and REACHUP, Inc., have centralized in-take which can be expanded to include other community-based programs. We believe this will strengthen services to families by determining the best service to meet their needs, thereby improving outcomes for those families we serve.

From page 1.

MomCare recommends that moms continue to care for themselves after the baby is born. Keeping active, eating healthy and reducing stress can help alleviate changes to moms’ bodies. Stress and feeling tired are common for new moms, but if they have these sad feelings for longer than 10 days, they recommend that moms contact their provider or MomCare Advisor because they may need to be checked for postpartum depression.

Ultimately, MomCare wants to keep moms and babies healthy and well. MomCare is funded by the Florida Department of Health and the Agency for Health Care Administration. MomCare offers a simplified Medicaid application process, guidance to find a prenatal care provider, assistance in scheduling prenatal visits, referrals, and basic prenatal and postnatal education.

For more information about MomCare or for an application and list of providers, please visit our website at: www.healthystartcoalition.org
Healthy Families celebrates graduations

Healthy Families Hillsborough graduated 43 families from its three to five year voluntary program this year. Healthy Families is an evidence-based program that promotes positive parent-child interaction and childhood development among families of newborns in Hillsborough County.

Marking the successful completion of the Healthy Families program, 25 parents and 39 children recently celebrated with two graduation celebrations at the Chuck E Cheese locations in Tampa and Brandon. The celebrations allowed families an opportunity to note their success and appreciation. Client feedback included thanking Healthy Families Hillsborough for helping them achieve self-sufficiency goals such as starting a home daycare business, attending ESL classes, and getting their GED. Additionally, many were grateful for the child development information, parent skills and coping techniques.

When asked what Healthy Families meant to her, one mom wrote, “This program came at the perfect time for me. During my hospital stay for the birth of my son I was going through a lot of emotional issues where I felt alone. I felt I had no one to talk to who would be neutral and just listen. My Healthy Families worker has been great. She listened and offered her assistance to me in any way she could. She guided me into the right direction and helped me get my son into a Head Start Program. She encouraged me to go back to school and stick with it. Thanks for everything!”

Additionally, one father wrote, “Healthy Families has been wonderful to my family and has been an important part of my kids’ growth and development. I am grateful for the program.”

Healthy Families is funded by the Ounce of Prevention Fund of Florida and the Children’s Board of Hillsborough County. For more information, visit the website www.healthystartcoalition.org

Congratulations to Maurie Harding, for being awarded Family Assessment Worker of the Year from Healthy Families Florida.
Grandparents Day at the Children’s Board Family Resource Centers

Each September the Children’s Board Family Resource Centers celebrate Grandparents Day by having children invite their grandparents to visit the Centers. The families enjoy arts & crafts, raffles and other activities that nurture the bond between child and grandparent.

The Children’s Board Family Resource Centers are funded by the Children’s Board of Hillsborough County and are entering into their 10th year of serving the residents of Hillsborough County. Come visit one of the Centers at their annual Open House. To learn more, visit www.familysupporthc.org.

Have you ever been to a Center?

We invite you to our 2012 OPEN HOUSE

Visit the Centers and learn all about Classes in Child Development and Health & Safety, and Center-Driven Programming.

BRANDON
“Imagination, Exploration & Celebration”
October 24
9:00 am to 7:30 pm
1271 Kingsway Rd
Brandon, FL 33510
(813) 740-4634

CENTRAL TAMPA
“Treasuring Our Community”
October 25
12 noon to 7:00 pm
1002 E. Palm Ave.
Tampa, FL 33605
(813) 204-1741

NORTH TAMPA
“10 Years of Serving the Community”
October 23
9:00 am to 7:30 pm
1401-A E. Fowler Ave.
Tampa, FL 33612
(813) 558-1877

SOUTH COUNTY
“Community Carnival”
October 25
9:30 am to 7:30 pm
3030 E. College Ave.
Ruskin, FL 33570
(813) 641-5600

TOWN ’N COUNTRY
“Dancing Into Resources”
October 23
9:00 am to 6:00 pm
7420 W. Waters Ave.
Tampa, FL 33615
(813) 356-1703
Prescription Drug Abuse Summit

The Healthy Start Coalition of Hillsborough County has received funding from the March of Dimes of Florida and Children’s Board of Hillsborough County to host a statewide summit on the topic of prescription drug abuse and its impact on mothers and their infants.

This Prescription Drug Abuse Summit will be held on Friday, December 14, 2012 at the InterContinental Hotel in Tampa. The agenda will feature national perinatal and neonatal medical experts, as well as representatives from the fields of social work and drug treatment.

The Healthy Start Coalition has been actively tackling these issues through the Zero Exposure Project’s Substance Exposed Newborn Task Force, the Statewide Task Force on Prescription Drug Abuse and Newborns convened by Attorney General Bondi, the March of Dimes of Florida Prescription Taskforce Workgroups, and the National City Match group. The Children’s Board of Hillsborough County has matched the March of Dimes’ funding through the Coalition’s Zero Exposure Project.

The fee for this full day conference is $130, which will include breakfast, lunch and continuing education and medical credits. For more information, please contact Lisa Colen at lcolen@hstart.org.

Statewide Task Force on Prescription Drug Abuse and Newborns

The second meeting of the Statewide Task Force on Prescription Drug Abuse and Newborns met on July 24th at St. Joseph’ Women’s Hospital in Tampa. Convened by Florida Attorney General Pam Bondi, the 15-member task force was created during the 2012 Legislative Session to examine the scope of the problem, the costs associated with caring for babies with Neonatal Abstinence Syndrome (NAS), the long-term effects of the syndrome and strategies for preventing prescription drug abuse by expectant mothers.

The task force discussed a variety of topics including how to treat women with drug addiction during pregnancy and how to increase public awareness of the dangers associated with prescription drug abuse. According to the Department of Children and Families, 80 percent of child cases statewide involving substance abuse occur in the Hillsborough County area.

Jane Murphy, Healthy Start Coalition of Hillsborough County’s Executive Director, was appointed by the Florida Association of Healthy Start Coalitions to represent Healthy Start on the Statewide Task Force. Other local representatives include Representative Dana Young, BayCare Behavioral Health Executive Director Doug Leonardo, Neonatologist Dr. Kenneth Soloman, and longtime board member Dr. Robert Yelverton.

abcProgram Success Story

Jessica Garcia recently shared her gratitude for Healthy Start Coalition programs. She attended abcProgram classes and also utilized lactation services through Tampa Bay Baby Café.

While pregnant, Garcia appreciated the support from the abcProgram. The abcProgram is an educational program for expectant families in Hillsborough County provided through the Champions for Children’s Baby Bungalow and funded by the Healthy Start Coalition. The abcProgram offers three classes designed to help women and their partners through their pregnancy, childbirth and infant parenting experience. Garcia attended the childbirth, newborn care, and breastfeeding classes.

Once her son arrived, Garcia soon called on her abcProgram instructor for additional support and began utilizing the Tampa Bay Baby Café. Baby Café is a drop-in breastfeeding center where moms can meet and get one-on-one help from specially trained staff. Garcia found that her son was struggling with breastfeeding because he had tongue-tie and a tight labial frenulum. These issues made it nearly impossible for him to make a seal at his mom’s breast. Garcia consulted her pediatrician and a pediatric ENT and found that they could perform a procedure to correct the issues. Garcia points out how important it is to have resources and people to reach out to during a new mother’s breastfeeding experience.

After the surgery, it was a challenge, but neither mom nor baby gave up. Through the Baby Café, Garcia received a loaned hospital-grade Medela pump that helped her to maintain her milk supply to provide milk for her son. Eventually, he began to latch properly and his breastfeeding was effective. Garcia says, “Our struggle made us value our success more!”

Garcia went on to say, “I am so thankful for the support that I received from Baby Café and I value the relationship that my son and I share.”

Today, Garcia’s son is 10 months old and still breastfeeding successfully.

Garcia recently trained to become a lactation peer counselor and has established a peer support group in the South Tampa area. “I wanted to pay it forward. I wanted other moms to know they were not alone. Someone else knows their struggles and is cheerleading them along their breastfeeding journey.”
Recognizing Babies Who Never Had Their First Birthday

REACHUP, Inc. and Healthy Start Coalition’s Unbirthday Event, September 20, 2012 at Lykes Gaslight Square Park in Downtown Tampa
Thank You to our Funders

- Allegany Franciscan Ministries, Inc.
- Children’s Board of Hillsborough County
- Florida Department of Health
- Hillsborough County Health Department
- March of Dimes
- The Ounce of Prevention Fund of Florida

Healthy Start Coalition Membership Application

Mission Statement:

We are here to improve the health and well-being of pregnant women, children and families in Hillsborough County.

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