



**MEDIA CONTACT:**

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# FACT SHEET

**Who:** Healthy Start Coalition of Hillsborough County, Inc. (HSC)

**What:** HSC is a private, non-profit 501 (c) 3 organization serving women, infants and families. Funding is provided by:

- Board of County Commissioners, Hillsborough, Florida
- Children's Board of Hillsborough County
- Children's Network of Hillsborough
- Florida Agency for Healthcare Administration
- Florida Association of Healthy Start Coalitions
- Florida Department of Children & Families
- Florida Department of Health
- Florida MIECHV
- Healthy Families America
- Healthy Families Florida
- The Ounce of Prevention Fund of Florida
- United Way Suncoast

**Where:** Hillsborough County residents

**When:** Since 1991

**Why:** Our mission is to improve the health and well-being of pregnant women, children and families in Hillsborough County.

**How:** Through community-based programs, committees, and products that include Healthy Start, Healthy Families, Safe Baby, Nurse-Family Partnership, Woman & Infant Resource Specialists at WIC, Plan of Safe Care, Adolescent & Teen Health, HealthySteps, and the Fetal Infant Mortality Review Committee

**Executive Director:**

Marisa Mowat, MPH  
(813) 849-7990 | mmowat@hstart.org

**Location & Mailing Address:**

Healthy Start Coalition of Hillsborough County  
2806 North Armenia Avenue, Suite 100  
Tampa, Florida 33607  
(813) 233-2800 | info@healthystart.org

## OUR MISSION

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

[www.HealthyStartCoalition.org](http://www.HealthyStartCoalition.org)

## OUR HISTORY

Healthy Start Coalitions were created by the Florida Legislature in 1991 to improve the lives of pregnant women and their babies by establishing 32 Coalitions state-wide that operate on a local level to address the needs of their communities. Each Coalition provides community oversight and planning to improve maternal and child health outcomes.

Funding is provided to Coalitions by the Florida Department of Health according to the number of births, services and health needs of women and babies in the county or area served. This is determined by birth outcomes and screening tools implemented universally to women across the state at their first prenatal visit and again following the birth of their baby.

The Healthy Start Coalition of Hillsborough County is a private, non-profit maternal and child health organization dedicated to reducing Hillsborough County's infant mortality rate and improving the health of pregnant women. The mission is to improve the health and well-being of pregnant women, children and families in Hillsborough County.

The Healthy Start Coalition of Hillsborough County fosters partnerships with Hillsborough County community organizations and individuals with a vested interest in maternal and child health to maximize community resources. These partners include local medical professionals, hospitals, universities, businesses, churches, high schools, social service agencies and individuals.

The Coalition works with partnering organizations to assess community needs, develop a community-based service delivery plan, ensure the integration of local providers and services, improve positive patient outcomes, and conduct quality assurance and strategic planning.

The Healthy Start Coalition of Hillsborough County has 52 employees and 16 board members. The Healthy Start Coalition has 9 different programs and an annual operating budget of over \$11 million.

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## **BOARD 2022 – 2023**

<b>Margie Boyer, RNC, MS</b>	<i>Clinical Nurse Specialist, Nurse Consultant</i>
<b>Alyssa Brown, MD</b>	<i>USF Division of General OB/GYN</i>
<b>Patricia J. Emmanuel, MD</b>	<i>USF Department of Pediatric</i>
<b>Mark Gruetzmacher</b>	<i>MG &amp; Company</i>
<b>Douglas Holt, MD, FACP</b>	<i>Florida Department of Health Hillsborough County</i>
<b>Russell T. Johnson</b>	<i>Tampa Urban Young Life</i>
<b>David Kennedy</b>	<i>Kennedy Investments</i>
<b>Brian L. Kirk, MPH, MHA</b>	<i>CDC Foundation</i>
<b>Ashley McPhie, MD</b>	<i>Tampa Family Health Centers</i>
<b>Gloribel Medina, RNC, MHA, MPH</b>	<i>Tampa General Hospital</i>
<b>Sandra Murman, BS</b>	<i>Shumaker Advisors Florida</i>
<b>Bailey Nicholas</b>	<i>High Risk Hope, Inc.</i>
<b>Sister Sara Proctor, DW, PA-C</b>	<i>Child Advocate</i>
<b>Samantha Ramkhelawan, MS, FNP-C</b>	<i>Women's Health Care</i>
<b>Richard Sheridan, MD</b>	<i>St. Joseph's Women's Hospital</i>
<b>Robert Yelverton, MD</b>	<i>Women's Care Florida</i>

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## CONNECT

Healthy Start can connect you with services to support your family at no cost to you!

### **Services may include:**

- Home visiting programs to help you and your baby adjust to their new environment.
- Health and nutrition information to support your changing body before and after pregnancy.
- Newborn care and instruction to keep your baby healthy and safe.
- Stress management and counseling services.
- Breastfeeding education and support.
- Programs to improve health and decrease harmful practices, like smoking or substance misuse.
- Parenting resources to track your child's development and set them up for early learning success.

Programs and services are available for pregnant women, families and caregivers with young children.

Visit: [www.healthystartcoalition.org/connect](http://www.healthystartcoalition.org/connect)

### **Contact:**

Leisa Stanley, PhD  
*Associate Executive  
Director*  
(813) 868-7378  
[lstanley@hstart.org](mailto:lstanley@hstart.org)

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# HEALTHY START PROGRAM

The Healthy Start program provides moms, newborns and families with education, support and resources through services in the home, hospital, community settings, one-on-one phone calls or through a video conference. Services are voluntary and provided where most convenient for the family. Services are based on the family's needs and proven methods to improve birth outcomes, child development, parent-child interaction and maternal lifecourse.

Healthy Start is available to all pregnant women and mothers of newborns. After being referred to the program, a professional will ask you a series of questions to determine how Healthy Start can best help you. That may include referrals to community resources, giving you educational materials or enrollment in a program where someone will provide additional services through face-to-face contact.

## How do I enroll?

As soon as you think you may be pregnant, schedule a visit with your obstetrician or health care provider. During this initial visit, ask for the Healthy Start Prenatal Risk Screen. This is a simple one-page questionnaire that is completed by you and your medical provider. The answers to these questions are kept confidential and are used only to provide the best possible care for you and your baby.

Pregnant women and new moms can also sign up by calling (813) 307-8016 with poor birth outcomes including infant death, low birth weight and prematurity. All new mothers are encouraged to complete a Healthy Start Infant Risk Screen at the hospital. This form screens newborns for demographic, social and medical risk factors which are associated with the same poor birth outcomes. Pregnant women and new moms with babies up to the age of one can participate in Healthy Start by calling (813) 307-8016.

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## HEALTHY FAMILIES

Healthy Families Hillsborough (HFH) is a nationally accredited, evidence based program designed to support each parent by offering wrap around support during and after your pregnancy. Sponsored by the Children's Board of Hillsborough County, Ounce of Prevention Fund of Florida and the State of Florida, Department of Children and Families, we offer personal and emotional support, referrals to other services like Early Steps and help set goals that are individual to you. Services are voluntary and offered for free and flexible enough to work with your busy schedule.

**The first step...** Anyone can make a referral to HFH. If you would like to refer yourself call Carmen Siegfried at (813) 514-0730 or Barbara Macelli at (813) 233-2966. We will work with you to identify how we can provide services that are designed for you as a parent.

**What's next...** A Family Enrollment Specialist will meet with you to further explore what resources you as a parent are in need of. After this discussion, you may be provided referrals to services in your community that can help you meet your needs and goals.

**On-going support...** A Family Enrollment Specialist, representing the language and culture in your community, may offer on-going support. They can begin working with you as early as when you are pregnant or after the baby is born, before the baby turns 3 months. Services are voluntary and can last up until your child's 5th birthday.

We provide free interpreters for applicants and clients. Disabled applicants can request a reasonable accommodation/auxiliary aid by contacting our Single Point of Contact at (813) 233-2966 (Barbara Macelli).

### **How do I enroll in Healthy Families Hillsborough?**

For information, call Carmen Siegfried at (813) 514-0730 or Barbara Macelli at (813) 233-2966. Or, you can fill out the referral form on the website ([www.healthystartcoalition.org](http://www.healthystartcoalition.org)) and a staff member will contact you about the program.

*Generously funded by Healthy Families Florida, Healthy Families America, The Ounce of Prevention Fund of Florida, Florida Department of Children and Families, and the Children's Board of Hillsborough County.*

### **Contact:**

Barbara Macelli  
Program Manager  
Healthy Families  
Hillsborough  
(813) 233-2966  
[bmacelli@hstart.org](mailto:bmacelli@hstart.org)

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## SAFE BABY & SAFE BABY PLUS

Safe Baby offers community-based education to teach parents and caregivers how to protect their babies from the leading causes of preventable deaths as determined by the Healthy Start Coalition's Fetal Infant Mortality Review team. Staff from Hillsborough County hospitals and agencies receive comprehensive trainings along with a curriculum and patient materials to teach parents about direct actions that they can take to protect their babies.

The goal of Safe Baby is to prevent infant deaths by teaching new and expecting parents how to choose a safe caregiver, prevent shaken baby syndrome and follow safe sleep practices.

To register for a training, please contact Nancy Hankin at [nhankin@hstart.org](mailto:nhankin@hstart.org).

Safe Baby Plus offers developmental screening for parents and caregivers of newborns under age one. Many parents sign up before leaving the hospital after their babies are born. Parents complete the Ages and Stages Questionnaire by Brookes Publishing (ASQ) age appropriate developmental ASQ at 2, 4, 8 and 12 months by mail and online. They also receive the corresponding activities, telephone support and personalized resource and referral information to optimize and their infant's safety and development. Any family residing in Hillsborough County is eligible to participate. To enroll, visit <https://www.asqonline.com/family/57d8f3> or call (813) 849-7985.

### Contact:

Lisa Colen, MHA  
Director of  
Community Outreach  
& Education  
(813) 849-7999  
[lcolen@hstart.org](mailto:lcolen@hstart.org)

### How do I find more?

Resources and education on how to keep your baby safe are available at <http://healthysafebaby.org/>.

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## NURSE-FAMILY PARTNERSHIP

Nurse-Family Partnership is an evidence-based, voluntary program that provides home visitation by a nurse to first-time mothers by the 28th week of pregnancy. Nurse-Family Partnership works by having specially trained nurses regularly visit first-time moms-to-be, starting early in the pregnancy, continuing through the child's second birthday. The expectant moms benefit by getting the care and support they need in order to have a healthy pregnancy. At the same time, new moms develop a close relationship with a nurse who becomes a trusted resource they can rely on for advice on everything from safely caring for their child to taking steps to provide a stable, secure future for their new family.

Throughout the partnership, the nurse provides new moms with the confidence and the tools they need not only to assure a healthy start for their babies, but to envision a life of stability and opportunities for success for both mom and child.

The content of home prenatal and postpartum visits is governed by:

- Personal Health
- Environmental Health
- Life Course
- Maternal Role
- Friends and Family
- Health and Human Services

**Contact:**

Marisa Mowat, MPH  
Executive Director  
(813) 849-7990  
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*The home visiting initiative was established in Section 2951 of the Patient Protection and Affordable Care Act (P.L. 111-148) amending Title V of the Social Security Act. The Florida MIECHV program is funded by a grant from the U.S. Department of Health & Human Services (HRSA #D90MC25705).*

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## WIRS AT WIC

The Woman and Infant Resource Specialists at WIC program provides increased access and linkage to resources and safety education for pregnant women and women with children who are receiving the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Services.

The Resource Specialists work with staff at WIC sites in Hillsborough County and assist in providing education, resources and support. They meet with parents to assess their needs and connect them with appropriate levels of assistance. The program focuses on pregnant, breastfeeding and postpartum women who are parenting children up to the age of one year old.

*Generously funded by the Children's Board of Hillsborough County.*

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## ADOLESCENT & TEEN HEALTH

As part of the Healthy Start Coalition of Hillsborough County's Adolescent Health Initiative in partnership with Hillsborough County Public Schools, USF Health, and numerous youth-serving organizations, Teen Connect Tampa Bay ([www.TeenConnectTampaBay.org](http://www.TeenConnectTampaBay.org)) aims to improve teen access to health services and community resources.

The online resource directory and referral database provides education and links to comprehensive sexual health resources and a wide range of community programs. The website features a searchable directory, education for teens and parents, and an interactive blog. Personalized navigation services are also available to help connect teens and young adults to sexual health services and community resources based on their individual needs.

In addition, the program offers youth engagement opportunities through the Teen Connect Youth Advisory Board, and Adolescent Health Trainings to youth-serving professionals, providers, and parents.

The group identified three main focus areas for this initiative:

1. Creating a community resource hub,
2. Supporting comprehensive sexual health education, and
3. Delivering trainings to help enhance the delivery of youth-centered care.

Ybor Youth Clinic Navigator:

- On site at YYC 2 days per week
- Available for HIV negative patients without previous access to navigation services
- Walk-in and appointment patients
- Linkage to community agencies

A variety of trainings and workshops are provided onsite, at agencies, and online.

*Funding is provided by a private donation.*

**Contact:**

Danielle

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## PLAN OF SAFE CARE

The Plan of Safe Care offers wrap-around services providing continuous care for moms, babies, families and caregivers with education, support, and health promotion utilizing three components:

1. Pregnancy Medical Home
2. Hospital-Based Services
3. The PEDI (Promoting Early Developmental Intervention) Clinic

The plan uses the three components to:

- Increase screening for mental health, substance abuse, intimate partner violence
- Increase engagement with home visitation services, including Nurse Family Partnership, Healthy Start, Healthy Families, and Seeking Safety
- Increase initiation and utilization of Plans of Safe Care
- Increase the number of children that are able to safely remain with their parents
- Increase community collaboration, education, and coordination of multidisciplinary services
- Increase access to resources, services and education for mom, baby and all caregivers

*Funding is provided by the Hillsborough County Board of County Commissioners, Eckerd Connects, Florida Association of Healthy Start Coalitions, and support from Mary Lee's House.*

**Contact:**

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(813) 849-7992  
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## HEALTHY STEPS

HealthySteps Hillsborough provides services and outcome measures that impact participants at the prevention level. The program utilizes an evidence-based model of interdisciplinary pediatric primary care. HealthySteps Specialists work in collaboration with Tampa General Hospital Brandon Healthplex and two University of South Florida Pediatrics NICU Follow Up Clinics.

HealthySteps Hillsborough provides parenting education, information, referral and care coordination to families with children who reside in Hillsborough County. The program supports children and their families by helping to identify, understand and manage parenting challenges such as feeding, behavior, sleep, development and adapting to life with a young child. It focuses on families from the identified pediatric care sites with children, birth to age three.

Program Components Include:

- Child Development, Social-Emotional and Behavioral Screening
- Screening for Family Needs (i.e., maternal depression, other risk factors, social determinants of health)
- Child Development Support Line (e.g., phone, text, email, online portal)
- Child Development & Behavior Consults
- Care Coordination & Systems Navigation
- Positive Parenting Guidance & Information
- Early Learning Resources
- Ongoing, Preventive Team-Based Well-Child Visits

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# FETAL INFANT MORTALITY REVIEW

Fetal and Infant Mortality Review (FIMR) is an action-oriented community process that can address those circumstances that affect the health of a population. The overall goal of FIMR is to enhance the health and well-being of women, infants and families by improving the community resources and service delivery systems available to them. FIMR is evidence-based and is endorsed by the American College of Obstetricians and Gynecologists, the March of Dimes Birth Defects Foundation, and the federal Maternal and Child Health Bureau. FIMR is a closed committee led by HSC Associate Executive Director, Leisa Stanley, PhD.

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