

## Healthy Start Manatee Program Director Director Recipient of 2012 Unity Award



Healthy Start Program Director Luz Corcuera was recently honored with the Education Award at the 2012 Unity Awards luncheon, presented by BIZ (941) and La Guía magazines. The Unity Awards celebrate diversity in Manatee and Sarasota counties and honor individuals, businesses, and non-profits that are building bridges among the diverse racial and ethnic groups in this area, which ultimately strengthen the community overall.

Luz has dedicated the last eight years of her career to serving as Healthy Start's program director and has passionately and tirelessly worked to educate and empower thousands of Manatee County moms to make healthy choices for themselves and their families.

## Support Healthy Start Manatee in the 36-Hour Giving Challenge, March 27-28

From 6:00 am on March 27<sup>th</sup> to 6:00 pm on the 28<sup>th</sup>, all donations to Healthy Start Manatee will be matched, up to \$1,000 per donor, thanks to this special initiative of the Giving Partner, which is sponsored by various area foundations and partners. All local non-profits that are registered in the Giving Partner database will have the opportunity to participate in this on-line fundraiser, so competition will be high. Double your contribution to Healthy Start simply by donating through the Giving Challenge website on March 27<sup>th</sup> and 28<sup>th</sup>, [www.givingpartnerchallenge.org](http://www.givingpartnerchallenge.org).

## Experts Share Latest Research and Data at Healthy Start Manatee Membership Meetings

Sarah Hernandez, PhD, Associate Professor at New College of Florida, presented *The Trilingual Brain: Learning Languages at an Early Age* at Healthy Start's December membership meeting. Dr. Hernandez provided attendees with the latest research on the language learning and acquisition processes of infants and children and how multilingual learning positively impacts brain development. She noted that, among researchers, there is reason to believe that speaking a second language can lead to structural changes in the brain which are beneficial to certain cognitive functions.



February's session featured Catherine C. Wilson, LMHC, Assistant Director, Children's Outpatient Services at Manatee Glens, who presented *Trauma Informed Care in Teen Pregnancy: How to Act, Report and Support*. This discussion provided insight on the role of trauma as a risk factor in behaviors that can lead to teen pregnancy and, vice versa, how pregnancy itself can be a trauma to teens who experience it. Ms. Wilson also offered a comprehensive overview of how health and social service providers can and should be implementing a trauma-informed approach to care, particularly in the context of working with pregnant or parenting teens. A Powerpoint presentation of this session is available on the resources page of Healthy Start's website: <http://www.hsmanatee.com/resources.php>.



## Manatee County Maternal Infant Health Data

### Healthy Start Risk Screening Rates

The Healthy Start system of care utilizes a one-page risk screening tool for OB/GYN and pediatric providers, as well as other health professionals, to identify and refer women and infants who may benefit from our program. This collaborative system helps ensure that women who need our services are able to access them in a timely fashion.

The Florida Department of Health collects prenatal and infant screening data on a regular basis for all counties. For this fiscal year thus far, July 1, 2011 to February 31, 2012, 1,799 pregnant women were screened, making Manatee County's prenatal screening rate 77.4%, as compared to the Florida rate of 78%. In addition, 2,100 mothers of infants were screened, making the infant screening rate 90.3%, as compared to the state rate of 91%.

The table here reflects the breakdown of the number of prenatal risk screens processed by OB/GYN providers for pregnant women residing in Manatee County.

Prenatal Risk Screening Rates by OB/GYN Providers for Manatee Residents July 2011 – February 2012	
Provider	No. of Screens Processed
East Manatee Women's Health Center*	956
Edgar H. Price Jr. OB/GYN*	94
OB/GYN Women's Center	134
Premier Ob/GYN of Manatee	131
River Landings OB/GYN*	117
Westgate OB/GYN*	207
Sarasota Providers	439
Providers in Other Counties	62
<b>Total</b>	<b>2,140</b>
* Manatee County Rural Health Services locations	

The screening process is a community-wide effort; therefore Healthy Start Manatee is grateful to all of the medical providers who participate in this important health initiative through the assessment with their patients. Their collaboration makes a significant and meaningful impact on the health and well-being of pregnant mothers and infants in Manatee County.

### Prescription Drug Exposed Infants

Florida is at the center of a national opiate drug crisis which has been termed an epidemic by the CDC. While the state's "pill mills," which provide predominantly opioid pain medication prescriptions (such as OxyContin and oxycodone), are having a national impact, Florida and the Tampa Bay area are also directly showing evidence of higher addiction rates and rates of substance exposed newborns (SEN).

According to the Substance Abuse Coalition of Manatee County, the number of these infants experiencing withdrawal rose by over 1,000% between 2007 and 2010, from two to 27. Of pregnant women admitted for substance abuse treatment in Manatee County, 36% are admitted for opiate or other synthetic drug abuse. Statewide, overall opiate treatment has increased 400% in the last decade. In addition, over the last five years, the number of babies born addicted to prescription drugs in Florida grew from 354 to 1,374, according to Florida's Agency for Health Care Administration.

Healthy Start Manatee is working closely with the Substance Abuse Coalition to educate the community and encourage the Board of County Commissioners to pass a new ordinance that will require physicians to conduct a pregnancy test for childbearing-aged women before prescribing opiates. The Substance Abuse Coalition and partners are making sure that the ordinance helps protect babies with the goal of preventing tragic SEN cases; substance exposed infants often require special care at birth to ease withdrawal symptoms, such as methadone treatment.

## Manatee County Maternal Infant Health Data, continued

### Teen Birth Rates

Manatee County continues to rank among Florida counties with some of the highest adolescent birth rates in the state, an issue that has persisted over the last decade. However, since last year, broad community-wide efforts have been undertaken to aggressively work toward addressing this serious public health concern. Healthy Start Manatee is a leading partner among the coalition and collaborative initiatives being implemented. We are a partner of the Manatee school district's program to provide critical education to middle schools in the most at-risk zip codes of the county. Our role is to provide baby spacing education, follow up, and support to pregnant and parenting students. In addition, we are working closely with the Healthy Teens Coalition, which is providing both in-school and after school prevention programs for high risk middle school girls.

## Save the Date: Annual Healthy Start Manatee Mother's Day Celebration and Financial Health Event

Healthy Start Manatee, in partnership with the Manatee Community Federal Credit Union, is planning for our annual Mother's Day celebration, which will include a special Financial Health Event this year. In addition to maternal and child health information and education, our hosts from the credit union will offer financial health tools and resources, including an opportunity to open a bank account. We look forward to seeing everyone on Saturday, May 12<sup>th</sup> from 10 am to noon at the Manatee Community Federal Credit Union, located at 604 13<sup>th</sup> Ave. East in Bradenton!

In order to pamper our moms and provide them with a fun and interactive event, we rely greatly on our community supporters, who generously donate their time and resources to provide services, such as manicures and massages, as well as giveaways, such as make-up and gift certificates. We welcome any and all contributions for this special celebration.

## Welcome New Healthy Start Manatee Team Members



We are thrilled to welcome two new Community and Hospital Based Care Coordinators to the team! Nitza Cordero brings 15 years of experience in the social work/human services field, working with families and children. She has a BA in Spanish and social work from the State University of New York.

Darvin L. Searls has worked with children and families, locally, over the last seven years. A native of Bradenton, he graduated from the University of South Florida with a BA in criminology.

Healthy Start is fortunate to have Nitza and Darwin bring their wealth of experience, as well as passion for our mission, and commitment to the women and infants we serve!

## Community Health Worker Initiative

Healthy Start Manatee's Community Health Worker (CHW) initiative is empowering the community with critical tools and information on important health topics:

**Breast Cancer:** Through our Breast Health Awareness Program, funded by the Komen Foundation via Gulfcoast South Area Health Education Center (GSAHEC), our CHWs conduct group education presentations, outreach at community events, and patient navigation services to clients who need medical interpretation assistance at breast health appointments. By March 2012, we will have provided close to 900 women and their family members with critical information on breast cancer risk factors, prevention strategies, and screening options.



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**Cardiovascular Health:** In partnership with the Manatee County Health Department, our CHW team is providing important education, referrals, patient navigation, and support to community members on keeping their hearts healthy.

**Tobacco Awareness and Prevention:** Thanks to the generous support of GSAHEC and the March of Dimes, Healthy Start's CHWs are able to provide important community outreach and education regarding tobacco's myriad harmful effects, particularly on pregnant women and babies, but also on all family members.



March  
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**Interconceptional Care:** Healthy Start Manatee recently entered into a new partnership with the University of Florida and the Florida Department of Health to implement a Community Health Worker demonstration project, which will evaluate the effectiveness of the services of CHWs using quality of care indicators associated with the CHW profession. Healthy Start Manatee was one of only 10 grantees selected statewide to participate in this special project. We chose to focus on interconceptional care (ICC) education and access; thus, our CHW is engaging small groups and individual women in the core components of ICC, including baby spacing, health and wellness, nutrition and physical activity, and mental health and substance abuse.



## SAVE THE DATES

### Child Abuse Prevention Month

**Date:** April 11- 8:30 AM

**Place:** City Council Chambers

101 Old Main Street

Bradenton, FL 34205

Acceptance of Proclamation and planting of pinwheels for prevention

**Date:** April 24- 8:30 am

**Place:** Manatee Board of County Commissioners

1112 Manatee Avenue West, Bradenton, FL 34205

### April General Membership Meeting

**Date:** Tuesday April 3- 11:00 am

**Place:** Manatee Memorial Hospital Auditorium

**Topic:** "CranioSacral Applications for Pregnancy, Birthing and Newborns."

**Presenter:** Agnieszka Gruszecka, LMT