



2013-2014 ANNUAL REPORT



President's Message

Carla McGill, Ph.D.

As President of the Board of Directors, I would like to highlight some of Healthy Start Manatee's accomplishments as a coalition and some opportunities to continue to improve the health and wellbeing of Manatee County families.

I am pleased to report that the Manatee County infant mortality rate has declined for the years 2010-2012 to 7.6 per 1,000 live births. This is welcome news since the county saw increases in infant mortality from 2002 to 2009. We attribute the improvement to the efforts of our providers and to Healthy Start outreach and community education. Our Safe Sleep program, in cooperation with our partner Major Shingledecker, has had an important impact. However, Manatee County is still above the State of Florida infant mortality rate of 6.3 per 1,000 live births, so we have an opportunity for improvement.

Another priority area for us has been to reduce births to teen mothers, 14 to 18 years old. Healthy Start is part of the in-school education program for middle school students. For the first time in Manatee County we have created a Teen Health Educator Program in partnership with the Healthy Teens Coalition and Manatee Glens to provide peer health and pregnancy prevention education. The Manatee County rate of births to mothers 14 to 18 years old has steadily decreased since 1991 (currently 24.8/1,000 female population) but we are still above the State of Florida rate (17.0/1,000 female population).

We have also had improvements in the percent of mothers who initiate breastfeeding and for 2012 the rate for Manatee County (79.3%) was close to the State of Florida rate of 81%. Healthy Start provides breastfeeding education and support through several community partnerships, including WIC, and our certified lactation counselors.

Our unique approach to care coordination would not be possible without our strong community partnerships that include Manatee County Rural Health Services, Premier OB/GYN, Lakewood Ranch OB/GYN, the Florida Department of Health in Manatee County, and Manatee Memorial Hospital (MMH). Healthy Start provides care coordination at MMH every day of the year and I am proud that MMH has invited us to participate in grand rounds.

One area in our community that is not improving is the rate of substance exposed infants. According to the Florida Attorney General's 2014 Report, the number drug exposed infants in Manatee County has increased from 6 in 2007 to 46 in 2012. A baby's life should not begin with detox.

Our generous donors and community partners make it possible for Healthy Start to meet many needs. Every year we face program and budget cuts and the 2014-2015 fiscal year will bring many challenges. As President, I would like to thank the Board of Directors for their dedication and support. Together with our community partners we can achieve Governor Lawton Chiles' vision for all Floridians: a truly healthy start.



Carla McGill, Ph.D.

2013-2014 Healthy Start Accomplishments

Healthy Start's Infant Safe Sleep Campaign

Healthy Start hosted a fun fashion show and luncheon in October – in recognition of National SIDS, Pregnancy, & Infant Loss Awareness Month - to support its Infant Safe Sleep Campaign.

Bay News 9's Summer Smith emceed the event, which featured fabulous fashions from Bradenton shops, Rusty Crickett's and Unique Boutique. Local celebrity models included Maj. Connie Shingledecker, with the Manatee Sheriff's Office, Donna Vellenga, former executive director of Manasota SOLVE, Maria Jackman, and members from AAUW, the Democratic Women's Club, Turning Points, and Manatee Glens and Fay Murphy delighted the audience with her music.



During the program, Sherkendra Burch, Healthy Start infant safe sleep spokesperson, shared her painful personal story of losing her baby to co-sleeping. Her mission, now, is to help educate other families about preventable sleep accidents so they do not have to experience a tragic loss, as she did.

Thanks to the more than 100 Healthy Start friends who attended the event, we were able to purchase 50 cribs to provide families in need of a safe place to sleep for their babies.

The event would not have been possible without the tireless leadership of Healthy Start's board member Patty Benson and our fundraiser volunteers, Vicky Waters, Heidi Williams, and Pam Simmons.

Also, this year, Healthy Start partnered with the DeSoto Square Mall to host a community-wide event recognizing Child Abuse Prevention Month in April. Our community partners – Family Partnership Center, Healthy Families, Manatee Sheriff's Office, Safe Children Coalition, and Visible Men Academy – joined us in providing education and information regarding infant safe sleep and child safety issues. Manatee County Commissioner Michael Gallen presented Healthy Start with a county proclamation, recognizing the importance of child abuse awareness and prevention efforts.



Thanks to our partners, the Florida Department of Health in Manatee and Dr. Jaime Rubio, the event also offered parents and other adults with free health screenings. In addition, attendees enjoyed entertainment and activities provided by DJ George Mendez, Ellen Meade Dance Academy, and children's author and yoga teacher, Danielle Palli.



Launched in 2004 in partnership with the Manatee Sheriff's Office, Healthy Start's Infant Safe Sleep Campaign is an on-going initiative to engage parents, family members, and the community at-large in education to prevent accidental sleep-related deaths and promote safe sleep awareness. In addition to empowering families with information and support, Healthy Start also provides them with the tools necessary to ensure they have a safe place for their babies to sleep including cribs, pack n' plays, and Moses bassinets, hand-assembled by an army of volunteers, which comprise our Project Moses.

This past year, Healthy Start received a generous grant from the Manatee Community Foundation to purchase 100 cribs, in support of our campaign and to ensure babies in need had a safe sleeping environment.

Substance Exposed Newborns

With the dramatic uptick in the use of opioid pain killers and related drugs, the rate of substance exposed newborns has also spiked over the last several years. To help address this issue, and its contributing factors, Healthy Start has partnered with Operation PAR, the local expert in treating pregnant women who are substance addicted. We offer on-site care coordination services once a week, thereby ensuring timely referrals and services for clients who have substance abuse issues and are receiving methadone treatment.

PAR's regional administrator, John Persha, gave a presentation, "Methadone 101: Impact on Pregnant Women and Infants," at one of Healthy Start's general membership meetings this past year, which gave attendees insight into what methadone is and for what it is prescribed, as well as how PAR provides methadone management during pregnancy, and how methadone affects substance exposed newborns.

In addition, this past year Healthy Start was invited to be a regular part of the neonatal unit ground rounds at Manatee Memorial Hospital, as the unit director, Dr. Bernard Cartaya, finds our participation to be valuable in case discussions and treatment plans for infants who are born substance exposed and going through withdrawal before being discharged.

Healthy Start also continued its tobacco prevention and cessation outreach, education, and referral efforts this past year, engaging women and their families, via our Community Health Worker initiative, and thanks to grants from Gulf Coast South AHEC and the March of Dimes-Florida.

Interconception Health

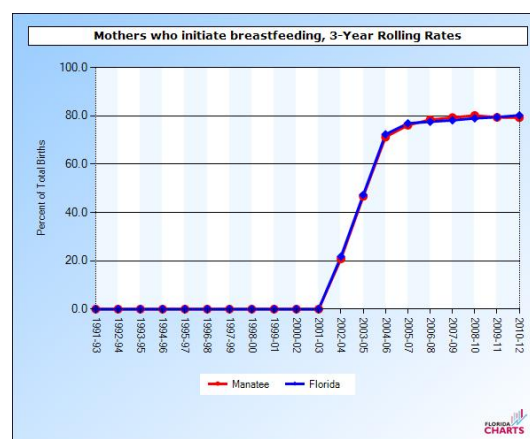
As a strong advocate for the life-course perspective in the context of maternal-infant health, Healthy Start continued to foster interconception health outreach, education, and care in the two zip codes with particularly high incidences of under/uninsured individuals, teen births, and HIV rates. Working with community partners to identify women of childbearing age who may be most at-risk for adverse birth outcomes - when and if - they become pregnant, Healthy Start's goal is to educate women on the crucial importance of pre-pregnancy health to having an optimal prenatal period and positive birth outcomes.

Healthy Start's focus is on promoting long-term healthy lifestyles through education and information, as well as linking women to interventions, such as nutrition counseling, dental care, smoking cessation, STI testing, and mental health screening. We recently received a grant from the March of Dimes-Florida to implement a Community Health Worker project - Moms on the Move - which emphasizes good nutrition, breastfeeding, and physical activity.

Breastfeeding Promotion

Healthy Start engaged in a number of activities recognizing National Breastfeeding Awareness Month throughout August 2013. We accepted proclamations from the Bradenton and Palmetto City Councils, as well as the Manatee County Commission, which acknowledged the importance of breastfeeding. Healthy Start was also part of a celebration, along with our partners WIC and Manatee Memorial Hospital at the Bradenton Riverwalk, where new moms received breastfeeding coverlets, to help give them privacy when nursing their babies in public.

Healthy Start is proud of its on-going efforts to promote breastfeeding and advocate for a nursing-friendly community in Manatee County, which has recently seen increased rates of breastfeeding.



Annual Roots Summer Arts Program Celebrates 10th Anniversary

In partnership with the Manatee County Cultural Alliance (MCCA) and Trinity Lutheran Church, Healthy Start Manatee, co-sponsored the 10th annual Roots Summer Arts Program during this fiscal year. This free multicultural, arts initiative provided children, ages 7 to 10, with dance, theater, and music education for two weeks during the summer break.

Scott Blum, Roots Program Director and Dorothy Blum, with the MCCA, worked with professional artists, including Leymis Bolaños Wilmott, Founder and Director of Fuzion Dance, Rick Kerby, Artistic Director of the Manatee Players, and others, to provide instruction for the children. Susan Thomas, with Giving Back, also generously lent her volunteer time to support Roots.

This past year, the Roots program was made possible thanks to the generosity of the Manatee Community Foundation.

New Partnerships

This past year, Healthy Start was fortunate to have opportunities to engage in new partnerships and collaborations.

Programmatic Initiative: Healthy Start Manatee was invited to partner with the Healthy Teens Coalition (HTC) to help develop and implement a new peer education-based, teen pregnancy prevention program, the Teen Health Educator project. The project was modeled after our Community Health Worker program and our effective, community-based approach to outreach and education. Healthy Start, along with the HTC and Manatee Glens, trained 12 youth leaders to effectively educate and engage peers and parents, in order to reduce high risk behaviors, including teen dating violence, teen pregnancy and sexually transmitted illnesses.



Provider Collaboration: In our continual efforts to ensure potential clients are able to access our services, Healthy Start is now partnering with two private OB/GYN practices, the newest of which is Lakewood Ranch OB/GYN. Care Coordinator Patty Harshbarger meets with clients there once a week. We also continue to provide care coordinator services at Premier OB/GYN, a partnership that was launched in 2010. In addition, two practices have recently joined efforts in conducting the Healthy Start screening process, University Park Obstetrics and Gynecology and Ellenton Pediatrics.

Supporters: This past year Dr. Kathleen Harmon became a tremendous supporter of Healthy Start, hosting 32 children and their moms at Disney for a special Christmas celebration. Throughout the course of the year, she has *also* lent her generous support to other activities and efforts. And we continue to benefit from the kind generosity of long-time supporters, including Kristine White, and her family foundation, who make special donations for our families every Christmas; Trinity Lutheran Church, which sponsors a diaper drive for Healthy Start; and Loving Stitches Ministry and Colony Cove volunteers, who hand make beautiful baby blankets, quilts, and bibs for our families. In addition, Charles Clapsaddle with Manatee Educational TV (METV), regularly supports our work through taping and broadcasting our educational and outreach activities and events.

Healthy Start's Impact

During the 2013-14 fiscal year, Healthy Start Manatee has provided 2,229 mothers and infants with comprehensive service including care coordination, education on childbirth, parenting, breastfeeding, infant safe sleep, and SIDS prevention, as well as nutrition and psychosocial counseling.

The Healthy Start system of care utilizes a one-page risk screening tool for obstetric and pediatric providers, as well as other health professionals, to identify and refer women and infants who may benefit from our program. Thanks to the collaboration and participation of our OB/GYN partners and Manatee Memorial Hospital, we are able to more effectively screen clients and provide care coordination services on-site, seven days a week. This collaborative system helps ensure that women who need our services are able to access them in a timely fashion. Through HSCMC's partnerships with providers throughout the county, we help support their screening efforts and provide educational information and materials for doctors and their patients.

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, 2013 to March 31, 2014, 2,584 pregnant women were screened, making Manatee County's prenatal screening rate 99%, as compared to the Florida rate of 90%. In addition, 2,283 mothers of infants were screened, making the infant screening rate 88%, as compared to the state rate of 95%.

Client Testimonial

Cynthia Gonzalez's preemie, Cassiel, was born at 22 weeks. She went into early labor due to an undetected short cervix, and while Cassiel underwent myriad physical trauma because of his underdevelopment – spending the first 3 months of life in the NICU – with the care of dedicated medical professionals and access to community resources and support from Healthy Start, he miraculously survived and is thriving. It's now Cynthia's mission to encourage pregnant women to request an ultrasound to determine if they have a short cervix so that they can, then, opt to undergo a procedure to greatly reduce the risk of a premature birth.



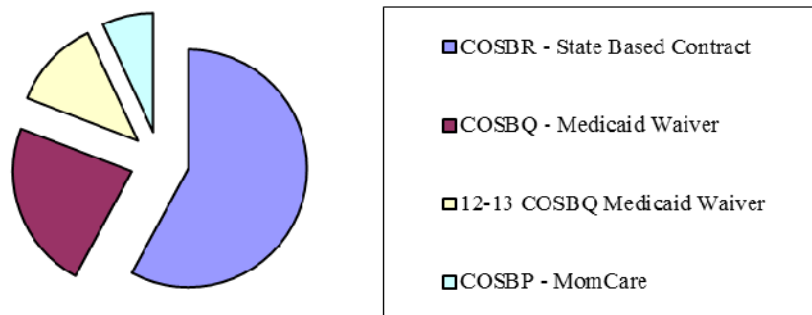
Cynthia Gonzalez and
baby Cassiel



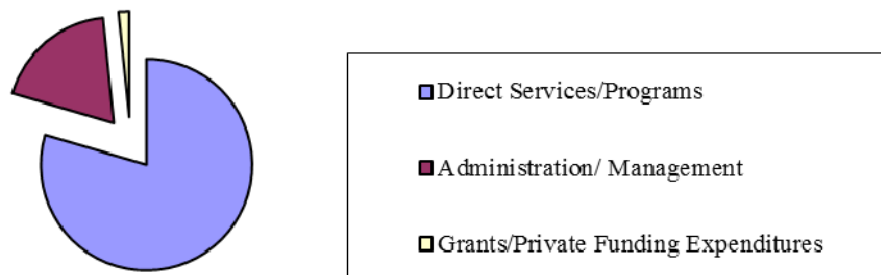
Fiscal Year 2013-2014 Financial Report

Projected Revenue (July 1, 2013 - June 30, 2014)		%
State & Federal Funding		
COSBR - State Based Contract	833,958	55.9%
COSBQ - Medicaid Waiver	330,642	22.2%
12-13 COSBQ Medicaid Waiver	175,917	11.8%
COSBP - MomCare	100,220	6.7%
Funds Provided through Florida Department of Health:		\$1,440,737
Grants/Private Funding	50,898	3.4%
Grant Total:		\$1,491,635
Expenses: (July 1, 2013 - March 31, 2014)		
Direct Services/Programs	645,751	79.6%
Administration/ Management	152,664	18.8%
Grants/Private Funding Expenditures	13,294	1.6%
Total Expenditures To Date:		\$811,709
Note:		
In-Kind (July 2013 - March 2014)		\$124,887

HSCMC Projected Revenue 2013-2014



HSCMC Expenses July 1, 2013 - March 31, 2014



Healthy Start Board of Directors



Pat Benson, has supported Healthy Start Manatee for the past 14 years. Every Christmas she delivers baby items on behalf of the Democratic Women's Club. She has also conducted consumer surveys at local provider offices for Healthy Start's service delivery planning process. Patty is a retired educator and very involved in the community with a number of organizations including the Manatee chapter of the American Association of University Women.



Robin Bryant, Robin is the president of Magnolia Consulting, Inc. She has a master's degree in agribusiness from the University of Florida. Robin serves on the board of directors of the Manatee County Agriculture Museum, the Manatee River Fair Association, and she is an Allied Member of the Florida Citrus Mutual, the Florida Citrus Estimate Advisory Committee, and the Florida State Horticultural Society. Robin became a new mom on April 5, 2013.



Angel Couchois, Consumer Advocate: Angel is the mother of four children. She has served two terms on the board of directors and has supported several outreach projects. Her insight and input are valuable in designing our services to meet the needs of moms and babies in Manatee County.



C.J. Czaia, Czaia Law Firm: CJ has served two terms on the Healthy Start Coalition Board and has been a long-time supporter of Healthy Start. He is a former partner of Czaia and Gallagher, and is presently the owner of Czaia Law. He is a community leader and is involved with several local and national organizations.



Christine Harrison, Board Secretary, RN, Maternal Infant Health Advocate: Christine is a registered nurse and a long-time resident of Manatee County with great knowledge of the community. She has been a pediatric nurse for 20 years, and has a keen interest in children's health.

Healthy Start Board of Directors, continued



Maria Jackman, Maria has a master's degree in education and vast experience working with families in Manatee County. Her work experience includes being a Healthy Start Manatee Care Coordinator with the Manatee County Health Department and Program Director at Family Partnership Center. She is currently a Family Support Counselor at Florida Baptist Homes and serves on the board of directors for the Leadership Manatee Alumni Association.



Jackie Kelsey, MSN, Maternal Infant Health Advocate: Jackie is a retired ARNP/OB nurse and has supported Healthy Start Manatee for over 15 years. She has been instrumental in the development and implementation of our Project Moses and the Infant Safe Sleeping Campaign. She volunteers at our weekly support group for mothers is very loved by the women she mentors.



Remonia Lewis, Chair of the Southeast Residents' Association: Remonia has served on the Healthy Start Board of Directors in previous years. Her knowledge of the community's needs has been very valuable to the design and implementation of our previous action plans.



Adam Tebrugge, Adam is a criminal trial attorney with his own practice, Tebrugge Legal. He is a member of the Sarasota and Manatee County Bar Associations, the Florida Association of Criminal Defense Lawyers, Florida Association of Women Lawyers, and National Association of Criminal Defense Lawyers. He is Chairman Emeritus of the Suncoast Partnership to End Homelessness and is well known in Sarasota and Manatee for his advocacy and support to underserved and at-risk families. He has also been a supporter of Sarasota Healthy Start. Adam brings his passion and integrity to make our community a better place for families.



Elizabeth Trent, Board Vice President: Beth has been involved with Healthy Start for several years and is serving her second term on the Board. Beth has contributed to Healthy Start Manatee's Health Problem Analysis and Action Plan Update projects over the years. She has great knowledge of our community and is involved with several local organizations, including a graduate of Leadership Manatee.

The Healthy Start Manatee Team

Healthy Start Coalition Staff

Fred Leonard, Executive Director
Luz Corcuera, Program Director
Jean McIntyre, Financial Director
Alicia Ordonez, MomCare Supervisor
Heather Whelan, Quality Assurance Coordinator
Lisa Ramirez, Resource Development & Project Advisor

Community Health Worker Program

Monica Lamas
Martha Ramirez

Community and Hospital Based Care Coordination

Ingrid Brandt
Nitza Cordero
Judy Driscoll
Patty Harshbarger
Evelyn Jenkins
Martha Ramirez
Darvin Searls
Family Partnership Center

Clinic Based Care Coordination

Nicole Davis
Cecilia Rivera
Alexandria Searls
Leslie Simmons

Wrap Around Service Providers

Manatee County Rural Health Services – Prenatal and Pediatric Services
MOMM's Place, Manatee Memorial Hospital – Childbirth and Breastfeeding Education; Parenting Support
Family Partnership Center – Care Coordination
Ellen Drews, CLC – Breastfeeding Education/Support
Susan Schussler, RD – Nutrition Counseling and Gestational Diabetes Counseling
Natalie Lampkin, LMHC – Psychosocial Counseling
Dora Limoncelli, LMHC – Psychosocial Counseling

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Every baby deserves to be born healthy.

Healthy Start is funded by:

