

## “Breastfeeding and the Working Mom” Luncheon and Panel Discussion

In recognition of national Breastfeeding Awareness Month and World Breastfeeding Week (WBW), Healthy Start Manatee held a special panel discussion and luncheon event at Renaissance on 9th in Bradenton. This year’s WBW theme focused on “global action to support women to combine breastfeeding and work.” With this in mind, Healthy Start was fortunate to be able to bring together an esteemed panel of experts who presented an engaging conversation focused on breastfeeding and working moms, but which also covered a broad range of topics related to breastfeeding. Bonnie Silvestri, JD, USF’s Director for Strategic Communications, Office of Community Engagement and Partnerships, served as the moderator and the panel included, Ellen Drews, Certified Lactation Counselor (CLC), Elizabeth Miller, PhD, Assistant Professor, USF, Holly Shen, MD, Premier OB/GYN, and Ryan Stanley, Host, Maternally Yours Radio Show.

In addition to discussing breastfeeding laws, the panel shared information related to breastmilk’s biochemical composition and breastfeeding’s healthful benefits, both physical and social/emotional. Dr. Shen and Healthy Start client Shameka Williams shared their personal stories of how having support and education from a CLC made all the difference in being able to successfully nurse their babies.



L to R: Dr. Holly Shen, Ryan Stanley, Elizabeth Miller, Bonnie Silvestri, Ellen Drews



Shameka and AJ share their Healthy Start success story.

We are also grateful to Manatee Educational TV (METV) for taping and broadcasting the event. To view the discussion, visit METV’s YouTube channel: [https://www.youtube.com/watch?v=f\\_dQSHQ15CI](https://www.youtube.com/watch?v=f_dQSHQ15CI).

Additionally, this year Healthy Start, once again, joined partners from Manatee Memorial Hospital, the Florida Department of Health in Manatee, and WIC to receive local proclamations from the City of Bradenton and Manatee County Commissioners recognizing August as National Breastfeeding Awareness Month.



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Established in 1992

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## Pregnant and Parenting Teen Outreach, Education and Support

The teen birth rate, and in particular the repeat teen birth rate, in Manatee County continues to be higher than the Florida rate, which has been the case for over the last decade. Healthy Start Manatee is a partner in broader community efforts to examine and address this public health issue.

For example, Healthy Start is part of the school district's Teen Pregnancy Prevention Collaborative, which helps support the It's yoUR Choice curriculum offered in certain middle and high schools and as part of the district's Teen Aged Parenting Program (TAPP). Through this partnership, Healthy Start presents a monthly class on critical maternal-infant health topics, such as bonding and attachment, infant oral health care, infant safe sleep, healthy relationships, toy safety, and healthy nutrition for moms and babies, among many others, and helps support overall efforts to reduce the risk of repeat births among this vulnerable population.



**COMMUNITY  
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In addition, this year, through support from the Community Foundation of Sarasota County, Certified Lactation Counselor Ellen Drews was able to provide more extensive, individualized follow-up and support to pregnant and parenting teen moms to help them in their efforts to breastfeed, as well as to incorporate overall healthy eating and nutrition for themselves and their babies. Funding for this project was provided by the Hubert and Ruth DeLynn Fund of the Community Foundation.

"Young teen moms are vulnerable and seem to have a foot in childhood and one in adulthood. They need the information and support any mom needs to be successful but they often don't have easy access to it. These young women deserve the same empowerment as older moms. Through these partnerships, we can address not just typical breastfeeding and parenting concerns, but also the unique ones of young moms, often still growing up themselves," said Ellen.

Healthy Start also continues to be an active member and part of the board of directors of the Healthy Teens Coalition of Manatee County (HTC), which was formed in 2010 to champion efforts to address the county's teen birth rates; HTC works to reduce risky behaviors by empowering young people with the knowledge and skills to make informed choices about their health and well-being.



**HEALTHY TEENS**  
COALITION OF MANATEE COUNTY, INC.  
EMPOWERING TEENS FOR SUCCESS

*Wishing you  
Happy Holidays  
from the  
Healthy Start Manatee  
family!*



## Community Outreach and Education

Healthy Start's Community Health Worker initiative received a grant from the Komen Foundation, via our partner Gulf Coast South AHEC, to conduct community outreach and education during National Breast Cancer Awareness Month in October and November, reaching dozens of women and their families with important information about screening and early diagnostic testing. Community Health Worker Martha Ramirez provided culturally and linguistically appropriate outreach at Manatee Technical Institute's Hispanic Heritage Festival and Dr. Cortes Family Physicians Community Health Fair.



In addition, our Community Relations and Marketing Coordinator Lauren Blenker provided outreach and information on Healthy Start services at Junior League's Get Your Fit On! event for childhood obesity prevention. Healthy Start also participated in the 2015 Coldwell Banker Cares Walk for a Cause in support of our partner, the Healthy Teens Coalition, and efforts to raise awareness about local teen birth rates and prevention initiatives.

## Many Thanks to Our Volunteers and Donors!

Every year, the Democratic Women's Club (DWC) members become Healthy Start Christmas angels, donating beautifully wrapped gifts for our families. We are deeply grateful, yet again, to the generous and caring DWC members for keeping Healthy Start babies in mind this holiday season!

We continue to count on volunteer Karen Wernimont who lovingly hand makes our Moses bassinet liners and pillow cases, which are so critical to Healthy Start's Infant Safe Sleep Campaign and to ensuring families have a safe place to put their babies to slumber; she has been contributing to this effort for the last 8+ years! We are also very fortunate to have a new donor this year; Norma Baker collects gently used baby items every month – such as clothes, shoes, socks, blankets, baby supplies, toys and books – to donate to our Healthy Start families.

Additionally, volunteers from Trinity Lutheran Church – who are ongoing supporters of Healthy Start - recently donated 20 handmade baby quilts and 45 baby bags. And earlier this fiscal year, the Krewe of Jolly Rogers donated 35 boxes of much-needed diapers.

This year, Healthy Start was fortunate to be selected as a recipient of Toys for Tots donations. Thanks so much to Tony Rosado, Retired Marine, 2nd Marine Airwing, Marine Corps League 588, for delivering fun games, plush stuffed animals, and many other enjoyable gifts for our Healthy Start children, on behalf of Toys for Tots.

We are so fortunate to count on these special individuals and organizations to help us meet the needs of Healthy Start families!



Financial Director Amie Arrington accepts the donation from Patty Benson, HS Board Member and DWC Member.

## Healthy Start Manatee Risk Screening Data

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. Thus far during the 2015-2016 fiscal year, July 1st to September 30th, 717 pregnant women were screened, making Manatee County's prenatal screening rate 78.7%, as compared to the Florida rate of 69.1%. In addition, 819 mothers of infants were screened, making the infant screening rate 89.9%, as compared to the state rate of 94.1%.



We are grateful to all of our provider partners who voluntarily conduct the Healthy Start patient screening, including the below OB/GYN practitioners!

<b>Prenatal Risk Screening Rates for Manatee Residents by OB/GYN Providers for July 1, 2015 to September 30, 2015</b>	
<b>Provider</b>	<b>Number of Screens</b>
East Manatee Women's Health Center*	352
Edgar H. Price, Jr. OB/GYN*	17
Lakewood Ranch OB/GYN	35
OB/GYN Women's Center	75
River Landings OB/GYN*	22
Premier OB/GYN	40
University Park OB/GYN	30
West Manatee OB/GYN*	42
Providers in Other Counties	244
<b>Total</b>	<b>857</b>

*\*Denotes MCR Health Services (formerly known as Manatee County Rural Health Services) Locations*

Healthy Start Coalition of Manatee County, Inc.  
receives funding from:

