

Healthy Start Convenes 2018 Annual Meeting

This year's annual meeting keynote speaker was Jack Levine, a lifelong child advocate who, for 25 years, served as president of Voices for Florida's Children, a statewide advocacy network. He then founded 4Generations Institute to promote intergenerational policies and innovative programs that benefit the young, their parents, and grandparents. He also played an integral role, earlier this year, in advocating for Healthy Start's continued funding during the 2018 legislative session. Jack's presentation "Advocating Investments in Prevention: A Vital Community Priority" was inspiring and timely!



Healthy Start also presented its annual awards to our partners, supporters, and team members at the meeting:

- **Advocate of the Year:** Pastor Bobbie Blackburn, Trinity Lutheran Church
- **Community Champion of the Year:** Community Health Division, Florida Department of Health in Manatee County
- **Partner of the Year:** Early Learning Coalition of Manatee County
- **Healthy Start Outgoing Board Member Appreciation:** Sarah Checcone
- **Healthy Start Employee of the Year:** Marissa Bressi, CI&R Project Coordinator



Congratulations to all of our awardees! We're deeply grateful for all their support and commitment to the health and wellbeing of Manatee County's moms, babies, and families!

Finally, during this year's meeting, the Coalition's voting membership approved the following new board members for the 2018-2020 term:

- **Martha Devernoe, R.N.**
- **Lisa Endick, R.N.**
- **Alexandra McNesky, nursing student and past Healthy Start client**



Board of Directors 2017-2018

Christine Harrison, *President*
Retired Nurse/Child Advocate

Sarah Checcone, *Vice President*
Postpartum Society of Florida

Emilee Keen, *Treasurer*
Bealls Outlet Stores


Patty Benson, *Secretary*
American Association of University Women, Democratic Women's Club

Kirk Zeppi, *Member*
Family Creations Adoptions

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Federal ID #: 65-0380065

Established in 1992

Executive Director,
Fred Leonard





Inaugural Home Visiting Symposium Connects, Celebrates, and Inspires Home Visiting Professionals

In April, Healthy Start Manatee presented the area's inaugural Home Visiting Symposium, which brought together 67 home visiting professionals from eight local agencies for a day of learning and sharing. Attendees learned new strategies for enrollment and retention in programs for parents and caregivers, so that they receive maximum benefits through the Coordinated Intake & Referral system, developed by Healthy Start, in partnership with our sister home visiting agencies.

Additionally, attendees gained new insight and tools for effective family engagement to help their program participants with positive parenting, early education, and health and developmental outcomes. The symposium also provided home visitors with a special opportunity to identify strategies for self-care and how to analyze factors that lead to compassion fatigue.

The goal of the symposium was to celebrate and support the invaluable efforts of our community's home visitors to provide the best services possible to children and families in Manatee County. We're so grateful to our event supporters who helped make this inaugural symposium a success! Our thanks to exhibitors Sandy Hoy, Community Advocate with Staywell Insurance, and Ximena Granada, Marketing Outreach Specialist with WellCare Health Plans. And many thanks to the Sandbar Restaurant for sponsoring the fantastic lunch that our attendees enjoyed!



Community Outreach and Education



Healthy Start is always grateful for opportunities to reach out and connect with the community and families who might benefit from our programs, services, or referrals. During the spring, we had the chance to collaborate with various organizations and community partners on outreach activities and events. For example, in March, our care coordinator team shared information on Healthy Start services and Maternal Child Health with families at a literacy fair sponsored by The Learning Experience, a local early childhood education center.

In May, the Healthy Start team attended the unveiling of the Manatee County Judicial Center's New Parent Nursing Center and provided educational materials for new parents to access when using the room. Local attorney, and new mom, Melissa Casanueva, and her colleague Bryony Swift, received a grant from the Manatee County Bar Association's Young Lawyers Division to create this critically important community resource. It's now open to parents/caretakers conducting business in the building who need to feed their babies or pump breast milk. This is such a great asset for our community!



Local Businesses & Community Members Help Support Our Mission

This year, two local businesses included Healthy Start in their efforts to give back to the community. In February, the Makers Market and Workshops hosted a Do-It-Yourself home décor FUN-draiser. Thanks to everyone who came out to participate in the event and to Makers Market, who donated 50% of customers' registration fees to Healthy Start!



In May, Healthy Start had the opportunity to be the focus of one of 3 Keys Brewing & Eatery's Mission Mondays. Through this initiative, 3 Keys donates 10% of sales to a local nonprofit. We're so grateful to 3 Keys for their generosity and to all of our friends and family who joined us, enjoyed delicious food and drinks, and won prizes playing our Spin the Wheel game!

Healthy Start was also fortunate to receive a \$1,000 grant from Grow Financial Foundation, recently, to support our mission, which will go towards helping moms with their breastfeeding needs, such as breast pumps and related supplies.



Finally, we're deeply appreciative to all of our individual donors and supporters, who help make a difference in the lives of the families we serve. Our phenomenal volunteer Norma Baker continues to stock our Moms' Closet with baby clothes, books, and toys throughout the year. Our many thanks to Norma, and to Patty Benson, Elaine Graham, and Audrey Smith for their generous support!

Manatee Community Baby Shower

This year, Healthy Start Manatee was thrilled to have the opportunity to partner with the Department of Health in Manatee County (DOH-Manatee), the Early Learning Coalition of Manatee County (ELC), and Palmetto Boys & Girls Club to present the first annual Manatee Community Baby Shower, where we were able to engage families in a fun event, while offering education to help prevent the leading causes of infant mortality.

Twenty-five community partners exhibited at the shower, providing useful health and parenting information to the more than 30 families who attended, 90% of whom reside in Manatee County's high risk zip codes where poor birth outcomes are more likely.



Exhibitors also donated fantastic door prizes for attendees, including baby gift baskets, diapers, books, pampering self-care goodies for mom, gift cards, a car seat, and a grand prize stroller! Key information highlights included infant safe sleep, breastfeeding and nutrition, and tobacco/nicotine use prevention. Everyone went home with lots of great educational materials, prizes and give-aways!

Of course, we couldn't have done it without the generous – and deeply appreciated – support of sponsors, including Manatee Community Foundation, MCR Health Services, Operation PAR, and our event collaborators, ELC and DOH-Manatee. A special thanks to Carla McGill, Health Educator Consultant with DOH-Manatee, who led the organizing efforts. And thanks so much to all the amazing moms, families, exhibitors, partners, and donors who made this inaugural event a great success!



Neonatal Abstinence Syndrome (NAS) Initiatives



Since June 2017, Healthy Start Manatee has been working alongside community stakeholders to address the growing number of babies born substance exposed in Manatee County. In 2016, 70 babies were born substance exposed at Manatee Memorial Hospital. Community Relations Manager Lauren Blenker spearheads the NAS Task Force alongside Katie Powers, RN, IBCLC, Manatee Memorial Hospital/ MOMM's Place and Sharon Kramer, M.Ed., CPP, Executive Director, Drug Free Manatee. Since establishing the task force a year ago, we've

made great strides in impacting this issue. Examples include: strengthening communication amongst community partners, identifying and promoting available resources, providing program presentations to incarcerated pregnant women at Manatee County Jail, and developing literature and educational material for target populations.

Additionally, Executive Director Fred Leonard has been actively involved in the planning of the upcoming "Regional Summit: The Opioid-Addicted Pregnant Patient and Substance Exposed Neonate." Charlotte, Desoto, Manatee and Sarasota counties will all play active roles in the summit, which will feature national speakers, breakout sessions, county updates and more. The summit will be held on September 13 & 14, 2018 at Keiser University in Sarasota. For more information and to register, visit: www.healthystartsarasota.org/summit



Big news...we're moving!

Effective August 1, 2018, Healthy Start Manatee will have a new home--*well, two new homes to be exact.* The Healthy Start Coalition staff and Healthy Start Care Coordination team will now be housed in separate buildings. While this is a change for us locally, it is more in line with our Healthy Start colleagues statewide. As you can see from the addresses, the buildings are just a few short blocks from each other. You may have also noticed that our new addresses reflect a move to the Palmetto area; 34221 is a high need zip code, and we hope that this new central location will be more accessible for clients visiting our office. Both offices are located on active bus routes.



Healthy Start Coalition
612 7th Street West
Palmetto, FL 34221



Healthy Start Care Coordination
715 4th Street West
Palmetto, FL 34221

Healthy Start Manatee Risk Screening Data

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. This collaborative system helps ensure that women who need our services are able to readily access them.

The Florida Department of Health collects prenatal and infant screening data on a regular basis for all counties. Between July 1, 2017 and May 31, 2018, 2,801 pregnant women have been screened, making Manatee County's prenatal screening rate 88.7%. In addition, 2,694 mothers of infants were screened, making the infant screening rate 85.3%.

We are grateful to all of our provider partners who voluntarily conduct Healthy Start patient screening, including the OB practitioners listed here:



Prenatal Risk Screening Rates for Manatee Residents by OB/GYN Providers July 1, 2017 to May 31, 2018	
Provider	Number of Screens
East Manatee Women's Health Center*	13
Edgar H. Price, Jr. OB/GYN*	105
Lakewood Ranch OB/GYN	93
OB/GYN Women's Center	153
River Landings OB/GYN*	287
Premier OB/GYN	91
University Park OB/GYN	118
West Manatee OB/GYN*	1,306
Providers in Other Counties	862
Total	3,028

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

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



AGENCY FOR HEALTH CARE ADMINISTRATION