

Healthy Start Coalition of Manatee County, Inc.



Summer 2019

www.hsmanatee.com

Page 1

2nd Annual Manatee Community Baby Shower

We had an amazing turn out at this year's Community Baby Shower in April! Once again, we had the good fortune of partnering with the Florida Department of Health in Manatee, the Early Learning Coalition (ELC), and Palmetto Boys & Girls Club to present the 2019 baby shower. More than 30 exhibitors came out to share information, resources, and fun



giveaways with the purpose of helping families prevent the leading causes of infant mortality. Key health and safety messages focused on infant safe sleep, breastfeeding and nutrition, tobacco use prevention, and myriad parenting topics. Everyone went home with lots of great educational materials and prizes!

Our sincere thanks go to all the exhibitors who made the time to be part of this event and to the more than 50 families who participated! And our profound gratitude goes to the event sponsors who made it

all possible this year: Tobacco Free Florida (Premier Sponsor), ELC, Manatee Memorial Hospital, Operation PAR, and United Healthcare. A very special thanks to Carla McGill, Health Educator Consultant with DOH-Manatee, who led the organizing efforts.



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Serving pregnant women and infants in Manatee County, since 1992--because every baby deserves a Healthy Start.

Executive Director,
Fred Leonard



Healthy Start is Healthy Teens Coalition's Nonprofit of the Year

Healthy Start Manatee was honored to receive HTC's 2019 Nonprofit of the Year award for our work and collaborative efforts to stem the historically concerning teen birth rate in our county. Healthy Start has been a proud and steadfast partner of Healthy Teens since its inception in 2010 and has contributed to helping achieve the community-wide improvements in teen birth rates over the last nine years. During this timeframe births to teens aged 15 to 19 have dropped 55% and repeat births are down by 66%.



In past years, Healthy Start has been part of the School District's Teen Pregnancy Prevention Collaborative, providing on-site outreach, education, and support to pregnant and parenting students in the Teen Aged Parenting Program (TAPP). There, they provided young moms with information and support on important maternal infant health topics, such as breastfeeding, nutrition, infant safety, and baby spacing. In addition, our Care Coordinators collaborate closely with school district social workers to ensure the physical and mental health needs of pregnant and parenting

students are being met. More recently, Furthermore, we have supported local advocacy efforts to raise awareness of the economic, social, and public health implications of early childbearing in our community.

We've also been part of a statewide team that spearheaded the development and implementation of a pilot program, with other Healthy Start Coalitions in Florida and in partnership with Medicaid Managed Care providers, to offer teen pregnancy prevention education for Medicaid clients. Healthy Start has consistently supported our advocacy efforts to raise awareness of the economic, social, and public health implications of early childbearing in our community.

Thanks to our Board of Directors!

We're so grateful to our tireless and dedicated board for their commitment to the health and wellbeing of mothers, babies, and families! We could not do what we do without their leadership, expertise, and support. They are true champions of maternal infant health!



Board Members, L to R: Emilee Keen, Bettie Ann Haley, Christine Harrison, Kirk Zeppi
Not Pictured: Patty Benson

New Breastfeeding Services

Thanks to a generous donation from Trinity Lutheran Church and a grant from Cheers for Charity, a local philanthropic giving circle, Healthy Start has been able to create a new room in our coalition office dedicated to breastfeeding support. We're just in the process of putting some finishing touches in the room like art work. Two of our certified lactation counselors (CLCs) will now be able to offer in person, onsite assistance to moms experiencing any breastfeeding challenges. Moms or families who need assistance can call our office at 941-714-7541 to schedule an appointment.

Our profound thanks to the Cheers for Charity grant program and the Trinity community, and Pastor Bobbie Blackburn, for making this possible through their generous support of our mission to improve outcomes for moms and babies!



Client Testimonial

Kripa, a new, first time mom of a baby girl, had these words to share about her recent experience with Healthy Start and the Mothers & Babies curriculum her Care Coordinator Cecilia Rivera shared with her: Working with a care coordinator like Cecilia helps you access information and resources in a much easier, more efficient way than looking for it all on your own. Having participated in the Mothers & Babies curriculum while pregnant helped me rethink my prior mindset that my life basically needs to stop and center entirely around the new baby. Rather, going through the program helped me realize that as a new mom you can still do things you enjoy – your life doesn't stop - and that there are resources available to help you. For new moms, this is definitely a program to take advantage of; all the knowledge you gain will apply to your current and future pregnancies. Because of the different assessments Healthy Start offers, they're able to provide very individualized services that are tailored to meet each mom's needs.

Save the Date!



CHEERS FOR CHARITY PRESENTS
Christmas in July

5TH ANNUAL GUEST BARTENDING EVENT
WITH PHOTO BOOTH, DJ & RAFFLE

JULY 9, 2019 | 5:30 PM
NAUGHTY MONK BREWERY

DON YOUR HOLIDAY FINEST & JOIN THE WOMEN OF THE C4C GIVING
CIRCLE AS THEY BARTEND TO RAISE FUNDS FOR LOCAL CHARITIES:
FOUNDATION FOR DREAMS * STILLPOINT MISSION * STEP UP SUNCOAST
* REALIZE BRADENTON * FACE AUTISM * HEALTHY START MANATEE

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, 2018 and April 30, 2019, 2,530 pregnant women have been screened, making Manatee County's prenatal screening rate 88.0%. In addition, 2,432 mothers of infants were screened, making the infant screening rate 84.6%.

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, 2018 to April 30, 2019	
Provider	Number of Screens
East Manatee Women's Health Center*	5
Edgar H. Price, Jr. OB/GYN*	102
OB/GYN Women's Center	206
River Landings OB/GYN*	209
Premier OB/GYN	100
University Park OB/GYN	111
West Manatee OB/GYN*	1,215
Other Manatee County Providers	7
Providers in Other Counties	708
Total	2,663

*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