



Every baby deserves to be born healthy

# Mission

The Coalition is committed to providing the highest quality of services to pregnant women and children from birth to three years of age.

The Healthy Start Coalition of Manatee County, Inc., a 501(c)(3) nonprofit corporation, is a community coalition dedicated to enhancing maternal and infant health care; we aim to assure that all women and infants have access to the following, which promote healthy birth outcomes, positive parenting, and optimal child development:

- ▣ prenatal care
- ▣ pediatric care
- ▣ parent support

# History

Florida Healthy Start Coalitions:

were established by the Florida Legislature in 1991

to reduce infant mortality and the number of low birth weight and preterm babies in the state

charged with improving maternal and child



# Local Maternal Child Health

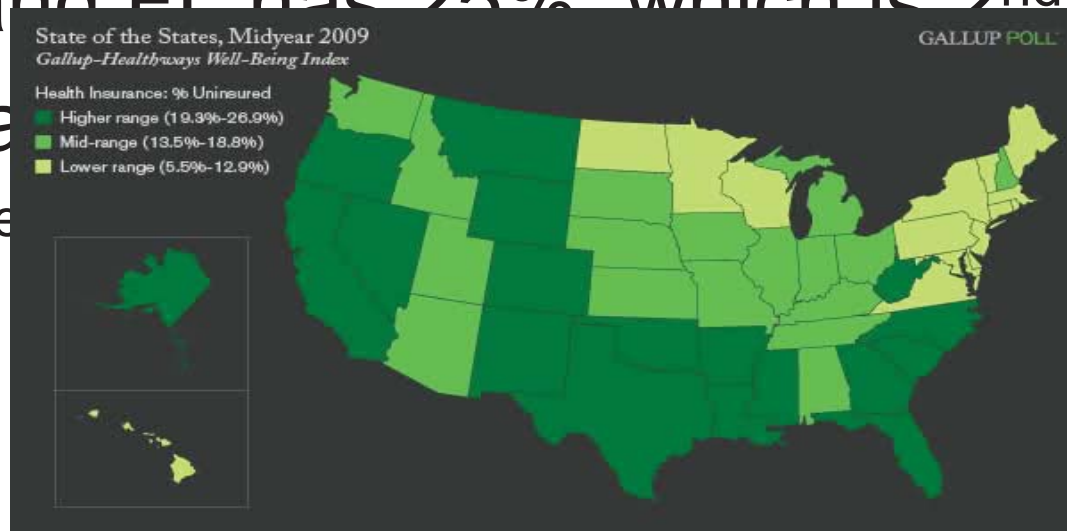
## Trends

Close to 20% of pregnant women are uninsured; Manatee ranks 6<sup>th</sup> highest in the state for births to uninsured women (Pregnancy and Young Child Profile, FL CHARTS)

Overall, Manatee County has 24% uninsured rate and FL has 25% which is 2<sup>nd</sup> highest in

the nation  
Insurance

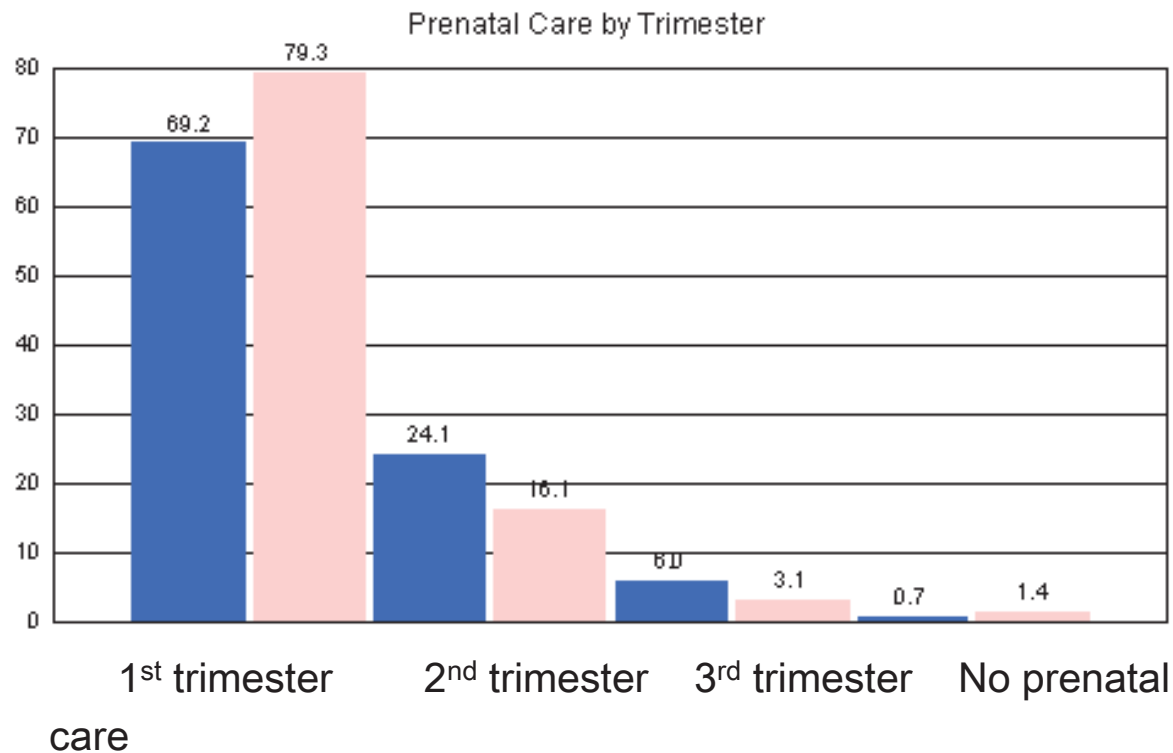
all Area Health



# Local Maternal Child Health Trends

## Con't

34% of pregnant women receive late or no prenatal care (FLDOH Health Problem Analysis 2010)



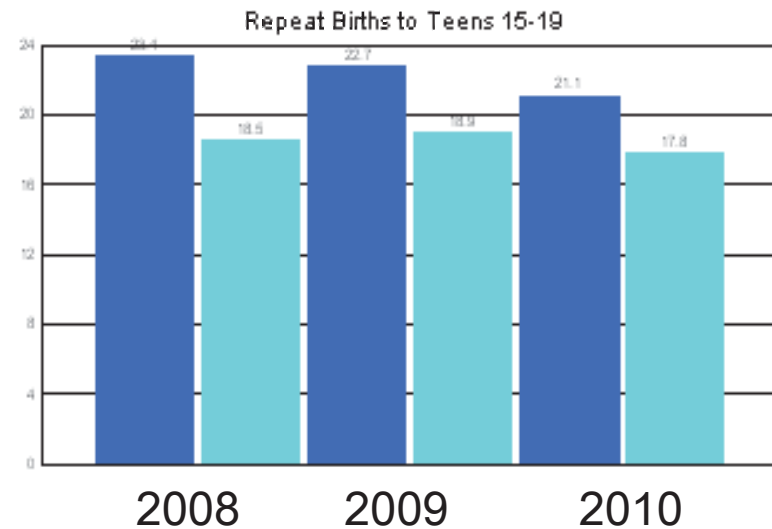
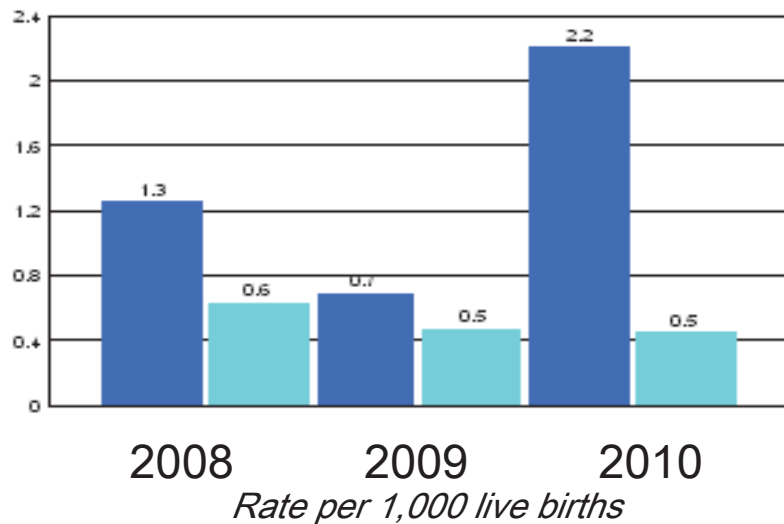
*Blue = Manatee County*  
*Pink = Florida*

# Local Maternal Child Health Trends

## Con't

Births to young teens have increased and repeat births among parenting teens remain

over 20% (Florida Health Prob



Dark blue = Manatee County  
Turquoise = Florida

# Eligibility

All pregnant women and children through age 3 living in Manatee County



# Client Participation

Healthy Start Risk Screen: confidential 1-page risk assessment tool

OB/GYN & pediatric providers voluntarily screen pregnant women and new moms to identify risk factors

Providers refer women and infants to the





# Programs & Services

## Direct Client Services

Comprehensive community-, clinic-  
hospital-based care coordination

Childbirth education

Breastfeeding education and support

Nutrition counseling

Parenting education

Psychosocial counseling

Referrals for other community services as  
needed



# Programs & Services Con't

## MomCare

Medicaid health insurance for pregnant women

MomCare advisor provides assistance with accessing prenatal healthcare services, and related services



# Programs & Services Con't

## Community Outreach

Community Health Worker Initiative: provides small group education, patient navigation and support on various health topics

- ▣ Breast Cancer
- ▣ Interconceptional Care
- ▣ Tobacco prevention/cessation
- ▣ Cardiovascular Health

Events, festivals, health fairs

Moms' Groups and Mom's Closet



# Programs & Services Con't

## Provider Engagement

Monthly MCH professional development opportunities

Open to all health and social service providers, as well as interested individuals in the community

CEUs provided



# Community Campaigns & Collaborations

**Teen Pregnancy Prevention:** In collaboration with the Healthy Teens Coalition of Manatee County and the School District, Healthy Start engages in community awareness efforts and direct interventions with pregnant/parenting teens.

**Prescription-drug Exposed Infants:** In partnership with the Manatee County Substance Abuse Coalition, local medical experts, and impacted families Healthy Start is focused on prevention, education and advocacy among all stakeholders, including doctors, women of childbearing age, and elected officials/policy makers.

# Community Campaigns & Collaborations Cont'd

**Infant Safe Sleep Campaign (SIDS/SUIDS prevention):** In partnership with the Manatee Sheriff's Office, Manatee Educational Television, and other community partners Healthy Start engages clients and the community at large on how to prevent accidental infant sleep deaths.

**CHART Manatee:** Healthy Start is a charter member of the Community Health Action Response Team (CHART), which works to develop and implement health policies in the community, such as workplace breastfeeding policies.

# Impact

2,755 women and infants - from among 3,165 births - received Healthy Start direct services in FY 2011-12 (through May 31)

Risk screening of patients was conducted at a rate of 91% by OB/GYN and pediatric providers

Healthy Start engaged over 1,500 community members on MCH topics at 20 community events

# Partners

Media

Health Professionals

Hospitals & Clinics

Businesses

Social Service Agencies

Faith and Civic Groups

Local Government Agencies (e.g. Sheriff's Office,  
School District, Health Department)

Community Health Coalitions

Volunteers





# Get Involved!

Volunteer

Donate essential baby items/supplies

Make a contribution



# Contact Healthy Start

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Bradenton, FL 34209

Website: [www.hsmanatee.com](http://www.hsmanatee.com)

