

Healthy Start
Coalition
of Pinellas, Inc.

2019-2020

Annual Report





We are proud to announce the Healthy Start Coalition of Pinellas, Inc. new mission statement to reflect and further our work on racial equity.

Our Mission

The mission of the Healthy Start Coalition of Pinellas, Inc. is to promote healthy pregnancies, babies, and families by providing services and facilitating access to resources through community partnerships while advancing racial equity and cultural responsiveness.

Our Vision

Healthy families living safe and affirmed in a supportive community.

Our Goals

- Minimize systemic racial, social, and economic barriers in maternal, child and family wellbeing.
- Ensure accessible, affordable, and equitable health and human services.
- Establish public/private partnerships for coordinated community-based care.
- Affirm and support the roles of those involved in a healthy pregnancy from pre-conceptual health to birth.

Healthy Start Services



Pregnant women and newborns are screened statewide using the Healthy Start Risk Screening tool to identify factors leading to poor health/developmental outcomes. Services are based on need and not insurance or income.



- 70% of all pregnant women were referred to CI&R
- 73% of pregnant women were referred based on their request
- 53% of all pregnant women and of families with infants were contacted by CI&R
- 52% of all expectant families contacted by CI&R were connected to Home Visiting Services



Healthy Start Program

Services include parenting, childbirth education, counseling, breastfeeding support and smoking cessation.

443 women & 449 infants were served

95% of Healthy Start mothers initiated breastfeeding

98% of moms who indicated depression received mental health services

75% of parents who reported smoking quit or reduced smoking



Wrap Around Services

Providing additional support for Healthy Start clients

100% of families surveyed would recommend services to a friend

Mental Health Counseling

Uninsured families were able to receive mental health services at no cost to them

Dietitian Services

100% of families surveyed reported increasing their knowledge about nutrition

Doula Services

Improved rates of breastfeeding, lower rates of pre-term birth and C-sections

Lactation Services

100% of families surveyed reported increasing their breastfeeding knowledge



Supporting Parents in Recovery

192 Families were served

100% of families experiencing family violence received education, support, and were referred to services

94% of parents report practicing safe sleep practices



34 Reviews of fetal and infant death were completed

Nearly **25%** of families were interviewed

More than **50** state and local recommendations were made

Based on the reviews grief counseling training was provided to all maternal and child health programs. New partnerships were created including Hearts You Hold to support immigrant families.



Beds 4 Babies

373

Infants received a safe and separate place to sleep & all families received safe sleep education

100%

of families increased their knowledge of safe sleep practices

100%

of these families celebrated their baby's first birthday



Thank you for helping us support mothers, infants and families in a difficult year

The pandemic came with many challenges to support families in our programs. Pregnant women were asked to stay home to protect themselves from the unknown effects of COVID-19. Our community came together to provide relief to families served by the Coalition. Through partnerships with agencies such as Feeding Tampa Bay, Beth Dillingers' Nourish to Flourish Program, The Kind Mouse, Pasadena Community Church and other businesses, we distributed over 68,000 meals to an average of 120 families weekly. We'd like to thank our community for supporting Healthy Start mothers, infants and families in Pinellas County.



Healthy Start Success Stories



Healthy Start Program

"I cannot imagine how challenging my journey into motherhood would have been without Healthy Start Pinellas. Our family is incredibly lucky to have such an amazing support group. Who knew that by signing up for a program at the health department without knowing much about it, would turn into such a positive experience."

- A.P



Beds 4 Babies Project

"I have learned that my baby is to sleep without stuffed animals, pillows and no blankets in bed. I am also not to sleep with her because I can roll over her and hurt her. Next week we are going to set up the nursery. I am going to breastfeed and I will be pumping since I go to school. I hope to graduate in three years and then go to college."

- A.J



Healthy Start Doula Services

Maria was referred to Mari, the Healthy Start Doula due to limited English and advanced maternal age. Maria faced struggles in the past with doctors and hospitals due to her limited English. Mari was able to help her understand her care plan and eased her stress. Maria delivered a full term healthy baby boy and is breastfeeding exclusively. Maria and her husband were very happy for all the support they received from the Healthy Start Doula.



Parents As Teachers+

Shelby and her family were living in a hotel when she enrolled to the Parent's As Teachers Plus Program. Shelby was eager for support during her pregnancy due to concerns regarding her unborn baby's growth while living in a hotel. With support from her Parent Educator and registered nurse, Shelby gave birth to a healthy baby boy and the family was able to transition into a rental home. The family continues to seek and use parenting information, Mikey is meeting his developmental milestones and the family was identified as the Healthy Start ambassador family for the Forever 55 Legacy Program, the 1st 1,000 Days Tampa.

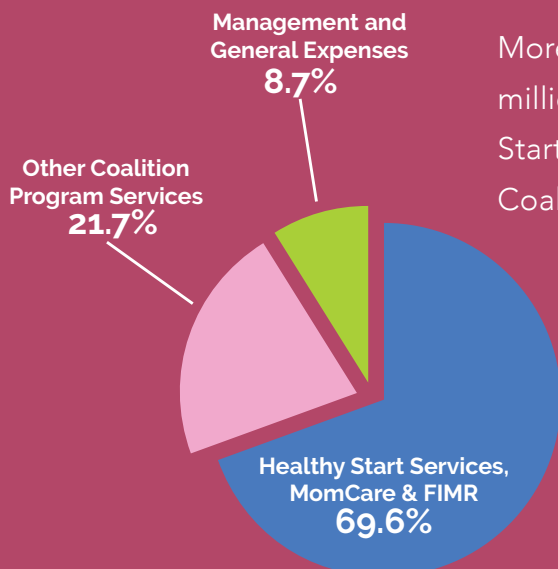
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2019-2020 Fiscal Year in Review

More than **91%** of the Coalition's total FY 19-20 expenditures of **3.26** million dollars were for program services. In addition to funding Healthy Start services for pregnant women, moms, babies and their families, the Coalition also:

- Received **\$617,436** in state and federal funding for Maternal Infant and Early Childhood Home Visiting (MIECHV) Parents As Teachers+ Program
- Received **\$224,141** in in-kind services and donations
- Had volunteers donate **1,449** hours



Thank you to our funders:



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START**

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FOUNDATION

FAMILY STUDY CENTER



Florida
Maternal Infant & Early Childhood
Home Visiting Initiative

Thank you to our providers:

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Gladis Rubio, IBCLC
Empath Health

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Juana Maria Villavicencio, CCCE, CLD
Laurie Goodrich, RN

Sarah Krieger, MPH, RDN
Suncoast Center, Inc.
Charlene Gunn

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Jacqueline Scott
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