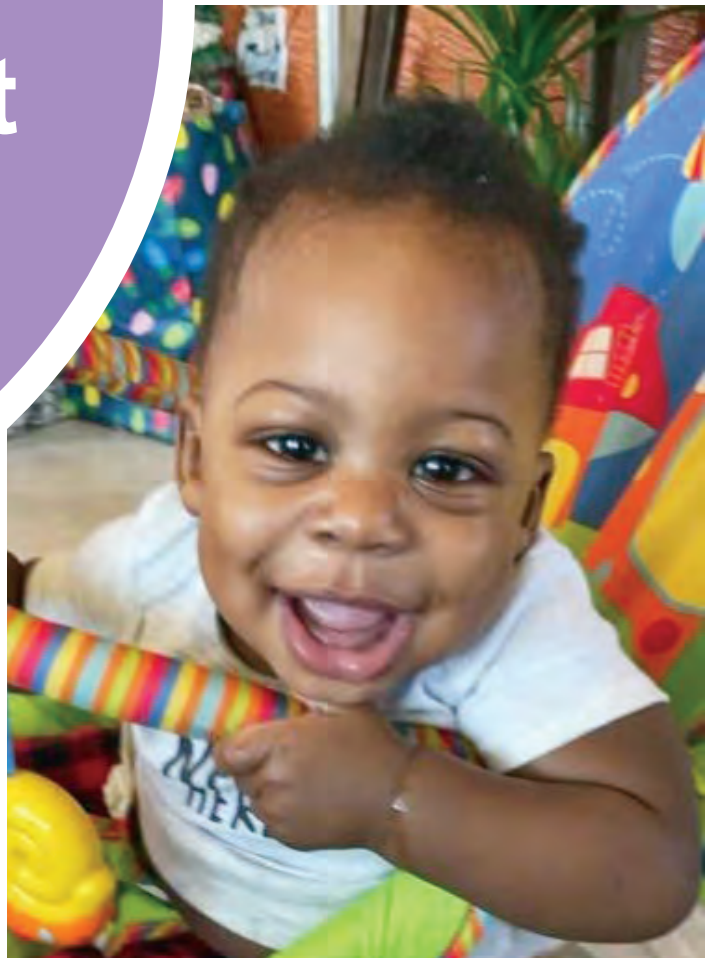




Healthy Start
Coalition
of Pinellas, Inc.

2020-2021 Annual Report



Thank you to our 2022 Annual Meeting Sponsors!



Women's Health Care



*Anthony and
Carina Capella*



*High Point
Coin Laundry*

*Dunedin
Coin Laundry*



In 2020 Healthy Start Coalition of Pinellas, Inc. announced a new mission statement to further our work on racial health equity. Since then we've taken important steps to put words into action.

Going Beyond the Screening Score

The Coalition participated in USF Family Study Center Trauma Informed Infant Family Mental Health training sessions. We are using these guiding principles and processes when working with clients and providing reflective supervision with direct service staff. Most importantly, we are reaching out to families based on their choice, not strictly based on medical provider referral or score on the Healthy Start screening form. We prioritize marginalized communities and families of color to ensure they are connected to services to promote equitable access to care. As a result of this fundamental system change, the percentage of referrals for trauma-informed intakes and home visiting services received based on the client's request rose to 73%, an increase of 228%; supporting more families to give their baby's a healthy start.

Home Visiting Collaborative Improvement and Innovation Network (HVCollIN)

The Coalition's PAT+ program participated in the national HV CollIN to address health equity by equipping staff with tools to identify fractures in the system that influence health disparities, and to promote and sustain health equity in the services provided to families. We gained an increased understanding of the racial barriers and challenges faced by people of color in accessing and participating in the health care system. Our PAT+ Parent Educators ensure referrals are provided to link families to services minimizing potential health inequities.

**We remain dedicated to advancing equity in
maternal, child, and family health.**

Healthy Start Success Stories



Healthy Start Doula Services

Deborah was referred to Mari, the Healthy Start Doula, due to a previous traumatic birth experience. Mari helped Deborah close the chapter of her first delivery and prepare for a new, beautiful experience. Deborah was empowered to effectively advocate for herself and managed labor pain through belly dance techniques! Deborah delivered a full term healthy baby girl and is breastfeeding exclusively. Deborah and her husband were appreciative for the support and guidance they received from Healthy Start and Mari.



Beds 4 Babies Project

"Today I learned a lot. All my babies slept with me in bed- it's what we do. I did not know how many babies died from co-sleeping. My baby's Pediatrician told me that it is not safe and connected us. I am very grateful for everything. Now I know babies should always be on their backs to sleep, allow him to digest his food before laying him down to prevent spit ups, no co-sleeping, room sharing is best, eat a snack while feeding to help me stay awake and to let everyone know what I just learned." -V.M.



Parents As Teachers+

Brooke and her daughter, Jade, came to Parents As Teachers+ when Jade was a newborn. Brooke was connected with PAT+ Parent Educator, Connie. They worked together for 3 years: empowering Brooke to be a healthy role model, supporting her with resources for personal care and child development, as well as encouraging a positive academic foundation for Jade. Brooke graduated in September 2021 and reported greater confidence in her skills and abilities. Jade too had many accomplishments: learning her alphabet, counting, identifying colors, and enrolling in Head Start.



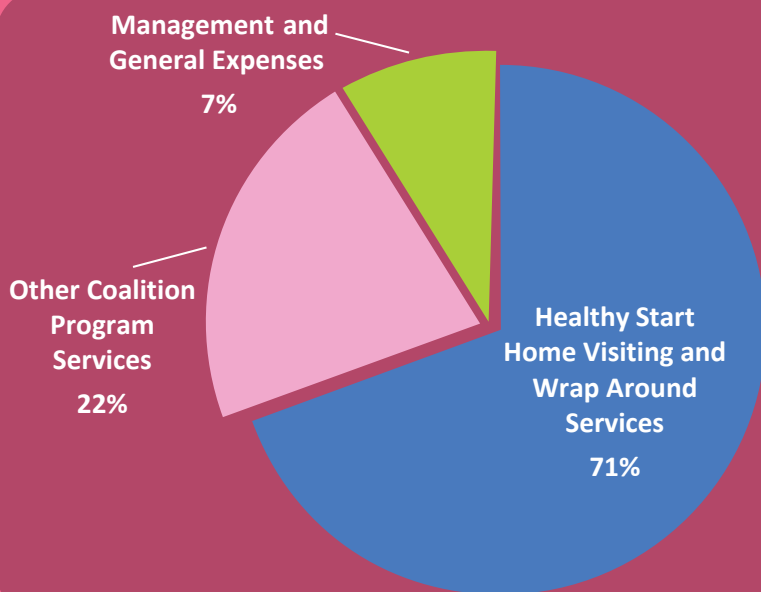
Healthy Start Program

"Enjema arrived to the US as a refugee from Cameroon. Her American dream began with unfortunate circumstances, which resulted in her pregnancy. This news brought anxiety and uncertainty to her already challenging journey. In Enjema's 2nd trimester and unaware she was carrying twins, she found the local DOH and was immediately connected with Healthy Start Care Coordinator, Cristiana. Enjema shares, "the moment I met Cristiana I felt loved, safe, and cared for. Cristiana taught me the importance of self-care and to manage life one day at a time." Cristiana connected Enjema with our Doula to increase a positive outcome. When the twins were born one was healthy enough to go home, but the other required 100 days of NICU medical care. Healthy Start supported Enjema through a challenging journey. Enjema is a strong, loving, and dedicated woman and her children are healthy and loved.

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.

2020-2021 Fiscal Year in Review



93% of the Coalition's total FY 20-21 expenditures of **3.91** 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 \$343,883 in donations of in-kind services and goods
- Had volunteers donate 1,259 hours

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.

7,190

Pregnant women
+infants born

92%

Prenatal screen
offer rate

93%

Prenatal screen
consent rate

96%

of all newborns
were screened



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.

408 women & **343** infants were served

82% of Healthy Start mothers initiated breastfeeding

100% of moms who indicated depression received mental health services

94% 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

Doula Services

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

Lactation Services

100% of families surveyed reported increased breastfeeding knowledge and confidence

Mental Health Counseling:

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

100% of individuals surveyed reported feeling in a better place to meet life's challenges



Supporting Parents in Recovery

169 Families were served

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

93% 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

229

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 generously supporting our families during the holiday season!



Thank you to our funders:



FOUNDATION



Giving Humanity a Hand for 50 Years



Florida
Maternal Infant & Early Childhood
Home Visiting Initiative



FAMILY STUDY CENTER



Thank you to our providers:

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