

# Starting Off Right

A Quarterly Newsletter from  
 Healthy Start Coalition of Jefferson,  
 Madison & Taylor Counties, Inc.

WINTER 2015



## Quality Parenting Essential to Healthy Start

A Quality Improvement Process (QIP) was conducted as a first step to improve the implementation of the Parents as Teachers Program (PAT) program within the Healthy Start system for Madison, Jefferson and Taylor counties. PAT

is an evidence-based parenting program targeting moderate-risk mothers postpartum. The curriculum is designed to improve infant care and strongly supports establishing and enhancing familial relationships and community ties.



### Parents as Teachers™

**A deeper approach to building strong families and promoting positive parent-child interaction, so children are healthy, safe and ready to learn.**

More than 25 years ago, Parents as Teachers developed its evidence-based home visiting model using the best research available on child development. Today, Parents as Teachers continues to build on this long history by adopting a deeper approach to training and curricula — one that provides a broader context of parenting education and family support, building protective factors, especially for those families in vulnerable situations.

#### Core Competencies

Parents as Teachers provides evidence- and research-based training that supports parent educators as they develop proficiencies in five core areas:

**Family Support and Parenting Education:** Parent educators give families the education and support they need to promote their young children's healthy development and prepare them for success in school and life.

**Child and Family Development:** Parent educators help parents to understand what to expect during each stage of development and how to promote the best development in their children.

**Human Diversity Within Family Systems:** Parent educators demonstrate respect for the unique needs of families and understand the influence of diverse family systems, culture and socioeconomic status in child

development and school readiness.

**Health, Safety and Nutrition:** Parent educators help parents establish healthy and safe environments and parenting practices that allow children to learn, grow and develop to realize their full potential.

**Relationships Between Families and Communities:** Parent educators strengthen families by building partnerships, connecting parents to supports, and fostering parent engagement and leadership in schools and community organizations.

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#### Contact Us

1336 SW Grand St.  
 PO Box 568  
 Greenville, FL 32331  
 Phone: 850-948-2741  
 Fax: 850-948-3072  
 cjhutto@healthystartjmt.org  
 www.healthystartjmt.org

## Healthy Start Care Coordinators Trained in New Smoking Cessation Curriculum

The March of Dimes and Tobacco Free Florida partnered with the Florida Association of Healthy Start Coalitions to provide training and materials for Healthy Start Coalitions across the state. Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) is an award-winning, evidence-based program shown to be effective in helping thousands of pregnant women quit smoking. It is designed to be a component of a patient education program for prenatal care providers, and is cited by the Agency for Healthcare Research & Quality's Smoking Cessation Clinical Practice Guidelines.

The SCRIPT Training Program: To provide insight and skills on how the program can become part of routine prenatal care. After the training, participants should be able to: Promote and get "buy" in for the SCRIPT Program Market and disseminate

the Program to administrators, medical staff, health educators, and others Demonstrate how to assess pregnant women for smoking Plan the implementation of the SCRIPT Program in their organization Organize staff who will be involved in implementing the SCRIPT Program Evaluate the effectiveness of the SCRIPT Program

The Program is distributed by SOPHE, the Society for Public Health Education, a nonprofit professional organization founded in 1950 to provide global leadership to the profession of health education and health promotion and to promote the health of all people. You can order program materials by calling SOPHE at (202) 408-9804 or going to [www.sophe.org/Sophe\\_Resources.cfm](http://www.sophe.org/Sophe_Resources.cfm).



To protect the people of Florida from the dangers of tobacco.



### Healthy Start Board Vacancy for Taylor County

The Healthy Start Coalition of Jefferson, Madison & Taylor Counties, Inc. will hold an election for a Taylor County Representative for Maternal and Child Health. To be elected to the Board, an individual must be at least 18 years of age and a resident of Taylor County. Individuals interested in having their names placed on the ballot should contact Cindy Hutto at (850) 948-2741 no later than Feb. 15, 2015.

The Election will be held the last week of February 2015. Listed below are the general duties of Board members:

1. Sets major organizational, personnel, fiscal, and program policies.
2. Determines overall program plans and priorities and evaluation of performance.
3. Final approval of all program proposals.
4. Enforcement of compliance with all conditions of state, federal, and local grants.

The terms of office as a Board member shall be three years (2015–2018). The Healthy Start Coalition of Jefferson, Madison & Taylor Counties, Inc. Board of Directors meets quarterly in Greenville, Fla.

### Food Distribution in Greenville



Healthy Start continues to partner with the Renewed Life Outreach Center, providing charitable food distribution every other Wednesday. The Center is located at 1378 SW Grand Street, Greenville, FL 32331; please contact Cindy Hutto at (850) 948-2741 for more information.



# Healthy Start Delivers Prenatal Education with some Tricks and Treats

To help support its preconception message, the Coalition gave out nearly 30 “Treat Bags for Moms” on Oct. 31 filled with information on STD prevention, nutrition, Whole Child Connection, folic acid, and self-breast exams, along

with additional preconception health messaging and family planning supplies. Visitors also included over 80 kids who trick or treated at the Coalition, receiving tasty goodies of their own.



## Prenatal Care Group Appreciative of Quilts and other Donations

The Jefferson County Healthy Start 2014 Fall/Winter Prenatal Group attended a Baby Party on Dec. 2, which was a time for saying farewell and good luck. The care coordinators imparted lasting words and education concerning baby spacing, birth control, and being successful parents. The women enjoyed playing games, eating, talking with each other, and receiving gifts, especially the handmade quilts, which had been generously donated by the Pine Tree Craft & Quilters. Each participant was thankful for the group experience and the care coordinators who facilitated the monthly parenting groups.



**February is National Children's Dental Health Month**



# Healthy Start Issues Statewide Priorities

In Florida, our challenge remains with minority health disparities and premature/low birth weight babies.



## PRIORITY 1:

### Premature Births & Low Birth Weight Babies

While Florida has the lowest infant mortality rate of all southern states, a challenge remains with the high number of premature births. “In 2013, 30,145 infants were born prematurely with Florida receiving a grade of “D” from the March of Dimes. Premature infants are 15 times more likely than other infants to die in the first year of life. The average medical costs for a preterm baby are more than 10 times higher with \$4,389 for a healthy baby and \$54,149 for a preterm baby.

A healthy birth is the key to decreased costs in the future such as developmental delays that impact school readiness and the ability to learn, higher risks for juvenile delinquency, and the ability for the future young adult to become a productive member of the workforce.

Maternal Child Health research shows women who received prenatal care coordination services were found to have significantly better birth outcomes, including fewer low-birth weight infants, fewer preterm infants, and fewer infants transferred to the neonatal intensive care units. A study of the Hillsborough County federal Healthy Start showed pregnant women who received care coordination services were 30% less likely to have a preterm infant and low birth weight infant than women who did not receive those services.

## PRIORITY 2:

### Minority Health Disparity

Currently (2013), black infant deaths occur at a rate of 10.6 as compared to white babies at 4.6. A powerful prevention model to address Minority Health Disparity is a community Fetal and Infant Mortality Review (FIMR) team. Currently, there is only enough funding for 11 of the 33 Healthy Start Coalition areas to conduct local FIMR projects. There has never been a funding increase for FIMR project.

FIMR is a nationally recognized model. Local FIMR teams of professionals conduct root cause analyses of infant deaths to make recommendations for policy development and systems change to reduce future risks. An evaluation of national FIMR projects showed that “FIMR programs contribute significantly to improvements of systems of healthcare for pregnant women and infants through enhanced public health activities in the community” through diverse, public and private partnerships.

“FIMR puts a face on infant mortality. It is an effective process for identifying issues that impact mothers and babies in our communities,” states Karen Harris, MD, MPH, ACOG District XII leader and chair of the state March of Dimes Program Services Executive Committee.



## ACCESS Services Available at Greenville Office

The Healthy Start Coalition Office in Greenville is getting more traffic for Economic Services application assistance. As an ACCESS Partner, the coalition staff is available to assist families in a comfortable, convenient, and confidential setting. Please phone (850) 948-2741 for additional information.





**Healthy Start Staff**

Donna Hagan  
*Executive Director*  
 850-948-2741  
 dhagan@healthystartjmt.org

Cindy Hutto  
*Business Manager*  
 850-948-2741  
 cjhutto@healthystartjmt.org

Tonya Bell  
*Community Health Educator and  
 Whole Child Advisor*  
 850-253-5355  
 tbell@healthystartjmt.org

**Direct Service Staff**

Supervisor - Jefferson & Madison  
*Shanetha "Nita" Mitchell*  
 850-973-5000 (Ext. 219)

Care Coordination - Madison  
*Tangela Knight & Michele Stout*  
 850-973-5000

Care Coordination - Jefferson  
*Jennifer Brown*  
 850-342-0170 (Ext. 107)

Supervisor - Taylor  
*Kristie Lutz*  
 850-584-5087 (Ext. 139)

Care Coordinator - Taylor  
*Sarah Bayes & Linda Murphy*

**Board Members**

Eric Scott *President*  
 Gladys Roann *Vice-President*  
 Ernest Bruton *Secretary/Treasurer*

*Jefferson County Members:*  
 Lynn Elliott  
 Tomica King

*Madison County Members:*  
 Lucile Day  
 Bonnie Webb

*Taylor County Members:*  
 Corrie Willis  
 Vacant

**Parents as Teachers**  
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Dr. Gary Walby, PhD was recently contracted to review the status of the local PAT program over the five year period, 2009–2014, which he reported to Healthy Start leadership and guests during a luncheon held on Dec. 8 in Perry.

“The PAT program must be implemented at the highest level of fidelity, meeting all critical standards,” Walby noted. “It should have a positive impact on downstream child outcomes, including school readiness, as well as enhancing development and enhancing protective factors for abuse and neglect,” he went on to say.

Executive Director Donna Hagan thanked the speaker and leadership, and then brought smiles to guest clients and their children by providing them with gift bags. Emphasizing her commitment to this vital resource, she stated, “PAT is making a difference, and with this additional planning, we can enhance delivery that will have a positive impact on both the clients and communities we serve.



**2015**

**January**

**26–28** Door-to-door campaigns to promote folic acid awareness in each county

**26** Taylor County Shared Services

**February**

**24** Jefferson County Shared Services - Meeting will be held at the Jefferson County Extension Office (IFAS) in Monticello

**25** Madison County Shared Services

**April**

**27** Annual State of the Infant Meeting in Taylor County

**28** Annual State of the Infant Meeting in Jefferson County

**29** Annual State of the Infant Meeting in Madison County

