

Starting Off Right

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

FALL 2016



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Coordinated Intake & Referral to Reshape Service Landscape

By 2020, every pregnant woman residing in JMT is offered evidence-based home visiting services, resulting in the best start in life for her baby.

“It’s not just a vision statement” says Donna Hagan, Executive Director for the Coalition, “it is a commitment to our families, and it is happening.”

Since January 2016, the Coalition has

been facilitating the work of a collaborative project to bring a Coordinated Intake and Referral (CI&R) project to these counties. With dedicated team members from Healthy Start, Healthy Families, 2-1-1 Help Me Grow, Early Head Start, FDLRS, Head Start, and Early Steps, the vision is now a reality. On Oct. 1, these partners that serve our most

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Show Your Love Campaign Building Partnerships

Show Your Love is a national campaign designed to promote well-being and support young women and men as they strive to achieve their goals and make healthy lifestyle choices today. Locally, Community Educator Tonya Bell conducted SYL workshops and community outreach throughout the area, resulting in both working partnerships and client connections.

“Healthy birth outcomes, as well as the lifestyles needed for babies to thrive, begin before conception,” noted Bell. “Our Show Your Love program incorporates the materials and structure we need to accomplish that goal.”

This sentiment was echoed by Suzanne

Woodward from the UNC Center for Maternal & Infant Health, who provides oversight for the project. Additionally, in a recent exchange praising local SYL activities, Woodward stated, “We are planning to feature your Show Your Love work in our upcoming PCHHC national newsletter.”

Of course, no one is prouder of these achievements than Executive Director Donna Hagan, who added, “The well-being of babies, along with their families and caregivers, is our top priority. Tonya and all those who contributed to developing and delivering this program should be applauded.”



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Show Your Love Preconception Health

The effective delivery of SYL gained Healthy Start praise from its federal partners.



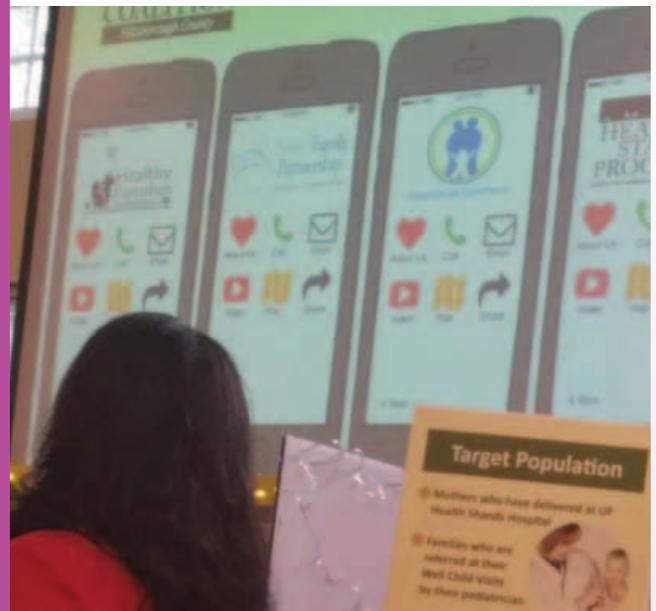
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vulnerable families will be following a decision tree designed to meet the needs of — and be the best fit for — families in terms of service provision. We will measure our initial impact in January 2017, make adjustments, and test again. The goal is to have it tested, optimized, and in place by Sept. 30, 2017.

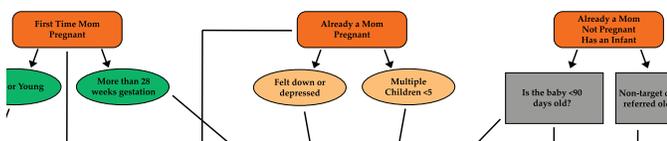
For community members, an option is in development to refer pregnant women and infants. This will be accomplished through a secure portal. “Click and submit” sends the referral directly to Candida Akins, our staff’s new addition. It will be her role as the primary intake specialist to evaluate the referral and find the best home visiting service for the family.

Please stay tuned for more information and findings from our project. We are planning to host a community forum in April 2017 to inform the entire community on the details and progress of our project.



Healthy Start JMT met in Madison with tri-county providers and partners to develop guidelines for implementing CI&R.

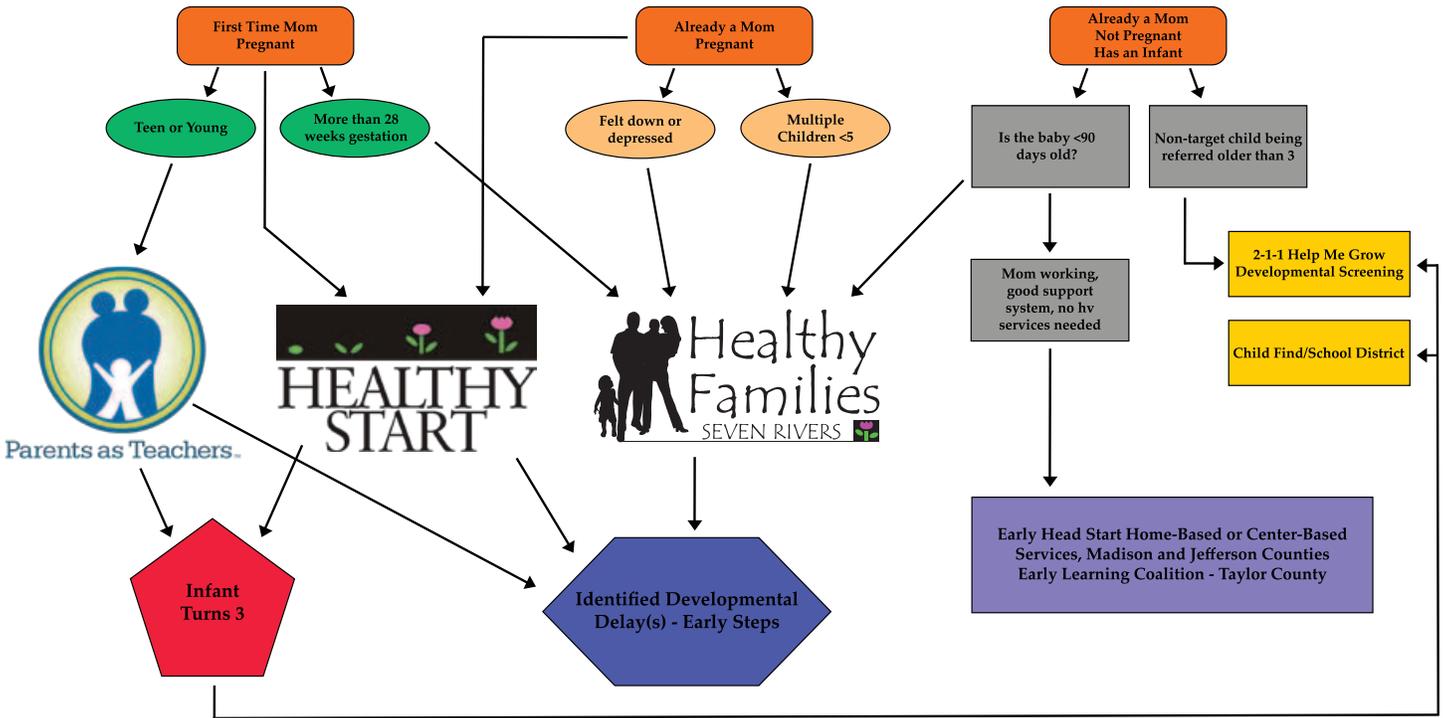
Jefferson, Madison & Taylor Counties Home Visiting Referral Decision Tree Based on Healthy Start Initial Contact



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During the statewide CI&R conference in Tampa, best practices were proposed to ensure the most effective launch and sustainability of CI&R.

Jefferson, Madison & Taylor Counties Home Visiting Referral Decision Tree Based on Healthy Start Initial Contact



N H S A HEAD START AWARENESS MONTH

 HEALTH LITERACY AWARENESS MONTH

 NATIONAL PREGNANCY & INFANT LOSS AWARENESS MONTH

Awareness 1-0n-1

October is Awareness Month for efforts central to serving individuals and families in the tri-county community. **Please take a look** and think of just one person who would benefit from being introduced to your Coalition.

 NATIONAL BREAST CANCER AWARENESS MONTH

 SUDDEN INFANT DEATH SYNDROME (SIDS) AWARENESS MONTH

 NATIONAL SAFE SLEEP AWARENESS MONTH
SAFE TO SLEEP

 NATIONAL RSV AWARENESS MONTH

Healthy Families Seven Rivers Offers Guidelines for Home Visits and Zika

Prevention is the Best Protection

The emergence of Zika has been a concern for many around the United States, but especially for pregnant women in Florida. Unfortunately, Florida's warm, tropical weather and international tourism provide conditions for mosquito breeding and the transmission of mosquito-borne illnesses, including Zika.

Zika is a virus that is especially threatening during pregnancy, as it can cause birth defects to the growing fetus causing abnormalities to the brain, eyes and hearing, as well as impaired growth.

Zika is a direct threat to the Healthy Start Coalition's mission of improving pregnancy outcomes of women in Jefferson, Madison and Taylor counties (JMT). As a public health agency, we are familiar with how well prevention can make a difference, and have equipped our "home visitors" with training on Zika, along with information and simple tools to share with families that can go a long way.

Home visitors were met with gratitude from families as they provided concrete information and access to someone who could help them navigate through it. Home visitors also provided answers to questions and followed up on concerns.

Through limited funding, home visitors were also able to provide Zika prevention kits to participants in Healthy Families Seven Rivers, including mosquito repellent, barrier contraception, stroller nets, and literature from the Center of Disease Control and Prevention and the Florida Department of Health regarding Zika awareness and prevention.



Rebecca Severin (right) welcomes Candida Akins (left) to the HFSR team. Candida will be joining the team to improve home visiting, support Zika virus awareness, and coordinate aspects of the Centralized Intake and Referral Project (CI&R), as well as providing assessments for families under the Healthy Families Seven Rivers program. Please join us in welcoming her aboard. She can be reached at cakins@healthystartjmt.org.

The following is the top question from the field and the answer:

Q: Zika is in south Florida, so why do I need to be worried about it in north Florida?

A: While it is true that most cases of Zika have been detected many miles south of us, it is best to be proactive and prevent mosquito bites during pregnancy. Mosquitos can carry other diseases that can be a threat to a mother and growing fetus, including West Nile Virus, Dengue and Chikungunya, so it is best to take preventative precautions.

Here is a quick reference to what is shared:

- Zika is passed through mosquito bites and unprotected sex with a Zika-infected person
- Use only EPA-registered insect repellants, which are safe for pregnant or nursing women to use
 - **Do not** use insect repellent on babies under two months of age
 - **Do not** use oil of lemon eucalyptus on children under the age of three
 - **Do not** apply insect repellent to a child's hands, or anyone's mouth or irritated hands
- Cover up — wear long sleeve shirts and long pants
- Prevent mosquito breeding by eliminating standing water around your home
- If bitten:
 - Do not panic
 - Watch for symptoms like joint pain, nausea, chills, vomiting, skin rash, or body aches
 - Report any symptoms to your healthcare provider right away

Visit these helpful websites for more information: www.cdc.gov/zika, www.cdc.gov/features/StopMosquitoes, and florida-health.gov.



Healthy Start welcomes Tammy Hinson to the great Madison service team. She will be an integral part to continue to build its notable record of success.



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Tomica King

Madison County Members:

Ernest Bruton

Taylor County Members:

Eric Scott

Nichole Wilder

**Show Your Love Partnerships
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Above: Tonya Bell reached out to local ladies during a health fair held at the Greenville Senior Center. These wonderful women expressed their intention to let family and friends know about the great SYL services available locally. Pictured left to right: Marion Copeland, Joyce Tatum, Tonya Bell and Carrie Gallman.

