

Starting Off Right

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

WINTER 2013



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A Healthy Baby Begins with You

A Message from the Executive Director

Since Nov. 1, the Coalition has been promoting an initiative for African American women, ages 14–44; you may have seen our billboards or have been contacted recently with “A Healthy Baby Begins with You” campaign. Our goal is to make sure women are healthy before pregnancy, as a prevention measure for low birth weight, prematurity, and fetal and infant loss. Currently, Madison County holds the ranking as having the highest rate of fetal deaths (12.1 stillborns per 1,000 deliveries). Seventy-five percent of these were African American women. In Taylor County, the statistics are just as dire with a fetal death rate of 11.2 per 1,000 deliveries. Sixty-seven percent of these deaths were African American.¹ The Coalition is more than compelled to action.



Here is what we are doing at the
Healthy Start Coalition:

- Promoting Medical Homes for African American women
- Case management and health navigation services to ensure African American women seek well-woman care and follow through with clinical care and referrals
- Referrals to community services through the Whole Child Connection
- Kiosks that allow computer access to key services
- A media campaign that will focus on newsletters, benches, public service announcements, billboards, and mass mail outs, encouraging medical homes and the Whole Child Connection
- Facilitation of a health equity commission, an action group that will be focused on minority health efforts primarily centered on maternal and child health

Here is what you can do:

- Educate the women you serve and the women you know personally about the importance of well-woman care and the importance of having a regular medical doctor for their entire lifespan
- Join the Coalition in our next door-to-door campaign to promote this agenda
- Sign up to be a member of the health equity task force by contacting Preston Mathews or Tonya Bell at 850-253-5355

¹Data Source: Florida Department of Health, Bureau of Vital Statistics



A Healthy Baby
Begins with You



Parents as Teachers

The Landscape for Infant Development in Florida

Jefferson, Madison and Taylor Counties are ahead of the curve in terms of infant development services by implementing Parents as Teachers™ (PAT) as the approved curriculum for parenting services for Healthy Start. In March 2009 the Coalition's Board of Directors researched PAT as a solution to the need in these communities for comprehensive parenting education focused on infant development. In October 2009 11 service providers were trained and services to families officially began in February 2010.

Parents as Teachers raises awareness and works to shape policy around the importance of enhancing school readiness by reaching children during the critical, formative years of life.

Since that significant milestone, much attention has been given the program nationwide, mostly due to the implications of the Affordable Care Act (ACA), which has substantial provisions for home visiting services under the Maternal, Infant, and Early Childhood Home Visiting program. Florida has adopted Parents as Teachers as one of the evidence-based models for home visiting services in response to federal legislation.

Effective next year, if approved, all of Florida Healthy Start communities will be using Parents as Teachers to provide services to infants and families. Through advocacy and outreach,

Parents as Teachers serves as a voice for early childhood education and champions the critical role of parental involvement and early intervention in the education continuum.



Parents as Teachers™

support parents throughout pregnancy until age three. They provide health, hearing, vision and developmental **screenings** for eligible children using approved screening tools and methods. They **connect families to resources** and help them overcome any barriers to accessing them.

Please join our Coalition in thanking the Board of Directors for their incredible insight and tenacity for a viable solution, as well as the Healthy Start staff, who have taken on a new program within the framework of an existing program. All Coalition parties are dedicated to the success of Parents as Teachers, and thankfully we are ahead of the state in terms of implementation. For more information on Parents as Teachers, visit their website at www.parentsasteachers.org.

Last fiscal year, the Coalition area served 34 infants and their families. Six certified parent educators in **three counties** provided monthly **personal visits** to families and **group connections** focused on parent-child interaction, development-centered parenting, and family well-being. They



Parents as Teachers supports families and communities.

Board Member Vacancy

The Healthy Start Coalition of Jefferson, Madison & Taylor Counties, Inc. will hold an election for a Taylor County Representative for Maternal and Child Health, specifically for the position of medical provider. 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 Mar. 15, 2013.

The Election will be held the last week of March 2013 at the Healthy Start Coalition's office located at 1336 SW Grand Street, Greenville, FL 32331. 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 3 years (2013–2016). The Healthy Start Coalition of Jefferson, Madison & Taylor Counties, Inc. Board of Directors meet quarterly in Greenville, Fla.

Show Your Love

The Show Your Love Campaign, Phase 1 of the National Preconception Health and Health Care Initiative (PCHHC), launches on **Valentine's Day** and runs through National Women's Health Week in May. The campaign targets women of childbearing age (18–44 years) and includes tailored materials for both women who are planning a pregnancy in the next couple of years and those who are not. Messaging for women who are planning a pregnancy will focus on increasing awareness about the preconception time period and what women can do before they get pregnant to protect the health of their baby. Visit www.cdc.gov/showyourlove for more information.

Breastfeeding Can Make a Difference that Lasts a Lifetime

The Taylor County Health Department Healthy Start staff, as well as the Family Support Worker from Madison County, recently completed training and certification to become Certified Lactation Counselors (CLC). Kristie Lutz, Anna Strickland and Linda Murphy from Taylor County and Pam Robinson from Madison County join the nearly 12,000 individuals nationwide with this notable credential.

The CLC credential signifies that these professionals have demonstrated the necessary skills, knowledge and attitude to provide breastfeeding counseling and management support to families who are contemplating breastfeeding, or who have problems during breastfeeding/lactation.

Dedicated to raising breastfeeding rates for all newborns receiving breast milk initially, the Healthy Start Coalition of Jefferson, Madison & Taylor Counties is committed to helping all mothers provide their babies a healthy start that can make a difference for a lifetime.



Breastfed Babies and Vaccines



Vaccines Are Very Important To Your Baby's Health

- Breastfeeding can enhance your baby's response to certain immunizations, providing more protection.
- Breastfeeding passes many immune factors to baby; however, breastfeeding should not be considered a substitute for immunization.
- Breastfeeding while the vaccine is given to your baby – or immediately afterward – can help relieve pain and soothe an upset baby.
- Babies who are exclusively breastfed are less likely to run fevers after their routine immunizations than babies who are partially breastfed or only receive formula.
- You can receive most vaccines when breastfeeding, consult your healthcare provider.

FOR MORE INFORMATION, CALL (850) 245-4342 OR VISIT WWW.IMMUNIZEFLORIDA.ORG.



Immunizing Florida. Protecting Health.



Left photo: Linda Murphy, Anna Strickland and Kristie Lutz, Taylor County Health Department Healthy Start staff, recently became Certified Lactation Counselors and are certified to provide support to those who are contemplating breastfeeding or who have problems during breastfeeding/lactation.

Right photo: Pamela Robinson, Family Support Worker from Madison County, proudly displays the certificate she received after completing her CLC.

Board Members

Gladys Roann
President

Deidra Newman
Vice-President

Ernest Bruton
Secretary/Treasurer

Lucile Day
Madison County Member

Tim Sanders
Madison County Member

Tomica King
Jefferson County Member

Bobbi Markiewicz
Jefferson County Member

Eric Scott
Taylor County Member

Vacant
Taylor County Member

Coalition Staff

Donna Hagan
Executive Director

Cindy Hutto
Business Manager

Lynn Elliott
QI Director

Tonya Bell
*Whole Child Advisor
and Community Health
Educator*



FREE! **Infant, Toddler & Preschool Developmental Screening**

Ages: 6 months to 5 years (not in K5)

GRAND PRIZE DRAWING!

Tuesday, April 2, 2013 • 1:00 to 5:00
Jefferson County Health Department
1255 West Washington St., Monticello

**PRIZES &
FUN ACTIVITIES**



*Free books for
every child!*

Areas to Be Screened:

Vision • Hearing • Motor Skills
Speech • Language
Cognitive Abilities • Behavior
Growth • Dental Hygiene



Appointments are required. Please call
Child Find at (850) 487-2630, Ext. 0.
The deadline is March 27, 2013.
Walk-ins are first come, first served.

*Don't let your
child fall behind!*

"Tracking the ACA"

For those interested in staying abreast of the implementation of the Affordable Care Act in Florida, we encourage you to sign up for its newsletter updates. Of all of the guides available on the topic, it is certainly the most plain language and mass-audience appropriate. Sign up at www.healthcare.gov/law/features/choices/exchanges/index.html. Stay informed at www.healthcareforflorida.org.



MARCH IS
National Nutrition Month® 2013

www.eatright.org/nnm