

Healthy Start

OF JEFFERSON, MADISON & TAYLOR COUNTIES

State of the Infant: Madison County



Health Outcomes

pg. 6

Coordinated Intake and Referral

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WHAT YOU DON'T KNOW

"You don't know what you don't know" is a saying that points out there are everyday things that people believe they understand but are actually missing out, such as how to get the health resources their family needs and deserves to thrive.

This publication is intended to inform every resident of the county about the importance of prenatal and infant health and exactly what this means for the community. We will look at the data, such as infant mortality and low birth weight, as well as other indicators that lay the foundation for infant and early childhood development.



Healthy mothers have healthy babies, and healthy babies mature into children with optimal learning, social, and physical abilities. Babies born too soon or too small are four times more likely to have a developmental delay than healthy babies, three times more likely to require an intervention for delays, such as medical, physical and other therapies, and twice as likely to require interventions beyond the age of 3.

The Coalition has two unique responsibilities, which is to deliver quality Healthy Start services and community strategies that improve birth and developmental outcomes. Our most recent Service Plan is built on three basic initiatives: 1) quality programming delivered through home visiting, 2) preconception health education, and 3) community engagement around the issues that affect maternal and child health.

Our full needs assessment and Service Delivery Plan can be downloaded from our website at www.healthystartjmt.org

Donna Hagan, MBA
Executive Director

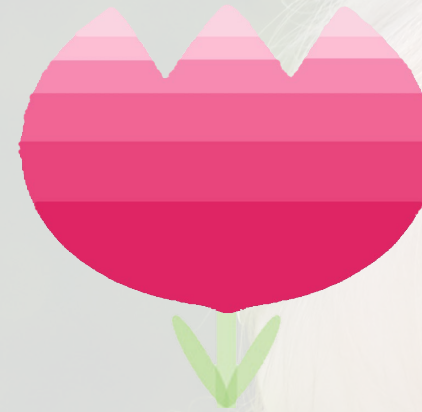
Welcome to learning more about prenatal and infant programs available in Madison county. We are so fortunate to have these resources to help our mothers and babies. Our children are our most vulnerable population, and research has shown that having a good start in life can, in fact, make the differences needed to ensure a mentally and physically productive citizen of our county and nation.

Please familiarize yourself with the statistics provided within this document, which describe the needs of mothers and babies living within Madison County. The data also delineates the services within the county that are available to offset those needs.

We need you to understand this information and advocate for these programs, as our success in improving the health of mothers and babies depends on the involvement of everyone.

Best regards,
Lynn Elliott MSN, RN
Board President

Coalition Overall Budget FY 17/18: \$835,469



- Healthy Start Program: \$309,319
- Planning and Community Development: \$147,900
- Coordinated Intake Infrastructure: \$38,750
- Healthy Families Services: \$225,000
- Medicaid Waiver for Healthy Start: \$108,000
- MomCare Services: \$6,500

Total Births in Madison County by Race 2017¹

TOTAL	WHITE	BLACK	OTHER
175	96	77	02

Protecting and Guiding Our Most Vulnerable



Sheriff Ben Stewart

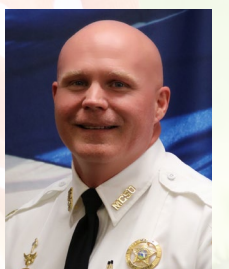
Much of the recent attention around school safety prompted the 2018 Florida Legislature to pass the Marjory Stoneman Douglas High School Public Safety Act. While the law provides dollars for human and physical resources, the bill most notably allocates funding for additional officers located at the schools. Sheriff Ben Stewart noted that our local district needs six additional School Resource Officers (SRO); however, the funding allocated for Madison County will only provide three officers. "We will have to work to cover the outlying schools, as they are the furthest away from emergency services," the Sheriff noted. Most citizens are also confused with all the information circulating regarding arming teachers. The county has to vote to accept the program – it is an opt-in or out – and Madison County has put this in place to have the capability to arm teachers.

Madison County Youth Arrests

14/15	15/16	16/17
130	77	50

Civil Citation offer youth who make a mistake an alternative to arrest that does not leave a juvenile record accessible by the public. The youth must take responsibility for the mistake and admit wrongdoing. The youth is required to complete community service hours, and other sanctions that may include letters of apology, counseling, and making restitution to the victim.

Even though youth arrests are declining, the majority of youth-related law enforcement encounters occur in our school systems on campus. Many of these incidents are fights and "petty" thefts, where the civil citation would be appropriate. "I would encourage parents to get more involved by working with school resource officers and administrators to use the civil citation to resolve the issue at hand. I am for teaching our youth life lessons, not sending kids to jail on minor offenses", says Major David Harper of the Madison County Sheriff's office.



Major David Harper

¹Florida Department of Health, Bureau of Vital Statistics, 2017

HEALTHY START SERVICES

When you think of Healthy Start, one usually thinks of the services located at the County Health Departments. The Coalition contracts with the local county health department to provide quality services to pregnant women and infants, which are designed to produce optimal birth outcomes and infant development.



Our List of Services, ALL COMPLETELY FREE

- Home visiting to coordinate other community services, such as food and financial assistance, and connections to various community resources
- Childbirth Education
- Breastfeeding Education and Support from Certified Lactation Counselors
- Tobacco Cessation using evidence-based SCRIPT™ curriculum
- Developmental screenings for infants
- Basic parenting education, using the FSU Partners for a Healthy Baby™ curriculum
- Perinatal Depression Intervention, using the Mothers and Babies™ curriculum
- Group Connections to provide social supports for new parents
- Linkage to medical insurance and a medical home
- Screening and interventions for substance abuse and domestic violence
- Interconceptional Care Counseling – ensuring health maintenance between pregnancies

CALL (850) 973-5000

PREGNANT? How to qualify for services:

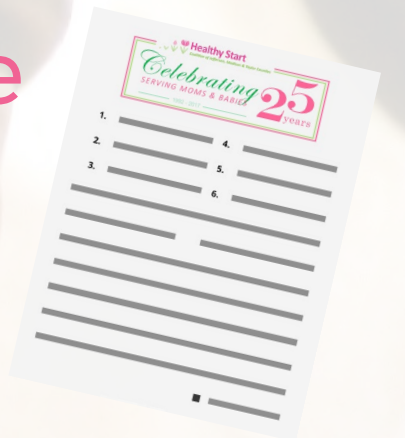
Florida statute requires that every pregnant woman residing in our state be screened for Healthy Start at their first comprehensive prenatal care appointment. The pregnant woman answers a brief questionnaire, which is validated by the provider and “scored” for her risk factors that indicate a probability for a poor birth outcome. The screens are then sent to their county of residence’s health department, where Healthy Start has access to contact those women who consented to the screen and have risks that require services. Providers can also refer women to the program, even if they do not “score in.” Women can also self-refer themselves to be part of the Healthy Start Program.

NEWBORN? How to qualify for services:

When babies are born in Florida, a risk screen is prepared at the same time the birth certificate is completed in the hospital. The clerk asks a few simple questions which screens the infant for potential risks that may require interventions. Again, this screen is sent to the local health department, where the Healthy Start staff have access to it. It is so important for the mother to consent to the screen, so we can make sure no infant goes without needed interventions.

If you aren't offered the screen...

JUST ASK FOR IT



What happens next?

After the screen or referral is received, a Healthy Start worker will reach out to make contact. After a brief call with a few simple questions, the Healthy Start team will help the parent decide which, if any, home visiting program is appropriate. This could depend on a variety of factors, including risk factors, availability of programs, and parent choice. Healthy Start services are the most likely fit for pregnant women, while infants may receive options for other services, including Healthy Families, Early Head Start, and 211 Help Me Grow referrals. **This is called Coordinated Intake and Referral.**

EVEN IF HEALTHY START REACHES OUT, PREGNANT WOMEN AND INFANTS CAN BE SERVED BY OTHER SERVICE PROVIDERS, CREATING A ONE-DOOR CULTURE.

Birth Outcomes¹

Babies Born Underweight	Preterm Births	Teenage Births (per 1,000)	Repeat Teenage Births
11.2%	11.9%	11.0	2.3%

WHY DOES IT MATTER IF AN INFANT IS BORN TOO SOON OR TOO SMALL?

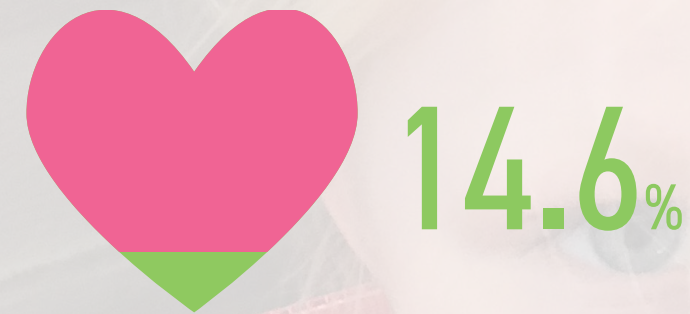
Babies born too soon or too small are four times more likely than healthy babies to require an early intervention in order to thrive, three times more likely to need other developmental interventions before the age of three, and twice as likely to need health and developmental interventions throughout their life.

¹Florida Department of Health, Bureau of Vital Statistics, 2015-2017 3-Year Rolling Rates

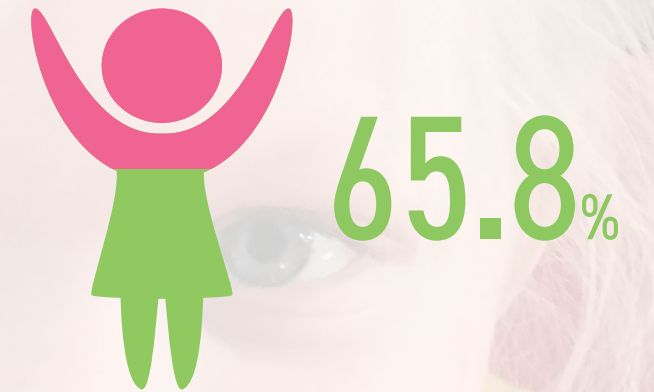


Root Causes of Health Outcomes¹

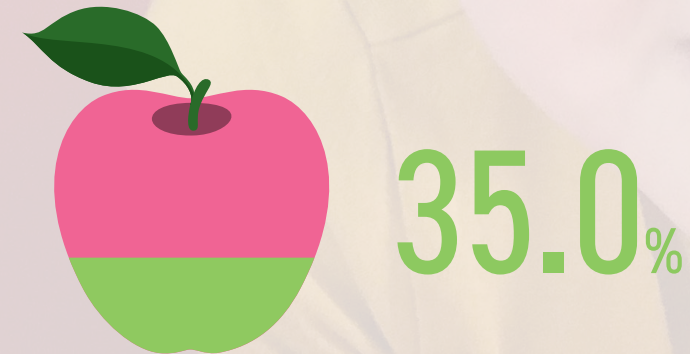
Mothers Who Smoked During Pregnancy



Mothers Who Initiated Breastfeeding



Mothers Who Were OBESE At The Time Pregnancy Occurred



Mothers Who Do Not Have A High School Education



Births Were Spaced Too Close Together, Less Than 18 Months Apart



As we celebrate our **25th Anniversary**, we are so proud of the benefits we've brought to Madison County. To continue to improve these numbers and the lives of children throughout the community, it will take a strategy. **You** play a key part in making that happen.

¹Florida Department of Health, Bureau of Vital Statistics, 2015-2017 3-Year Rolling Rates

INFANT DEATH RATES¹

Madison Infant Death Rate

6.9

Florida Infant Death Rate

6.1

Our Goal

0.0

WHAT IS INFANT MORTALITY AND WHY DOES IT MATTER?

The primary role of the Healthy Start Coalition is to prevent infant death, which is measured as the Infant Mortality Rate, the death of a child less than one year of age, and calculated by the number of infant deaths per 1,000 live births. Readers of this type of data and others listed in this publication should be informed that the best interpretation of this information can be made when more than one year of data is given; this is because we have relatively small numbers, so we use three year rolling averages, unless stated otherwise.

Infant death rates are more than just an indication of tragic loss: it is measure of the well-being of pregnant women and their infants. It is the role of the Coalition to identify and address the many factors, such as maternal health, access to quality medical care, socioeconomic conditions, and public health practices that impact the infant mortality rate.

One infant death is one too many...

In Madison County, between 2015 and 2017 582 babies were born and 4 of them died. All 4 of these died due to the *perinatal health of the mother*. To prevent infant deaths, the Coalition uses two major strategies:

Safe Sleep Education and Preconception Health

¹Florida Department of Health, Bureau of Vital Statistics, 2015-2017 3-Year Rolling Rates. Per 1,000 Deliveries

ABCs of SAFE SLEEP

Alone, on their Backs, in empty Cribs.

- Make sure baby sleeps only on a firm sleep surface, such as a safety approved crib mattress, bassinet, or portable crib.
- Do not place stuffed animals, crib bumpers, blankets, quilts, baby positioners, or any other soft items in the crib.
- Do not cover your baby with a loose blanket. Instead, dress your baby in a sleeper appropriate for the room temperature.
- Never place your baby to sleep on an adult bed, recliner, or any other soft surface.
- Do not sleep with your baby or fall asleep with your baby in your bed.

Why is Safe Sleep Important?

When babies bed share, they are at higher risk for suffocation and Sudden Infant Death Syndrome (SIDS). Suffocation occurs when a baby is not able to breathe due to lying in a position where something is blocking oxygen from getting to the baby. This can occur from an adult or child rolling over onto the baby. It can also occur if something soft blocks the baby's airway.

What is Preconception Health?

Preconception health is simple: healthy women have healthier babies!

- ♥ Take 400 to 800 micrograms (400 to 800 mcg or 0.4 to 0.8 mg) of folic acid every day
- ♥ Stop smoking and drinking alcohol
- ♥ Check with your doctor about any medical conditions
- ♥ Talk to your doctor about any over-the-counter and prescription medicines you are using
- ♥ Avoid contact with toxic substances, chemicals, and cat or rodent feces

Who you are determines your health! Your parents, family, community, and lifestyle determine who you are, including your health. Getting off to a good start is so important.

For more information, contact Tonya Bell at (850) 253-5355



CI&R: A Journey That Lasts A Lifetime



Serving Pregnant Women and Children 0-5



Serving Pregnant Women and Children 0-3

The Coordinated Intake & Referral (CI&R) process delivers comprehensive services to families with young children, which are conveniently available in offices, and throughout the community, including home visits. After a brief screening, all local organizations that serve the needs discovered in that private interview will coordinate services that fit the family's schedule. The video below will introduce you to the friendly professionals eager to assist you.

To start your journey, watch the video below!



Scan the QR code above with your smartphone, or go to: healthystartjmt.org/ci&r



Serving Families and Children 0-5



Serving Children 0-3

Let us help you...
Connect the Dots
... get the resources you deserve!

Pregnant			
ELC	EHS	HF	HS
Ages 0-3			
ELC	EHS	ES	FKC
HST	HF	HS	MC
Ages 4-5			
ELC	FKC	HST	HF
Families			
CHS	DOH	ELC	FKC
MMC	MC	PAT	
Suspect a developmental delay?			
211	ES	FDL	
Notes:			
Need Help? Contact (850) 948-2741			



Serving Children 0-3



Serving Families and Children 0-8



Public Health is Everybody's Business



218 SW Third Avenue, Madison • (850) 973-5000 • www.healthymadison.com • www.floridahealth.gov

"Every individual deserves to attain the highest level of health. In our efforts to reach this goal, we are focusing on five statewide priorities, including health equity and infant mortality."

- Kimberly Allbritton, Administrator

The Departments of Health in Madison is actively working on our Community Health Improvement Plan (CHIP) and Florida Healthy Babies plan to address infant mortality, low-birth weight, and preterm birth disparities. Our Healthy Start team works side by side with our Florida Healthy Babies and Community Health Improvement teams to address social determinants of health, achieve health equity and reduce these disparities.



At DOH-Madison, we encourage our pregnant women to "Go Before You Show" to start prenatal care as soon as she discovers she is pregnant. According to the Centers for Disease Control and Prevention, "In order to have the best possible outcome

for mother and child, early prenatal care is essential" to the health of baby and mother. The obstetrics (OB) clinic at DOH-Madison offers a full array of prenatal care services including initial exam, monthly exams, ultrasound on site, and postnatal care. A team of physicians and nurse midwives from Tallahassee Memorial Medicine Residency Program have served our OB patients for 20 years. Deliveries are provided at the Tallahassee Memorial Health Care Women's Pavilion.

Women, Infant, Children (WIC) Supplemental Nutrition Program provides healthy foods, breastfeeding support, nutrition education and counseling, referrals to HealthCare, Immunizations, Community Services for

Pregnant or think you might be? GO BEFORE YOU SHOW



Early prenatal care during the first three months of pregnancy helps ensure your baby's healthy start.

pregnant women, breastfeeding women and caregivers with children under age 5. WIC services are available at DOH-Madison Thursdays 8:00 am – 4:30 pm and Fridays 8:30 am – 12:30 pm. Call DOH-Madison to find out if you are eligible for these valuable free services.

Breastfeeding support groups facilitated by WIC and Healthy Start staff at DOH-Madison are free and open to all pregnant and breastfeeding mothers in the community on Thursdays at 11:00 AM. You will get the support you need to successfully breastfeed your baby, save money, lose weight, and sleep better! More importantly, breastfed babies have •higher IQs and better brain growth •less spit-up because breastmilk is made perfectly for their stomachs •less colic, constipation, vomiting, and diarrhea •lower risks of childhood leukemia, SIDS, eczema and asthma •fewer colds and infections.

For more information about any DOH – Madison services and programs, call **850-973-5000**

Healthy Start JMT
1336 SW Grand Street
Greenville, FL 32331

Healthy Start
Coalition of Jefferson, Madison & Taylor Counties

Celebrating 25 years

SERVING MOMS & BABIES
1992-2017

Nonprofit
PRSRT
US Postage
Paid
Permit NO. 0001



**Our community is our family...
every baby deserves a healthy start!**
-Healthy Start of JMT Board

Healthy Start is awarding one lucky reader a **\$100 gift card** and the child of another reader a new **iPad**. As you read this publication, just find the picture of the iPad, and email us at HopeToWin@healthystartjmt.org to let us know the page you found it. Or to win the \$100 gift card, just find the word "Bell" and email us to let us know the page you found that word. Be sure to include your phone number in the email - the two winners are guaranteed. Sharing a few gifts with our wonderful community is our pleasure because nothing is more important than the health of our children. Please help us share that message, too!

Don't Miss Our Giveaway

