Children’s Board Family Resource Centers
“Get Your Fit On – Family Olympics”

Each summer, the Children’s Board Family Resource Centers have events that include the entire family focusing on health and safety. Throughout June, our partnering agency, St. Joseph’s Children’s Wellness and Safety Center, presented St. Joe’s Kids Power “Get Your Fit On – Family Olympics” sponsored by Allegany Franciscan Ministries and Safe Kids Greater Tampa and at all six Centers.

This competitive event included inside sports with obstacle courses, bowling and javelin throwing, awarding medals at podiums for the winners. Swim lesson vouchers were provided by the Children’s Board of Hillsborough County’s Mobile Water Safety Team.

Above: Gold, Silver and Bronze winners at Central Tampa. Left: Gold medal in the obstacle course in Town ‘N Country.
Along with the sporting events, nutrition was introduced through a “Fuel Up Nutrition Station,” where participants learned about healthy meals and snacks. Kids could visit the arts and crafts station to make their own “Family Flag” to wave during the competitions. Finally, Preserve Vision Florida performed vision screenings for children.

The Children’s Board Family Resource Centers are funded by the Children’s Board of Hillsborough County and administered by the Healthy Start Coalition of Hillsborough County. Managing partners include: Champions for Children, The Children’s Home Network, REACHUP, Inc., and St. Joseph’s Children’s Wellness and Safety Center. All programs and services are at no charge to families and individuals.

Visit www.familysupporthc.org to see everything the Centers have to offer.
Woman and Infant Specialist at WIC
Project to Expand to 8 WIC Sites

The Healthy Start Coalition of Hillsborough County was recently awarded funding to expand its pilot program known as the Woman and Infant Resource Specialist at WIC through the recent Request for Proposal process by the Children’s Board of Hillsborough County.

With the generous support of the Children’s Board, the HSC will be expanding to provide eight WIC sites throughout Hillsborough County with five Woman and Infant Resource Specialists. This collaborative project with WIC and Department of Health is the first of its kind. Highly trained and experienced staff will be housed onsite to bring a multitude of education and services to the thousands of clients who visit WIC sites every month.

Currently, there is one Woman and Infant Resource Specialist collocated at the University WIC clinic. Her work has generated hundreds of referrals to a variety of community services and programs at the request of clients. Her primary education goals are to reach pregnant women with information on the importance of prenatal doctor appointments and postpartum checkups. Moms get education on how to take care of themselves throughout their pregnancies.

All moms, both pregnant and postpartum also receive education on Safe Baby, the HSC’s program to reduce preventable infant deaths. Safe sleep and coping with crying education are combined with information on the importance of choosing safe, qualified caregivers for their children. Families receive materials and information they can share with their families.

Another goal of the program is to ensure that babies and young children are connected to a medical home and are

LaShawn Buie, Cecillia Carothers (Woman and Infant Resource Specialist) Jennifer Arzola Cardin and Catherine Bastidas at the University WIC clinic attending their well child appointments as recommended by the American Academy of Pediatrics.

New goals for this program will be established for the new contract set to begin on October 1 2017. Breastfeeding initiation and sustainment will be another priority for the program.

Sites that will be staffed with new specialists include WIC offices in North Hillsborough (Sheldon), Brandon, Plant City, Ruskin, Palm River, Sulphur Springs, College Hill, and University. Some staff members will split their time among the sites based on need and space.

Program supervisor Lisa Colen said, “We are so pleased about this joint venture to provide families with life-saving education and critical linkages to community resources. We expect wonderful things to come out of this new and progressive program.”

The HSC will be hiring experienced and credentialed staff this September. For more information, visit www.healthystartcoalition.org.
Central Intake and Referral Collaborative
Gives Families New Technology and Service Experiences

Healthy Start Coalition of Hillsborough County has participated in a 16-month learning collaborative on Coordinated Intake and Referral (CI&R). Eight teams across the state met in Daytona Beach to celebrate their progress in improving coordinated client intake in the community.

Seven individuals representing the HSC, Nurse Family Partnership, Healthy Start, Healthy Families and Parents as Teachers programs participated from Hillsborough County.

Keynote presenter Ken Harris, President of the National Healthy Start Association and CEO of New Haven Healthy Start, highlighted CI&R as an example of collective impact in meeting the needs of families in at-risk communities. To achieve the greatest results, he advised teams to move from coordination to collaboration to true interlocking relationships.

Local CI&R teams shared the latest results of Plan, Do, Study Act (PDSA) tests on decision trees, referral processes, awareness material and other tools during the meeting. Participants also brainstormed strategies for resolving challenges to scaling and sustaining CI&R efforts in their communities.

Our Hillsborough team has worked on the development of a new mobile app to connect both families and community partners to services in the community. The mobile app will connect families to the programs that best fit the needs of the family. Families with children 0-3 utilizing the mobile app will be contacted by our Central Intake Unit to connect them to home visiting services and other needed community resources.

The team is proud to announce that the mobile app will be released this August. Demonstrations and marketing materials for the mobile app will be available at this time.

Georgina Rivera (Parents as Teachers), Maria Tamayo (Success 4 Kids), Barbara Macelli (Healthy Families), Brenda Breslow (HSC), Vanessa Mishkit (REACHUP, Inc.) and Sarah Bricklemyer (HSC) at the CI&R Learning Collaborative Meeting in Daytona.

NEW MOBILE APP COMING SOON!

Parents and caregivers will have immediate and centralized access to information on local resources and programs through the new Mobile App.
Healthy Families Hillsborough Congratulates Lesvia Alaniz

Healthy Families Hillsborough congratulates Lesvia Alaniz on celebrating 20 years of providing home-based parent support and child development to families in the Healthy Families Hillsborough program.

Lesvia, an employee of Children’s Home Network, began working for the very first Healthy Families team in 1997 as a Family Support Worker. Lesvia has been promoted twice and is now a Family Support Worker III and serves as a mentor to her fellow home visitors. She has been a tremendous help and resource to her families over the years.

She knows how hard her migrant families work because she began working in the fields at the young age of 11. In 1997, when her oldest daughter also began working in the fields, Lesvia decided she wanted to make a change for herself and her family. She received her High School Diploma and was encouraged to apply as a parent educator with the Healthy Families program.

Her families have great things to say:

“I am very grateful for my worker Lesvia, I have learned about the upbringing of my children and how to reduce stress.”

“Ms. Lesvia has helped me on how to educate my children and not hit them and to understand their development and how to respect them.”

In 2004, Lesvia was selected to attend and receive the Florida Family Developmental Credential for Home visitors which lead to representing Healthy Families Florida in Washington D.C.

She instilled the values of hard work and higher education to her four children. Her daughter, Adrianna, was the first of the family to ever graduate from college and now works side-by-side with her mother as a Family Support Worker. Lesvia has been married for 29 years and has four lovely children.
Upcoming Trainings

**Safe Baby Training: 1 to 3 p.m.**  
October 11, 2017

Safe Baby offers hospital and community-based education to teach parents about direct actions that they can take to protect their babies from the main causes of preventable infant deaths in Hillsborough County. Protective practices include how to choose a safe caregiver, prevent Shaken Baby Syndrome and promote safe sleep practices.

The Safe Baby curriculum was developed by the Healthy Start Coalition of Hillsborough County based on American Academy of Pediatrics recommendations.

Trainings are held at the Healthy Start Coalition of Hillsborough County at 2806 N. Armenia Ave. in Tampa.

For more information or to register, please contact Nancy Hankin at nhankin@hstart.org or 813-849-7994.

*Safe Baby is funded by the Children’s Board of Hillsborough County.*

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Barbara Cirrito MSN, BSN, RNC-NIC  
Advanced Clinical Specialist St. Joseph's Women's Hospital Neonatal Intensive Care Unit is a Certified Safe Baby Trainer. She regularly teaches Safe Baby to her colleagues at the hospital.

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Are you interested in becoming a Safe Baby Trainer for your organization?

The next Certified Safe Baby Training will be held on October 12, 2017 at the Healthy Start Coalition from 8:30 a.m. to 5 p.m.

For more information, visit:  
or visit Eventbrite and search for “Certified Safe Baby.”
# Top 25 OB Practices offering Healthy Start Screens to Patients

**June 2016 to May 2017**

<table>
<thead>
<tr>
<th>OB Provider Office</th>
<th>Patients Screened</th>
<th>Percent Consenting</th>
</tr>
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<tbody>
<tr>
<td>Tampa OB/Exodus-MLK Jr. Blvd.</td>
<td>1074</td>
<td>90%</td>
</tr>
<tr>
<td>Genesis Clinic</td>
<td>910</td>
<td>94%</td>
</tr>
<tr>
<td>Tampa OB/Exodus-Brandon</td>
<td>874</td>
<td>88%</td>
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<tr>
<td>Tampa OB/Exodus-Bruce B. Downs</td>
<td>550</td>
<td>84%</td>
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<tr>
<td>OB/GYN Associates-Parsons</td>
<td>542</td>
<td>61%</td>
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<tr>
<td>USF Department of OB/GYN</td>
<td>510</td>
<td>83%</td>
</tr>
<tr>
<td>Tampa OB/Exodus-Jackson Heights</td>
<td>451</td>
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<tr>
<td>Premier OB/GYN-MLK Jr. Blvd.</td>
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<tr>
<td>Tampa Family Health Center-Fletcher</td>
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<tr>
<td>OB/GYN Associates-Riverview</td>
<td>326</td>
<td>72%</td>
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<tr>
<td>Tampa Family Health Center-Charles Bottoms</td>
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<tr>
<td>Suncoast Health Center-Ruskin</td>
<td>322</td>
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<tr>
<td>Women’s Health and Wellness-Brandon</td>
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<tr>
<td>Tampa OB/Exodus-Busch Blvd.</td>
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<tr>
<td>Women’s Care – Brandon</td>
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<tr>
<td>Partners OB/GYN-Virginia</td>
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<tr>
<td>Tampa Family Health Center-22nd St.</td>
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<tr>
<td>Suncoast Health Center-Dover</td>
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<tr>
<td>Tampa Family Health Center-Nebraska</td>
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<tr>
<td>St. Joseph’s Women’s Hospital</td>
<td>258</td>
<td>98%</td>
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<tr>
<td>Tampa Family Health Center-Dale Mabry</td>
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<td>85%</td>
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<tr>
<td>Tampa OB/Exodus-Plant City</td>
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<tr>
<td>Women’s Care-Gibsonoton</td>
<td>245</td>
<td>87%</td>
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<tr>
<td>Dr. Steven Arkin</td>
<td>231</td>
<td>73%</td>
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<tr>
<td>Tampa OB/Exodus-Town &amp; Country</td>
<td>226</td>
<td>79%</td>
</tr>
</tbody>
</table>

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**Say YES to Healthy Start**

Thank you to all of our providers for offering the Healthy Start screen to all prenatal patients. For more information, please contact Julie Williamson or Nancy Hankin at 813-233-2800.
Mothers and Babies Program Begins

Mothers and Babies is an evidenced-based program that has been demonstrated to be effective in preventing the onset and worsening of perinatal depressive symptoms.

The program promotes healthy mood management by having home visitors teach pregnant women and new moms how to effectively respond to stress in their lives by increasing the frequency of thoughts and behaviors that lead to positive mood states.

Healthy Start Coalitions throughout the state of Florida are participating in a statewide program with Northwestern University to evaluate Mothers and Babies’ implementation and access the impact of the intervention on Healthy Start clients.

Designed as perinatal depression prevention, Mothers and Babies targets three specific risk factors which include limited social support, lack of pleasant activities and harmful thought patterns. Mothers and Babies offers a “toolkit” of approaches for women to observe their mood, note factors affecting their mood, and make changes in their daily lives to impact these areas.

Based on principles of cognitive-behavioral therapy (CBT), attachment theory, and psychoeducation, the Mothers and Babies Course is designed to be delivered by clinic or community-based providers from a variety of educational and professional backgrounds. It can be delivered as a group intervention or as a one-on-one intervention in various settings where pregnant women access services.

Over 40 Healthy Start Care Coordinators received training in June and will begin providing Mothers and Babies services to clients who are at risk for perinatal depression.

Jane Murphy Elected Incoming President of Florida Association of Healthy Start Coalitions (FAHSC)

Jane Murphy, MPA, Executive Director of HSC Hillsborough County has been elected as the incoming President of the FAHSC for the new fiscal year.

Jane will be working alongside her colleagues across Florida to assist with statewide goals including the implementation of the Healthy Start program redesign to continue serving moms, babies and their families with the highest quality services proven to prevent poor birth outcomes and infant mortality.