



[www.HealthyStartCoalition.org](http://www.HealthyStartCoalition.org)





## Fact Sheet

### Who:

Healthy Start Coalition of Hillsborough County, Inc. (HSC)

### What:

HSC is a private, non-profit 501 (c) 3 organization serving women, infants and families. Funding is provided by the Florida Department of Health, Children's Board of Hillsborough County, Healthy Families Florida, Ounce of Prevention Fund and the Centers for Medicare & Medicaid Services.

### Where:

Hillsborough County residents

### When:

Since 1991

### Why:

The mission is to improve the health and well-being of pregnant women, children and families in Hillsborough County.

### How:

Through community-based programs that include Healthy Start, Healthy Families, MomCare, Children's Board Family Resource Centers, Safe Baby, Safe Baby Plus, Strong Start, Nurse-Family Partnership, abcProgram, Black Infant Health Practice Initiative, Fetal Infant Mortality Review, Interconceptional Care and Zero Exposure Project.

### Executive Director:

Jane Murphy, MPA  
(813) 416-4874  
jmurphy@hstart.org

### Location & Mailing Address:

Healthy Start Coalition of Hillsborough County  
2806 North Armenia Avenue, Suite 100  
Tampa, Florida 33607  
(813) 233-2800  
info@healthystart.org

### *Our Mission:*

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## History of the Healthy Start Coalition of Hillsborough County

Healthy Start Coalitions were created by the Florida Legislature in 1991 to improve the lives of pregnant women and their babies by establishing 32 Coalitions state-wide that operate on a local level to address the needs of their communities. Each Coalition provides community oversight and planning to improve maternal and child health outcomes.

Funding is provided to Coalitions by the Florida Department of Health according to the number of births, services and health needs of women and babies in the county or area served. This is determined by birth outcomes and screening tools implemented universally to women across the state at their first prenatal visit and again following the birth of their baby.

The Healthy Start Coalition of Hillsborough County is a private, non-profit maternal and child health organization dedicated to reducing Hillsborough County's infant mortality rate and improving the health of pregnant women. The mission is to improve the health and well-being of pregnant women, children and families in Hillsborough County.

The Healthy Start Coalition of Hillsborough County fosters partnerships with Hillsborough County community organizations and individuals with a vested interest in maternal and child health to maximize community resources. These partners include local medical professionals, hospitals, universities, businesses, churches, high schools, social service agencies and individuals.

The Coalition works with partnering organizations to assess community needs, develop a community-based service delivery plan, ensure the integration of local providers and services, improve positive patient outcomes, and conduct quality assurance and strategic planning.

The Healthy Start Coalition of Hillsborough County has 33 employees, 19 board members, 50 voting members and 2369 general members. The Healthy Start Coalition receives funding from the Centers for Medicare and Medicaid Services, Children's Board of Hillsborough County, Florida Department of Health, Gulfcoast North Area Health Education Center, Healthy Families Florida, and the Ounce of Prevention Fund, and has an annual operating budget of \$12 million.

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## Healthy Start Program

The Healthy Start program was established 1991 to improve birth and early childhood outcomes. Services are voluntary and are provided to pregnant women and infants, in individual and group settings. These services include education, social support and linkage to needed medical care and community-based services. The program is funded by the Florida Department of Health and the Agency for Healthcare Administration to provide these services to all pregnant women and infants.

### Hillsborough County

In Hillsborough County, the Healthy Start program provides moms, newborns and families with education, resources and support through services in the home, hospital or other community settings, one-on-one phone calls, and support groups, depending on the needs and requests of the mom.

### Healthy Start Offers:

- Childbirth Education
- Parenting Education
- Smoking Cessation Education and Support
- Breastfeeding Education and Support
- Nutritional Counseling (including referrals to the WIC program)
- Mental Health Counseling
- Infant Care and Child Development Information
- Interconception Care Counseling and Education
- Women's Health Education
- Family Planning Education and Support
- Assistance in navigating the health care system and social service system
- Case management services

### Healthy Start Also Serves Special Populations:

- Infants who are in the Neonatal Intensive Care Unit and their families
- Pregnant women who are hospitalized due to medical conditions affecting their pregnancy outcomes
- Pregnant women in the Hillsborough County jail

### Contact:

Leisa Stanley, PhD  
Associate Executive Director  
(813) 868-7378  
lstanley@hstart.org

Healthy Start Program services are available and offered to all women and families regardless of income. All pregnant women in Hillsborough County are encouraged to fill out a Healthy Start Prenatal Risk Screen at their health care provider's office at their first prenatal visit. This form screens pregnant women for demographic, social and medical risk factors that are associated

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with poor birth outcomes including infant death, low birth weight and prematurity. All new mothers are encouraged to complete a Healthy Start Infant Risk Screen at the hospital. This form screens newborns for demographic, social and medical risk factors which are associated with the same poor birth outcomes. Pregnant women and new moms with babies up to the age of one can participate in Healthy Start by calling (813) 307-8016.

### **Healthy Start Screened 76.6% of All Pregnant Women and 94.6% of All Newborns from July 1, 2014 – June 30, 2015.**

The screening process identifies those women and infants who might benefit from additional services. Families are enrolled through a process which includes an initial contact and assessment to determine the level of service which is needed.

- 13,220 pregnant women were screened for services
- 16,313 infants were screened for services
- There were 17,242 live births in that time period

### **Number of Clients Served in Hillsborough County from July 1, 2014 – June 30, 2015:**

- 6,223 pregnant women were enrolled in the program and received services.
- A total of 6,814 pregnant women received services during the year. This includes women who were enrolled in 2013-2014.
- For pregnant women who received care coordination services, there were 15,229 encounters during the year.
- 13,495 infants were enrolled in the program and received services.
- A total of 14,689 infants received services during the year. This includes infants who were enrolled in 2013-2014.
- For infants receiving care coordination services, there were 19,258 encounters during the year.

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## Healthy Families Hillsborough

Healthy Families Hillsborough is a nationally accredited, evidence-based program that promotes positive parent-child interaction and childhood development among families of newborns in Hillsborough County. The goals are to reduce the incidence of child abuse and neglect in targeted areas and to enhance parents' ability to create stable and nurturing home environments.

### Healthy Families Offers:

- Child Development Screening and Education
- Parenting Skills Development and Activities
- Free Home Safety Evaluations
- Links to Community Services

Healthy Families Hillsborough is a voluntary, home visiting program for pregnant women or families with a newborn. Families are asked to commit to weekly home visits for the first six months and can remain in the program up to five years. The program serves families living in specific zip codes in Hillsborough County.

### Number of Clients Served in Hillsborough County from July 1, 2015 – June 30, 2016:

- Served through intensive home visitation component 825 families and 1,915 children
- Screened 13,231 families for Healthy Families
- Provided information and referral via assessment to 1,052 families
- Provided families with developmental education, parent bonding activities, and goals in 10,571 home visits.
- Conducted 916 developmental screenings to 507 children using the ASQ 3
- 99% of target children were up-to-date with immunizations at 24 months of age
- 97% of mothers enrolled in the project did not have a subsequent pregnancy within two years of the target child's birth
- 100% of families that graduated the program were free of any verified findings of abuse and neglect more than 12-24 months after completion
- 98% of the families that received services for six months or longer were free of any verified findings of abuse and neglect during the last 12 months

### Contact:

Barbara Macelli

*Program Manager*

Healthy Families Hillsborough

(813) 233-2966

bmacelli@hstart.org

A family can be referred to the program by completing the Healthy Families Community Referral for eligibility interview. The program prevents abuse and neglect at a cost of \$1,671 a year per child. More than 4,400 referrals were made last year to secure education, health and other vital services.

Healthy Families Hillsborough is funded by the Ounce of Prevention Fund of Florida, the State of Florida Department of Children and Families, and Children's Board of Hillsborough County.

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## MomCare Program

MomCare provides outreach to all pregnant women who receive Medicaid to cover the cost of their pregnancy. The program links enrollees to a qualified prenatal care provider for early and continuous health care and to Healthy Start prenatal risk screening. They also make referrals to appropriate community-based resources based on the pregnant woman's need. Services are offered in both English and Spanish. The MomCare Program is funded 100% through the Agency for Healthcare Administration.

There are two ways pregnant women can apply for Medicaid. All pregnant women will be enrolled in Medicaid through a managed care plan.

1. Presumptive Eligibility for Pregnant Women: Must be complete in person at the Suncoast Community Health Centers or any of the Tampa Family Health Centers. This provides for Medicaid coverage until Medicaid enrollment is confirmed.
2. Apply online: Visit <http://www.myflfamilies.com>, for Medicaid.

Income eligibility is to be less than or equal to 185% Florida poverty level.

### MomCare Offers:

- Explanation of program and benefits
- Explanation of the importance of early prenatal care
- Explanation of the purpose of Healthy Start screening and encouragement to the enrollee to complete the screening at her first obstetrical appointment
- Provision of information on selecting an obstetrical provider and ensuring the provider is on the Medicaid managed care plan the pregnant woman is on
- Provision of contact information for the AHCA enrollment broker and an explanation for how to select a Medicaid managed care plan
- Facilitation of referrals for the WIC program and encouragement to participate
- Provision of information and referrals for the Healthy Start program, if indicated by the pregnant woman's risks.

### Numbers of Clients Served in Hillsborough County from July 1, 2014 – June 30, 2015:

- Contacted 12,642 women for MomCare services
- Enrolled 11,738 pregnant women with a prenatal provider
- Facilitated 12,269 WIC referrals
- Referred 12,336 women to the Healthy Start Program

#### Contact:

Leisa Stanley, PhD  
Associate Executive Director  
(813) 868-7378  
[lstanley@hstart.org](mailto:lstanley@hstart.org)

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## Children's Board Family Resource Centers

The Children's Board Family Resource Centers are located throughout Hillsborough County and offer programs and services emphasizing child development and health and safety. Everyone is encouraged to visit to discover the many opportunities available for parents, children, teens and individuals. All programs and services are available at no cost.

The Centers are designed to help families and communities become happier, healthier and stronger in a refreshing, home-like environment where caring staff and members offer support, opportunities and new friendships.

The project is funded by the Children's Board of Hillsborough County and administered by the Healthy Start Coalition of Hillsborough County. It functions as a collaborative partnership between agencies committed to families in our community including Champions for Children, Children's Home Network, REACHUP, Inc. and St. Joseph's Children's Wellness and Safety Center.

### Centers offer the following:

- Developmental Playgroups
- Developmental Screening
- Car Seat Safety Classes
- CPR & First Aid Certification
- Mobile Clinic Services: Child Well Care, Immunizations, Vision & Hearing Screenings
- Support Groups
- Healthcare Enrollment Assistance
- Computer Access
- Family Counseling
- Prenatal Classes
- Mobile Dental Services
- Information & Referrals
- Mobile Services
- A Variety of Center- Driven Activities

### Locations:

#### Brandon

1277 Kingsway Road  
Brandon, FL 33511  
(813) 740-4634

#### Central Tampa

1002 E Palm Ave  
Tampa, FL 33605  
(813) 204-1741

#### East County

639 E Alexander St  
Plant City, FL 33563  
(813) 752-8700

#### North Tampa

116 W Fletcher Ave  
Tampa, FL 33612  
(813) 558-1877

#### South County

3030 E College Ave  
Ruskin, FL 33570  
(813) 641-5600

#### Town 'N Country

7520 W Waters Ave, #8  
Tampa, FL 33615  
(813) 356-1703

### Contact:

Marisa Mowat, MPH  
*Director*  
Children's Board Family  
Resource Centers  
813-849-7991  
mmowat@hstart.org

### October 1, 2015 – September 30, 2016:

Total Participants = 32,219

Total Amount of Services = 67,712

Visit [www.familysupporthc.org](http://www.familysupporthc.org)

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## Safe Baby & Safe Baby Plus

Safe Baby offers community-based education to teach parents what they can do to protect their infants from three leading causes of preventable deaths as determined by the Healthy Start Coalition's Fetal Infant Mortality Review team. Hospitals, pediatric offices, child care centers and partner agencies receive comprehensive trainings along with a curriculum and parent materials to teach families about direct actions that they can take to protect their babies from the main causes of preventable infant deaths in Hillsborough County.

The goal of Safe Baby is to prevent infant deaths by teaching new and expecting parents how to choose a safe caregiver, prevent shaken baby syndrome and follow safe sleep practices. Nurses, social workers, and medical staff in labor and delivery facilities are Safe Baby's primary target audience to reach families. An educational DVD and brochure to reinforce parents' understanding of these topics accompany the written curriculum. Parents are also asked to read and sign the "Promise to Protect My Baby" letter to solidify their commitment to keep their baby safe.

Safe Baby is modeled after the Pennsylvania Shaken Baby Syndrome Prevention and Awareness Program by Dr. Mark Dias and follows Sudden Infant Death Syndrome and Sudden Unexpected Infant Death prevention guidelines of the American Academy of Pediatrics.

### Safe Baby Has Been Implemented In:

- Tampa General Hospital, St. Joseph's Women's Hospital, Florida Hospital Tampa and Brandon Regional Hospital
- Healthy Start Program, Healthy Families Hillsborough, NFP, and the CBFRCs
- Hillsborough County Sheriff's Office - Child Protection Investigators
- University of South Florida Medical School, and Child Protection Team
- Hillsborough County Community College School of Nursing
- Hillsborough County Childcare Licensing Office
- Success for Kids & Families

Safe Baby Plus is a free developmental screening and education program offered to help new parents keep track of their baby's earliest developmental stages up to age one. Parents receive developmental monitoring and guidance, helpful free resources, activity and play ideas, updates for the baby's pediatrician and special developmental gifts during the year long program conducted by mail. Funding is provided by the Children's Board of Hillsborough County.

Visit [www.healthysafebaby.org](http://www.healthysafebaby.org) for more information.

### Contact:

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Outreach & Education  
(813) 849-7999  
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## Nurse-Family Partnership

In September 2013, the Healthy Start Coalition of Hillsborough County became one of six sites serving eight high-need communities to implement home visiting programs as part of the Florida Maternal, Infant and Early Childhood Home Visiting (MIECHV) Initiative.

The Florida Association of Healthy Start Coalitions is the lead agency for the MIECHV initiative, a federally-funded effort to expand the use of evidence-based home visiting services and strengthen the continuum of care available to families with children age birth-4. The goal of MIECHV is to better equip parents and other caregivers with the knowledge, skills, and tools to assist their children in being healthy, safe, and ready to succeed in school.

The HSC's Nurse-Family Partnership (NFP) home visiting program contracts with REACHUP, Inc. to serve families in East Tampa, Sulphur Springs and Tampa Heights. First-time moms in zip codes 33602, 33603, 33604, 33605, 33607, 33610 and 33612 are eligible for services. NFP is an evidence-based, voluntary program that provides home visitation by a nurse to first-time mothers by the 28th week of pregnancy. The content of home prenatal and postpartum visits is governed by six domains: Personal Health, Environmental Health, Life Course, Maternal Role, Friends and Family and Health and Human Services. The nurse home visitors are registered nurses with a minimum of a Baccalaureate degree in Nursing.

As of December 2015, our team of nurse home visitors have served 137 families in Hillsborough County, and have completed 1969 visits.

During 2015, 92% of NFP clients in Florida reported no subsequent pregnancies within one year, and 95.5% of the children whose families received NFP services had no verified reports of maltreatment. 49% of uninsured women and children receiving NFP services gained health insurance. 51% of the mothers gained employment or enrolled in school.

Extensive research of the NFP program has produced consistent program effects that included improved prenatal health, fewer childhood injuries, a fewer subsequent pregnancies, increased intervals between births, increased maternal employment, and improved school readiness.

### Contact:

Brenda Breslow, MPH  
Director of Programs  
(813) 514-0728  
bbreslow@hstart.org

The home visiting initiative was established in Section 2951 of the Patient Protection and Affordable Care Act (P.L. 111-148) amending Title V of the Social Security Act. The Florida MIECHV program is funded by a grant from the U.S. Department of Health & Human Services (HRSA #D90MC25705).

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## Additional Healthy Start Coalition Programs

### **Black Infant Health Practice Initiative**

The Black Infant Health Practice Initiative (BIHPI) is a community movement that aims to raise awareness of racial disparities in infant mortality and educate families and communities on how to protect themselves and their infants. BIHPI's mission is to eliminate health disparities in Black infant deaths in Florida. *Learn more by visiting [www.reachupincorporated.org/bihpi](http://www.reachupincorporated.org/bihpi)*

### **Fetal Infant Mortality Review Committee**

The Fetal Infant Mortality Review (FIMR) committee is comprised of local medical and social service professionals who review instances of fetal and infant deaths to discover underlying causes and system issues in order to make recommendations for prevention programming and services. FIMR is a closed committee led by HSC Associate Executive Director, Leisa Stanley, PhD.

### **Interconceptional Care**

Interconceptional Care is the term used to describe a woman's health before a baby is conceived. When women are healthy prior to pregnancy, they give themselves and their babies the best chances at a healthy birth and life. Diseases such as Diabetes and conditions such as hypertension and obesity can contribute to preterm birth, maternal health problems and other complications. *Visit [www.youcareflorida.org](http://www.youcareflorida.org)*

### **Zero Exposure Project**

The Zero Exposure Project (ZEP) works with local hospitals and partnering programs to educate pregnant women about the effects of substance abuse during pregnancy and link them with appropriate services to deliver healthy babies. Hillsborough County's Substance Exposed Newborn Taskforce was started by ZEP to address the growing epidemic of babies being born exposed to drugs prenatally. The taskforce is led by Lisa Colen, MHA at HSC, and meets quarterly to discuss challenges and create solutions to working with substance using families to protect babies. Trainings are also offered to staff in hospitals, provider offices, high schools and organizations throughout Hillsborough County. *Visit [www.zeroexposure.org](http://www.zeroexposure.org) for more information.*

#### **Contact:**

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