

*Celebrating* **25** years  
SERVING MOMS & BABIES  
1992 - 2017



*JaDior, our first NFP baby*



## ANNUAL ACCOMPLISHMENTS

Fiscal Year 2016/2017

Healthy Start's mission is to improve maternal and child health in Orange County through community partnerships.



1040 Woodcock Rd, Ste 215  
Orlando, FL 32803



[HealthyStartOrange.org](http://HealthyStartOrange.org)



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*Every baby deserves a healthy start  
for a healthy future!*

# Celebrating 25 Years of Healthy Start!



Since 1992, the Healthy Start Coalition of Orange County has served nearly 200,000 pregnant women and infants! Orange County sees an average of 16,000 births each year. With that in mind it's remarkable that in this past year our Healthy Start Program alone has served about 12,000 clients, providing support and educational services. Envisioned as a statewide initiative to improve Florida's high infant mortality and low birth weight rates, overall infant deaths in Florida have decreased 35.4% (from 1990 to 2015). While improvements have been made since Healthy Start's inception, work to ensure healthy pregnancy outcomes and healthy infant growth and development remains an ongoing effort. Our goal remains to have more babies born full-term, a healthy weight and living to their first birthday and beyond. Every baby deserves a *healthy start* for a healthy future!

## Primary Areas of Focus



**68%**  
Women Screened  
Orange County  
FY 16/17



**99%**  
Infants Screened  
Orange County  
FY 16/17

While Florida Statutes require a Healthy Start screening form to be completed for every pregnant woman and infant, only 68% of women were screened. Thus, it remains an ongoing local and state effort to work with OB provider offices to ensure this requirement is fulfilled. The screening form resulted in 26% of pregnant women and 16% of infants identified as at-risk for adverse health outcomes and then referred to receive HS services.

Our county's rate of babies dying (per 1000 births) before their first birthday has risen over the last two years, from a low of 5.1 in 2014. Our continued efforts to improve this statistic is important to prevent this rate from increasing. Ensuring all women are screened remains a top priority.

The percent of babies born before 37 weeks decreased slightly from 10.5 in 2015. We are below the Healthy People target goal of 11.4.

Our percent of infants born less than 5.5 pounds decreased slightly from last year's rate of 9%. Fewer babies are therefore at higher risk for ongoing health and developmental problems.

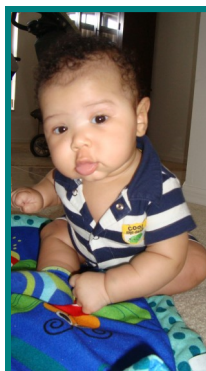
**7.1**  
Infant Mortality  
Orange County  
2016

**10.1**  
Preterm Births  
Orange County  
2016

**8.8**  
Low Birth Weight  
Orange County  
2016

*Healthy Start*  
SUCCESS STORY

Serving our community to give  
every baby a healthy start!



*"Especially being a first-time mom, I can't thank Healthy Start enough for the services they provided me. It's not until you get home with your baby that you really start to have questions and wonder if certain things are normal. Healthy Start was able to help me with problems I had with breastfeeding. My baby also cried A LOT and they were able to teach me the 5 S's for calming a fussy baby, which was life-changing for me. To me it was reassuring to have them checking to see if my baby was developing on track and knowing I had them as part of my support system during my parenting journey."*

## Special Initiatives



### MomCare

Phone counseling services to pregnant women with Medicaid are provided through our MomCare program to ensure these clients overcome any barriers to accessing prenatal care and are linked to their managed care provider. During 2016-17, **7,500 women received MomCare support.**



### Nurse-Family Partnership (NFP)

NFP is an evidenced-based program made possible by funding from Heart of Florida United Way and the state legislature. Intensive home visiting and educational services provided by registered nurses ensure that positive outcomes are achieved. **This year culminated with the program's first graduation of 22 infants.**



### Boot Camp for New Dads (BCND)

BCND completed its 5th year of support to new fathers. These "rookies" participate in a men-only discussion about their new role as dads and learn first-hand from "veterans" who have returned with their infants. **Dads who attended overwhelmingly indicated growth in confidence in their parenting abilities.**



### Coordinated Intake & Referral

The CI&R process promotes collaboration among home visiting programs to ensure families enter the program that best fits their needs and preference through use of the Healthy Start screen. **The Coalition has successfully engaged our home visitation program partners to ensure coordination.**

## FY 16 ~ 17 Year in Review Highlights



At the heart of every Healthy Start occasion is our dedication to further our mission of improving maternal and child health through community partnerships. Here is a snapshot highlighting some of our year's endeavors.



A county-wide provider training offering CEUs was conducted.



In 2017, we celebrated 25 years of Healthy Start throughout the year of HS events!



The Infant Mortality Task Force participated with a HS float in the Orlando MLK Jr. Parade.



Our Nurse-Family Partnership Program held its first graduation.



Our Shower Power, an educational baby shower, was brought back and focused on pre/interconceptional health.



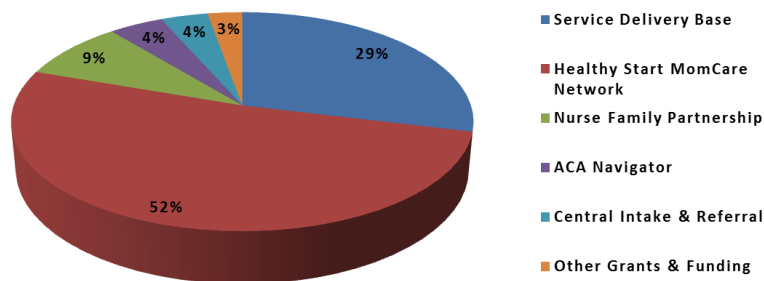
Our Healthy Start team participated in the March for Babies walk.

## Fiscal Responsibility



HSCOC's contract with the Dept. of Health in Orange County to provide Healthy Start services with our state and federal funding has been in place since we became a coalition in 1992. Over the years we have expanded our partnerships for services with the Farmworker Association of Florida, Aspire Health Partners, Commonsense Childbirth and several other smaller subcontracts. Through the commitment of our county government and local hospitals (Florida Hospital and Orlando Health), we have successfully met our State-required community match every year, allowing us to draw down our allocated state/federal funds. Finally, grants, fundraising activities and the generosity of many donors enable us to provide locally-enhanced services for our families, including our Nurse-Family Partnership, Boot Camp for New Dads, our Healthy Start Mall and various other projects over the years.

**HSC Funding Allocation**



We gratefully extend a "Thank You" to our valued sponsors - a *Healthy Woman* is the foundation for a *Healthy Pregnancy* which results in a *Healthy Baby* who ultimately provides our community with a *Healthy Future*!

**Healthy Future**  
(\$25,000 or greater)

Orange County Government

**Healthy Baby**  
(\$10,000 - \$24,999)

Orlando Health

**Healthy Pregnancy**  
(\$5,000 - \$9,999)

Bridges International

Molina Healthcare

Early Learning Coalition

**Healthy Woman**  
(\$1 - \$4,999)

Burger 21

Community Health Centers, Inc.

United Legacy Bank

Schafer, Tschoop, Whitcomb, Mitchell and Sheridan, LLP

Publix Supermarket Charities

Borcheck and Gase, LLC

Florida Hospital

Victory Casino

Prestige Health Choice

Many generous individual donors

## Community Partners



We promote the health of mothers and babies through our many partnerships, including:

**Infant Mortality Task Force** - to identify and implement strategies to reduce infant mortality in our community

**Child Death Review** - to review factors related to deaths of children in the DCF system and implement strategies to decrease those deaths

**Children's Cabinet of Orange County** - to link local agencies working for children and families in order to strengthen the safety net, share resources and information and to eliminate duplication

**And many others:** Early Head Start, Infant Mental Health Task Force, FL Children's Campaign, Heart of Florida United Way, Help Me Grow Initiative, Early Learning Coalition, FL Assn. of Healthy Start Coalitions, Child Abuse & Neglect Task Force, PCAN (Primary Care Access Network), Second Harvest Health and Hunger Task Force, March of Dimes Prematurity Campaign, Pine Hills Health and Wellness Initiative, Opioid Task Force, Community Health Improvement Board, Florida Breastfeeding Coalition, Pregnancy and Infant Loss Resource Network, Text4Babies, Text4Tots, YMCA Education Committee, Cox Radio, ESPN Radio, Florida Healthcare Coalition, Sisters/Companeras, Infant Mental Health Task Force, Satcher Health Leadership Institution, Disney World Corporate Citizenship

### COALITION STAFF

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