

KNOWS WHAT  
TO EXPECT  
DURING  
PREGNANCY

HAS RESOURCES  
FOR 2-YEAR-OLD  
DAUGHTER AND  
BABY-TO-BE

QUIT  
SMOKING  
DURING  
PREGNANCY

BEGAN  
PRENATAL  
CARE IN FIRST  
TRIMESTER

PRACTICES  
BETTER  
PARENTING

BREASTFEEDS  
BABY



### COALITION SERVED

**80%** of pregnant women (**7,719**) completed the Healthy Start prenatal risk screen

**94%** of infants (**9,118**) received the Healthy Start postnatal risk screen

**12,029** families were provided a total of **30,557** *Connect* services

**3,340** families were provided a total of **90,851** *Healthy Start* services

**398** families were provided a total of **4,569** services through our *MIECHV-Parents as Teachers* program

**480** nurse assessments were done for families through our *NewboRN Home Visiting* program

**607** outreach efforts provided to prenatal care providers, birthing centers, pediatricians, community agencies and families.

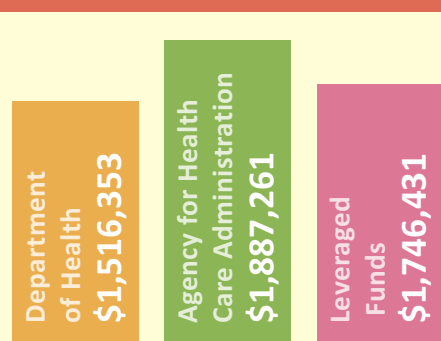
**Partnerships include:** Early Learning Coalitions, Healthy Families, Florida Department of Children and Families, Partnership for Strong Families, Florida Department of Health, Kids Central, Inc., Children's Home Society, University of Florida, UF Health, North Florida Regional Medical Center, Children's Trust of Alachua County, United Way of North Central Florida, Suwannee River Area Health Education Center (SRAHEC)



### COALITION CHALLENGES

- Rural areas don't have adequate internet access or coverage which makes the virtual visits difficult for some of our counties
- Higher need for basic resources such as food and housing due to COVID related events
- Later entry into prenatal care due to COVID
- Unable to install car seats for our participants due to COVID

### HEALTHY START FUNDING



**HEALTHY START OF NORTH CENTRAL FLORIDA** is one of 32 Healthy Start Coalitions in the state. The Coalition serves 12 counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Lafayette, Levy, Marion, Putnam, Suwannee and Union, most of which are rural with low population density. Income levels within the Coalition are slightly lower than the state and poverty rates are higher. Only two of the 12 counties have attendant medical and birthing center facilities, requiring many moms and babies to travel long distances for delivery. Despite these regional hardships, Healthy Start of North Central Florida uses its funding strategically to reach a large percentage of the communities we serve—and specifically, families with pregnant women, infants and children up to age three who are most at-risk for poor birth outcomes and need help with healthy child development.

**SERVICES** include the following:

**Home Visiting:** One-on-one support in the home or another convenient location; friendly advisors throughout pregnancy and after the baby is born; access to services that are designed to meet unique needs.

**Prenatal Education & Support:** Information on changes that happen to a woman's body and emotions during pregnancy; what to expect during labor and delivery; nutrition, medicine and exercise that can help or harm a pregnant woman or baby; warning signs of an early delivery.

**Breastfeeding Education & Support:** Techniques for successful and enjoyable breastfeeding; answers to any questions or concerns about breastfeeding; information on how breastfeeding benefits mom and baby.

**Newborn Care:** Tips on how to take care of a new baby, keeping baby safe according to the latest safety guidelines on sleep, car seats and more; infant nutrition; proper growth.

**Parenting Education & Support:** Preparation for baby coming home; tracking and supporting baby's development; ways to play and connect with baby; how to become baby's first teacher.

**Health and Well-Being:** Help with planning for future pregnancies; making healthy lifestyle choices for the family; getting support for feeling anxious, stressed or having the "Baby Blues."

# 5 FOCUS AREAS FOR MAKING AN IMPACT ON THE COMMUNITIES AND PEOPLE WE SERVE

## INFANT SAFETY

### SAFE SLEEP DISPLAYS

#### PARTICIPATING AGENCIES

- Alpha Center for Women in Ocala
- Lafayette County Public Library
- Early Learning Coalition of Marion County
- Florida Department of Health in Bradford County
- Florida Department of Health in Lafayette County
- Episcopal Children's Services/Early Head Start in Alachua County\*
- Episcopal Children's Services/Early Head Start in Bradford County\*
- Southwest Advocacy Group (SWAG) Family Resource Center in Alachua County\*

\*Completed Safe Sleep Ambassador Certification



### CAR SEAT SAFETY

- ❑ CAR SEAT CHECKS  
Trained technicians inspect and correct the installation of car seats, ensure the correct seat is used for the child based on age and weight, and provide information on car seat safety.
- ❑ ENTERPRISE GRANT TO PURCHASE CHILD SAFETY SEATS



### PREVENTION OF CHILD DEATHS IN HOT CARS

Distribution of 365 window clings to raise awareness of heat stroke and risks of leaving children unattended in vehicles.

## CHILD DEVELOPMENT

**857** Infants and children screened for developmental delays

## TOBACCO CESSATION

CREATION AND DEVELOPMENT OF THE *LET'S TALK ABOUT TOBACCO* CURRICULUM



## BREASTFEEDING

### BIG LATCH ON EVENTS



## PERINATAL MENTAL HEALTH

**1,764**  
New mothers screened for depression