

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

77% of pregnant women (**5,036**) completed the Healthy Start prenatal risk screen

96% of infants (**6,271**) received the Healthy Start postnatal risk screen

8,373 families were provided a total of **23,702** *Connect* services

1,999 families were provided a total of **83,639** *Healthy Start* services

628 outreach efforts provided to prenatal care providers, birthing centers, pediatricians, community agencies and families

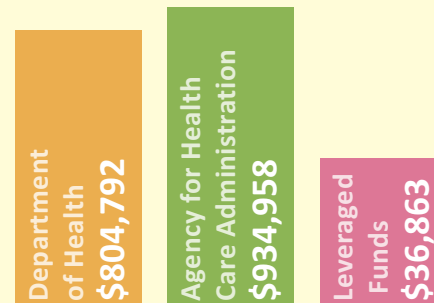
Partnerships include: Early Learning Coalitions, Healthy Families, Florida Department of Children and Families, Community Health Centers, Florida Department of Health, Kids Central, Inc., Langley Health Services



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



CENTRAL HEALTHY START is one of 32 Healthy Start Coalitions in the state. The Coalition serves four counties: Citrus, Hernando, Lake and Sumter, most of which are rural with low population density. Income levels within the Coalition are slightly lower than the state. Given its sheer size and demographics, access to prenatal care and health disparities among minorities remain the pressing challenges in this area. Central Healthy Start is dedicated to using 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 for baby.

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



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

PARTICIPATING AGENCIES

- Early Learning Coalition of Lake County*
- Pregnancy and Family Life Center in Citrus County*
- Sumter County Baby Shower Event (2/21/2020)
- Sumter County Fair (3/6/2020 – 3/14/2020)
- LifeStream Behavioral Health Center in Lake County*

*Completed Safe Sleep Ambassador Certification

BREASTFEEDING

BREASTFEEDING FRIENDLY AWARDS

Agencies who were educated and supported on obtaining the breastfeeding friendly award:

- Early Learning Coalition of Lake County
- Bullfrogs and Butterflies Child Care Center
- First Steps Child Care Center
- The Keys to Knowledge Learning Child Care Center

BIG LATCH ON EVENTS



PERINATAL MENTAL HEALTH

730

New mothers screened for depression

CHILD DEVELOPMENT

681 Infants and children screened for developmental delays

TOBACCO CESSATION

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

