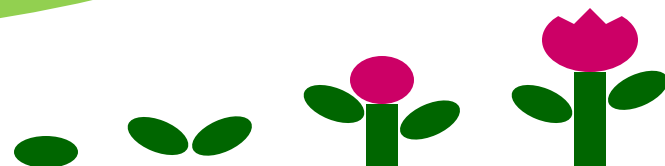


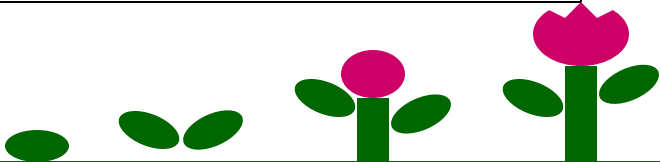
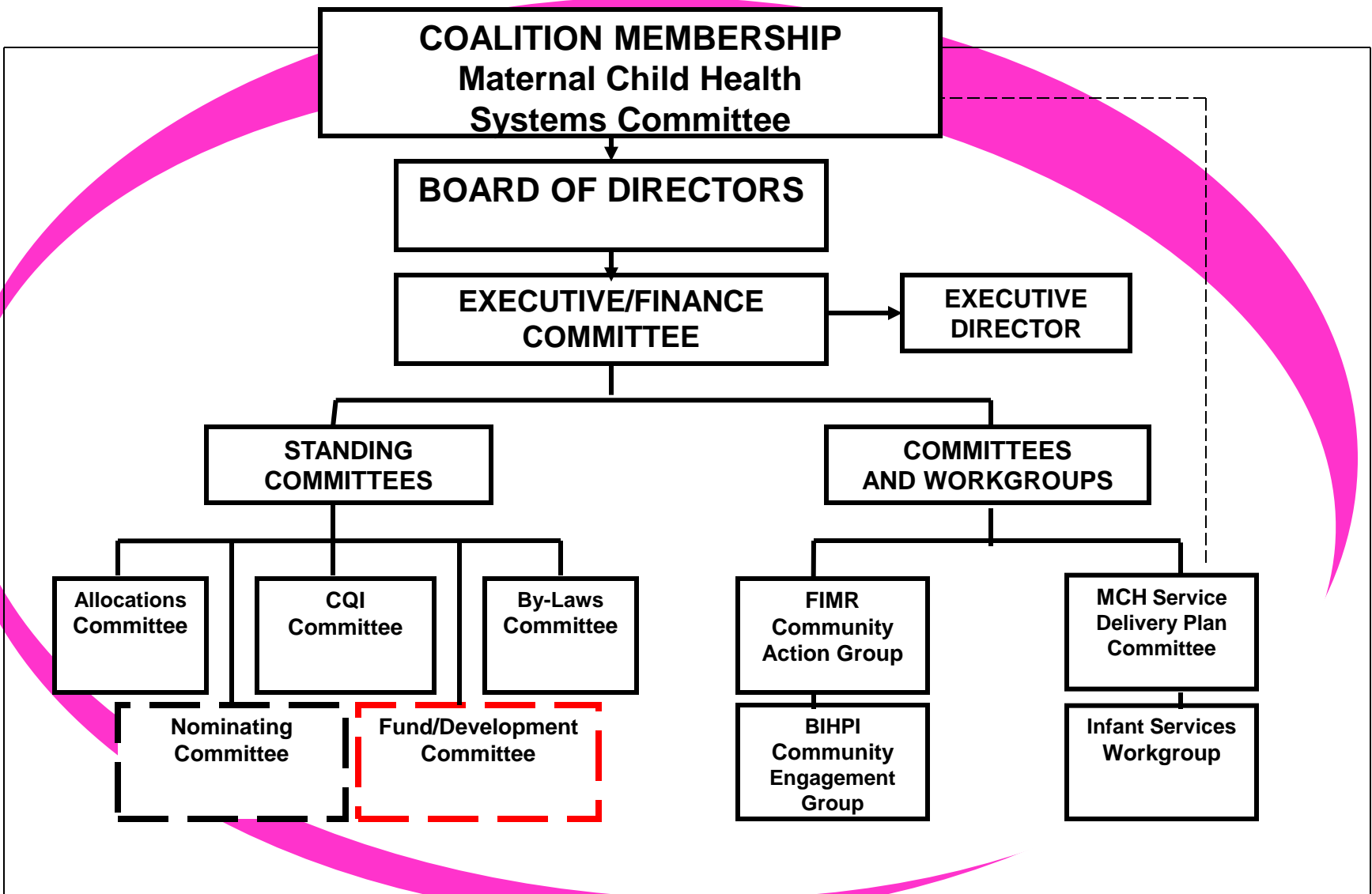


# **BROWARD HEALTHY START COALITION, INC.**

## 2011 Year End Report

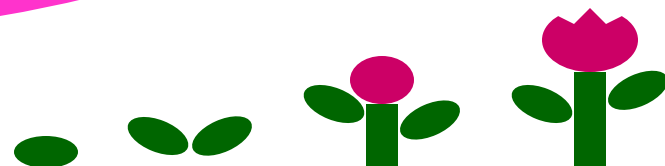
*Together, Supporting Mothers and Babies*







# Florida Department of Health Contract Performance



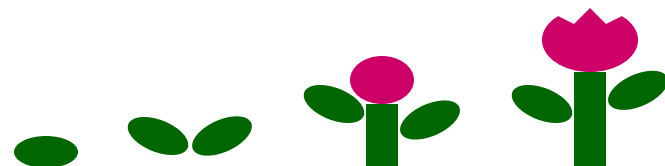
# Contract Performance Measures

- 8 of 9 performance measures were met
- 1 measure was missed by 2%
  - There was no action taken by FDOH as the State's average was below the Coalition's



# Significant Contracting Changes

- Moved to a Unit of Service Reimbursement
- Monthly billing requires back up from the state HMS System
- Training being completed by Coalition Staff has allowed provider employees to provide units of service efficiently and effectively in a much shorter time frame



# Healthy Start Program

## *Key Indicators since 2007/2008*

- 82.57% of all pregnant women are being screened, up 25%
- 92.18% of all Infants are being screened, up 7%
- Face to Face Educational Units have increased by 102%
- ALL Key indicators have risen during the past 4 years



# Letter from Memorial Healthcare

A message from Frank V. Sacco, FACHE, President and Chief Executive Officer

Dear Mr. Sacco,

I feel the need to write this letter simply to express what a tremendous impact all of the Healthy Start instructors/counselors have had on me throughout my pregnancy and even now that my son is nearly 4 months old.

I learned so much and I tell every pregnant woman I come across about my experience. (My cousin is attending their classes now.)

You see, for nearly nine years, my husband and I tried to conceive. When I finally did get pregnant, I was excited beyond belief! I wanted to do everything I could to ensure a healthy pregnancy. Unfortunately, the beginning of my pregnancy was a bit tumultuous. I had a threatened miscarriage at seven weeks pregnant and was placed on bed rest for a week. Then, at 21 weeks I found out my son had hydronephrosis of the right kidney (we're still dealing with this now). Finally, at 24 weeks pregnant, I was told I had gestational diabetes.

I began attending the Healthy Start prenatal/parenting classes when I was 28 weeks pregnant. The counselors I met there will forever hold a special place in my heart. I implement EVERYTHING I learned from them in my everyday life. All of the positive affirmations they taught me helped me whenever I felt like I wouldn't be the best mother I could be for my son.

I kept in mind everything I learned from them, and I'd like to think that this is the reason my delivery went so smoothly. I mean seriously, I was in labor for only four hours and 45 minutes!! My nurse asked if I had taken classes because my breathing was perfect and I was doing extremely well. She said to me, "You seem like a pro!" I feel like I was a pro thanks to what I learned! Also, I am breastfeeding my son. By using the techniques I learned in class, I never had any issues. Breastfeeding is the highlight of my day! It is the most incredible bonding experience.

The most amazing thing is what happened when my son went for some testing for his kidney. Because of his age he was unable to be sedated when he had the catheter placed into his bladder or when he had his IV put in. That didn't matter though. He SHOCKED the nurses in the hospital when he didn't shed a single tear. How is this possible? Well, it's because of all the times my husband and I went to him when he cried. My son has already learned that he can totally and completely trust mommy and daddy. He is the happiest baby I have ever seen!

I hope that more people find out about the Healthy Start program and use their amazing services. These are some amazing women that I feel I can proudly call friends. Though I've only known them a few months, I feel as if I've known them for years. To this day they provide me with the positive affirmations I need to lift my spirits when I'm feeling low. I love these women! They are amazing!!!! I hope they will forever be able to help other women just as they have helped me!

Sincerely,

Melissa



# MomCare Program

## *Key Indicators since 2007/2008*

- 15% more participants were served in 10/11
- Number of FTEs for direct service staff decreased by one (now have 6 vs. 7)
- The Maternity Care Advisors contact nearly half of all participants within 5 days of referral



# MomCare Program

## *Participant Comments*

“I’m very thankful for the great help I had from your program. My Maternity Care Advisor called and spent time to explain everything that I needed to know as a first time mom. She was nice and I am very grateful for all the help I received that helped me have a healthy pregnancy.”

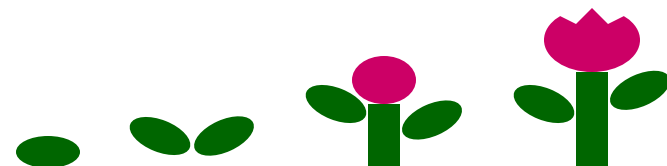
“Wonderful pregnancy. Thankful for program. Felt very blessed for the phone calls and concern for my health. You all have been very friendly, caring, and helpful. Thank you.”

“Everything was helpful. I was given all the numbers and information needed to help me with all my needs and what I needed to do. I loved it and hope I get this help with future babies, if any.”

“I wouldn’t know what to do without insurance for my pregnancy. Thank you very much for your help.”

“I really appreciate the program. I’ve learned a lot about giving my baby the best I can give, and the breastfeeding tips were extremely helpful.”

“I love all the helpful tips! I like how the program sends information on pediatricians and on the first years of your baby’s life.”



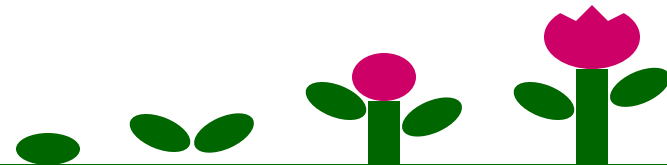
# Fetal Infant Mortality Review

- Total FIMR funding in Broward County is \$148,302 for 45 case abstractions and FIMR Staff
- The Coalition provides \$21,784 for 28 case reviews
- The additional funding is provided by Children Services Council of Broward County
- Data findings over 4 years have shown little to no difference
- FIMR Community Action Group – Reviews FIMR data annually, assures key issues are being addressed within the community and move actions to MCH Systems



# FIMR Case Review Team

- FIMR CRT members felt that the cases were not being effectively analyzed
- In March 2011, Coalition Staff developed and piloted a new tracking system that:
  - Identifies the primary cause of death
  - Determines “preventability” on a scale
- Process has been well received and is now a permanent part of CRT



# Black Infant Health Practice Initiative

## *Community Engagement Group*

### **Priority Activities July 2010 – June 2011**

- **Family Connections Mentoring Project**

MOU with 2 Faith-Based Organizations. Reached 60 families through workshops and community activities

- **3<sup>rd</sup> Annual Countywide Shower 2 Empower**

FY 2010-2011, 500 attendees at J.C. Carter Park, September 17, 2010. Funded by BHSC, various donations (\$4,225) and Diaper Drive (\$777)

- **Teen Empowerment Workshop**

200 students (including pregnant and parenting) at Seagull Alternative School received Safe Baby education. Funded by SHAPE Grant (\$2,000), Broward Health Donation (\$250) and Pollo Tropical (Guest Coupons value \$500)



# Black Infant Health Practice Initiative

## *Community Engagement Group*

### **Priority Activities July 2011 – June 2012**

- **Family Connections Mentoring Project**

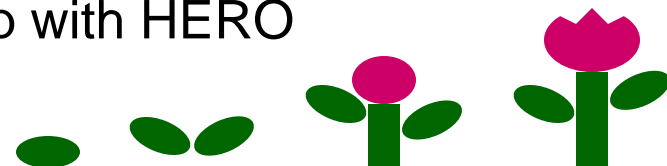
MOU with Dr. Rosalyn Osgood Ministries for the period of December, 2011 through November, 2012

- **4<sup>th</sup> Annual Countywide Shower 2 Empower**

FY 2011-2012, 450 attendees at J.C. Carter Park, September 16, 2011. Funded by BHSC along with various donations (\$3,830) and Diaper Drive (\$1,500)

- **Family Empowerment Workshop**

Haitian Community Event at African American Research Library and Cultural Center, October 19, 2011. Funded by March of Dimes Grant (\$2,850) and Diaper Drive (\$374); Partnership with HERO



# Black Infant Health Practice Initiative

## *Community Engagement Group*

### **Priority Activities July 2011 – June 2012 (continued)**

- **Teen Empowerment Workshop**

Charles Drew Family Resource Center, February 14, 2012. Funded by Broward Health Donation (\$200) and Diaper Drive (\$500)

- **Teen Empowerment Workshop**

Seagull Alternative School, May 24, 2012. Funded by March of Dimes Grant (\$3,000) and Broward Health Donation (\$300 proposed)

*Tentatively scheduled to include Hallandale Alternative School*



# Children's Healing Institute

## *Healthy Start Success Story*

We received a referral from a private doctor's office for a pregnant, married woman from Vietnam who did not speak English and was in need of prenatal care. At that time, the client was paying up to \$800 out of pocket for each prenatal care visit. She didn't have Medicaid, WIC, or access to any community services; the language barrier prevented her from understanding where to find help. The client discovered she was having twins and was experiencing extreme sickness during her pregnancy, so her doctor could no longer care for her due to these factors putting her in a high-risk category. The Children's Healing Institute case manager went to the client's place of work, and with the help of a co-worker who spoke English, was able to provide her with information about community resources she could benefit from.

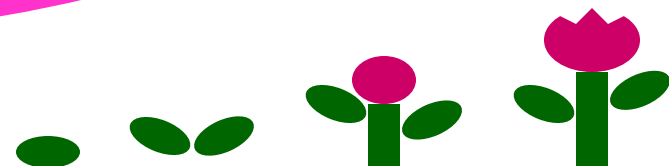
Out of desperation, on 12/13/11, the client and her husband came into the offices of The Children's Healing Institute asking for the case manager to help them find a doctor she could afford to see. From what we were able to understand, it seemed that the client's doctor was recommending some kind of surgery before the pregnancy, but they didn't have the money for the procedure and she needed to see a doctor as soon as possible. With the help of the Assistant Program Supervisor's translation application on her smart phone, the staff were able to understand the needs of the client and were also able to help her make an appointment at the WIC office, as well as to direct her and her husband to the 7<sup>th</sup> Avenue Clinic to make an appointment for prenatal care. We also learned that WIC and other agencies have access to a free translation service, so the client was directed to ask for this service whenever she visited these places.

The following week, the client's husband came into the office to report that they had received their WIC benefits and had an appointment set with the 7<sup>th</sup> Avenue Clinic. The client is currently on strict bed-rest; she is also now receiving Medicaid benefits and the case manager continues to follow-up with their needs and progress. This is a great example of how The Children's Healing Institute, as a Healthy Start program, is able to make a positive impact in the people of the community we serve.



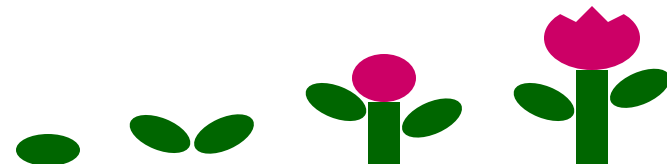


# Training and Technical Assistance



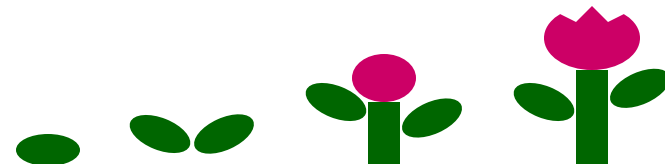
# Training and Technical Assistance

- In 2007/2008 the Coalition was contracting out nearly 100% of its training and technical assistance at a cost of up to \$60,000 per year
- All Coalition trainings are now being done by certified Coalition Staff



# Training and Technical Assistance

- As a result:
  - There is cost savings to the Coalition
  - Coalition Staff are viewed as the “experts”
  - Provider Staff is now quickly trained and placed into the field for productivity
  - All Curricula, Trainings and TA are standardized



# Training and Technical Assistance

- Coalition Staff have earned Certifications or Train-the-Trainer status in several areas:
  - Breastfeeding (locally developed curriculum)
  - Childbirth (locally developed curriculum)
  - Parenting (FSU curriculum)
  - Motivational Interviewing
  - Interconceptional Care (an updated, local curriculum is being developed)
  - Results-Based Accountability



# Training and Technical Assistance

- As a result of Qualified and Skilled Trainers, Coalition Staff:
  - Provide training at Healthy Start statewide conferences
  - Provide training to other Coalitions and receive stipends
  - Assure high levels of compliance with Florida HS Standards & Guidelines
  - Have become a “friendly” resource for providers



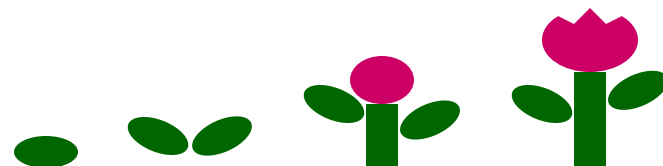
# Memorial Healthcare

## *Healthy Start Success Story*

A 3 day old baby brought by mother for a routine check up. While registering the patient Natacha from Healthy Start, who was accompanying the mother, noticed jerky movements of the extremities of the newborn. She brought this to Siseen's attention and Siseen noticed there is irregular pattern of breathing as well. Natacha called the RN while Siseen held the baby and stayed with the mother. RN triaged immediately notified MD and called 911 to transport the baby to Joe DiMaggio Children's Hospital ER.

The immediate identification and intervention of the situation resulted in saving an infant from a possible life threatening event.

Thank you Natacha and Siseen for your prompt responses and going beyond your job descriptions!!!!



Fiscal



# Fiscal

**BHSC DOH CONTRACT BUDGETS 2007-2012**

Funding Source	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	% Change
Admin	515,154	510,490	511,135	499,182	458,118	-11.00%
Base Services	3,286,390	3,263,317	2,963,763	2,689,579	2,220,442	-32.44%
Med Waiver	1,068,596	963,774	923,208	1,036,365	1,105,000	1%
Services Deferred Rev	347,842	155,019	188,433	670,589	400,000	Avg = \$427,000
SOBRA	512,660	444,283	464,841	464,841	464,841	-9.33%
SOBRA Deferred Rev	144,531	36,079	1,070	103,824	127,000	Avg = \$ 90,426
FIMR	22,107	21,138	21,784	21,784	21,784	-1.50%
BIHPI	95,063					-100%

**BHSC DONATIONS AND NON DOH GRANTS 2007-2012**

Donations	6,779	7,379	25,335	11,957	28,504	420%
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# Fiscal

- Changes in funding over 4 years
- Decrease in amount of funding returned to DOH at year end
- Increase in non-DOH funding sources
- Prior deferred revenue issue has been resolved and closed by DOH
- Clean Audit FY 2009/2010. First year as an independent 501c3, that the Coalition received an “unqualified opinion” from the auditors with respect to the integrity of the financial statements from the auditors



# Fiscal

- Audit for 2010/2011 has been completed; no adjusting entries
- Management suggestions have been addressed with the exception of Positive Pay due to the upgrade of financial software and computer system changes
- Financial software upgrade to more budget-oriented structure, has been designed, installed and implemented

\*Note – Decrease in Med Waiver this FY will impact next FY with zero carryover to offset allocation methodology funding reduction.



# Henderson

## *Healthy Start Success Story*

Care Coordinator Ebony Stafford, received client Tameisha McCray in her 2nd trimester of pregnancy. Client stated that she had her first child at 22 weeks of pregnancy and has no idea what to expect thereafter. Care Coordinator empathized with concerns of first pregnancy and assured with proper education on healthy eating habits, decreasing stress level and childbirth education, client would have a different childbirth experience.

Care Coordinator met with client at least once a week and provided education from the 1st week of pregnancy to the 42nd week of pregnancy. In Tameisha's 37th week of pregnancy she delivered a healthy 5 lb. baby girl with minor complications.

Care Coordinator is currently in the process of providing successful breastfeeding education, where the baby has tripled her birth weight in 4 days after birth and exclusively breastfeeding. Tameisha is very grateful for all services provided and says that she never thought she would ever be able to breastfeed her baby because of her first childbirth experience!



# New Initiatives



# March of Dimes 39 Week Initiative

- 3-year initiative (2011-2014) to increase consumer awareness about the importance of the final weeks of pregnancy
- Work completed to date:
  - Collected 46 pre-implementation baseline surveys
  - Launched social media messages on Facebook, Coalition website and BIHPI website
  - Upcoming training planned for MCH community providers
- \$4,500 annual income to BHSC for 3 years



# SFHHA Baby-Friendly Initiative

- Promotion of breastfeeding-friendly work environments and baby-friendly hospitals in Broward
- Coalition has partnered with the Breastfeeding Coalition of Broward on its initiatives
- Work completed to date:
  - Presented at the ECE conference
  - Coalition applied for Broward's first BF Friendly Employer Award with the FBC
  - Utilization of the Business Case for Breastfeeding model by Coalition Staff to encourage employers to adopt a worksite lactation policy
  - Developed relationships with key staff at maternity hospitals
- \$4,500 annual income to BHSC 2011/12 with potential to reapply in Aug. 2012



# Breastfeeding Rates and Motivational Interviewing

- Coalition Staff developed a White Paper on Childhood Obesity and the impact of Breastfeeding
- Received state and national support for creating a new breastfeeding “magazine”
- Pilot started in December, 2011
- Plan to roll out to entire county in the spring of 2012

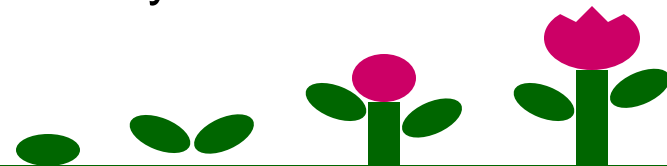


# Children's Healing Institute

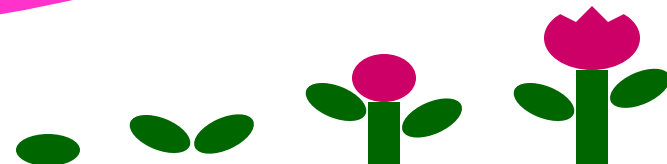
## *Healthy Start Success Story*

My CHI/WISH success story is about a young mother T. Robertson. She came into the program while in her first trimester of her pregnancy. She came full of questions and myths regarding pregnancy, childbirth, and breastfeeding. As her case manager, it was my job to plant the seeds of early prenatal care, healthy living and eating, and breastfeeding being best for baby. She attended group sessions here at the office and never missed a meeting. She wanted to learn to take care of herself and her unborn baby.

Ms. Robertson had her baby and her delivery went well, she was able to use some of the techniques taught in class. She also initiated breastfeeding with her newborn. Her baby is now 10 months old and has never had formula! She is an exclusively fed baby and mom states she would not have it any other way.

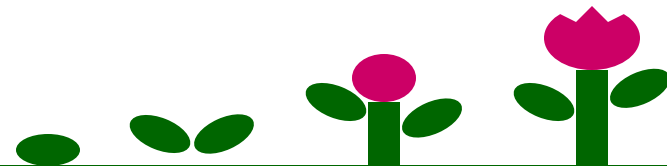


# Organization Affiliations



# Organization Affiliations

- Community Foundation - Boards in Action
- Ft. Lauderdale Chamber of Commerce
- Broward County Chamber of Commerce
- Broward Human Trafficking Coalition
- Soroptimist International of Ft. Lauderdale
- Commission on the Status of Women
- Broward Aware
- Leadership Broward



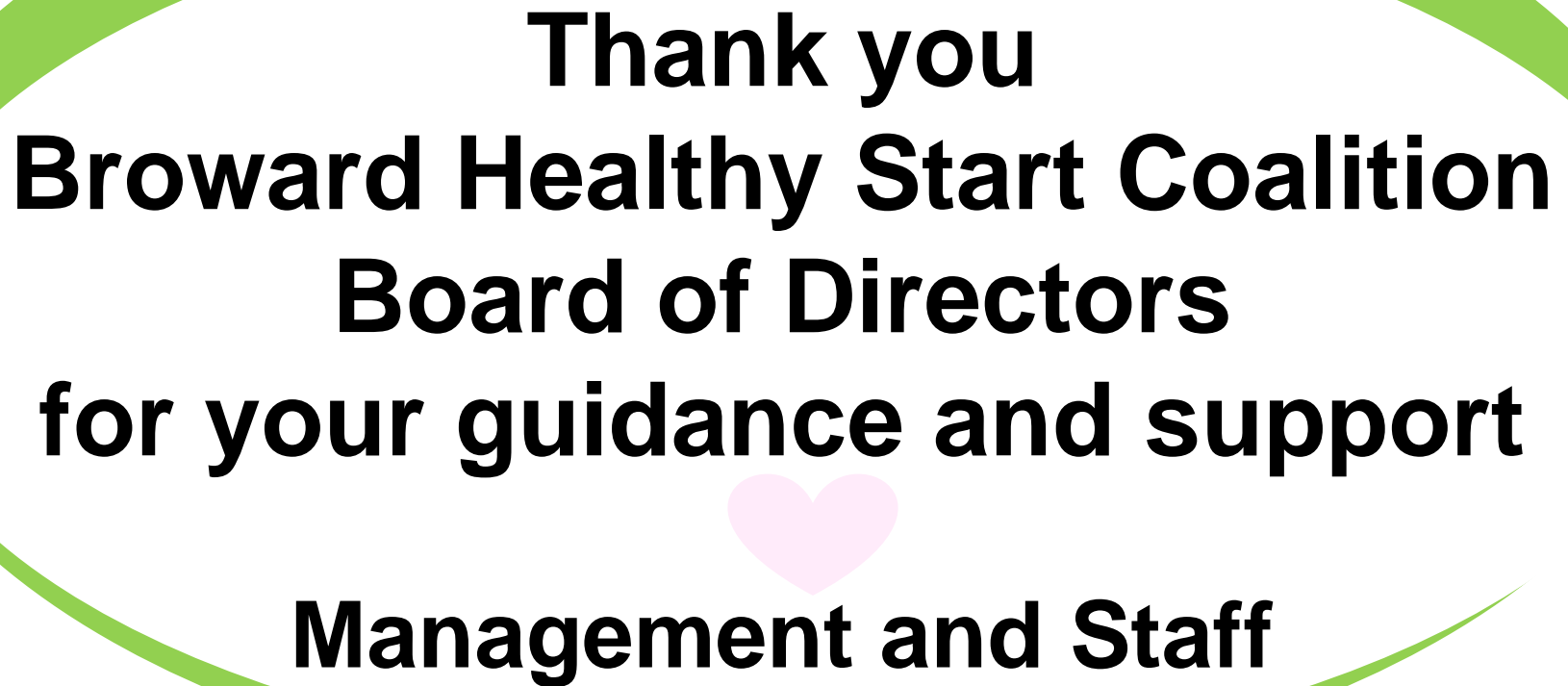
# Children's Healing Institute

## *Healthy Start Success Story*


There are many success stories that I have come across as a result of providing Healthy Start services. Here is one success story of many. One of my client's by the age of 38 years old had 5 kids with the youngest being 9 years old and one the way. Client was a school Nurse for years. While discussing about SIDS and safe sleep with the client, client stated that all of her kids slept in bed with her and that's how she will do the new baby. CM discussed the risks of bed sharing with client and placing the baby on her back to sleep, not to change her mind, but to educate her on the dangers that could occur. While continuing our visits, client decided to complete a crib referral for a pack n play. CM gave her a list of documents that were needed to complete the referral. When CM followed up with client about the documents, client stated that she does not want to give out so much personal information. CM asked client where is the baby going to sleep, client stated the father of the baby said that he will purchase a crib. CM stated that would be good. After the baby was born, CM went to client's home for the home visit. The crib was set up and the client had followed all the safe sleep guidelines pertaining to the crib. CM praised client for deciding to do what's best for her baby.

At the last home visit with mom and baby. Client told CM that she had a scare with the baby and the paramedics were called. The client stated that she had placed the baby on her back to sleep and milk started coming up through the baby's nose. The client immediately gave care to the baby, when she saw that what she was doing was not working, she told one of her children to call 911. Once the baby received medical treatment she was told by a medical professional that if the baby was placed on her stomach when this emergency occurred the baby could have suffocated in the expelled fluids. Client stated that she so happy that I educated her on the safest way a baby should sleep.





**Thank you  
Broward Healthy Start Coalition  
Board of Directors  
for your guidance and support  
Management and Staff**



*Together, Supporting Mothers and Babies*

