

2009-2010 Infant Safe Sleeping Campaign

On September 25th, Healthy Start convened the *Safe Sleep for Sweet Dreams* Community Awareness event. Community leaders, partners, and Healthy Start participants gathered together to reaffirm our collective commitment to keeping babies safe.

According to pediatrician Dr. Xavier Sevilla, evidence shows that community-level education and intervention, such as that provided by Healthy Start's CHWs, have a highly significant impact on a mother's or parent's behavior related to child care and rearing, including safe sleeping habits.

During the dinner program, Healthy Start participants Rosa Medina and Jamie Mosley spoke to the audience about how invaluable the education and support they've received from Healthy Start has been to the health and safety of their families.

Judge Charles E. Williams, 12th Circuit Court Judge, a long-time child and family advocate, underscored the sense of hope he feels knowing that families have access to programs like Healthy Start's, which offer support to empower families with the tools and knowledge needed to create a healthy and safe environment for their children.

Healthy Start board member CJ Czaia reminded attendees that this is a community-wide initiative; he acknowledged and thanked the many volunteers and partners who help make our safe sleep education and awareness project possible. "We are truly fortunate to have such committed and solid allies throughout the community," CJ said.

The powerful messages conveyed throughout the program were captured by Charles Clapsaddle and his team from Manatee Educational Television (METV) and has been broadcast several times.

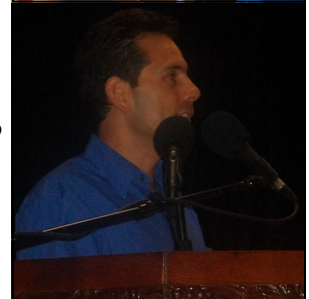
While we've had great successes empowering many families with the knowledge and tools to keep their babies safe, there is still work to be done. "We cannot let our guard down and must continue working together as a community to prevent accidental infant death; it only takes a moment to lose a baby," said Manatee County Sheriff's Office Maj. Connie Shingledecker during the dinner program.

The Safe Sleep for Sweet Dreams campaign is working to promote broader, community-wide awareness and education via a year-long series of activities, such as our October SIDS Awareness Month recognition events, which included CHW outreach at the Latino Health Awareness Fair and a professional development session for social service and healthcare providers, "Black and White High Risk Infant Sleeping Behaviors in Florida," presented by Maj. Shingledecker and Dr. Bill Sappenfield with the Florida Department of Health.

Healthy Start also hosted experts who spoke on related topics at our September '09 and January '10 professional development meetings. Judy Driscoll, LMHC, addressed the issue of maternal depression, during and after pregnancy, which has been linked to unsafe sleeping habits and Janet Goree, Shaken Baby Syndrome Educator, discussed stress and infant crying that can cause a caretaker to shake a baby. In addition she offered strategies for parents to cope with those risk factors.

Further, in December our CHWs provided safe sleeping outreach and education to families at the Holiday Celebration sponsored by Project Light Literacy Center.

Healthy Start's safe sleeping efforts are generously supported by the CJ Foundation for SIDS, the March of Dimes Florida Chapter, the Lakewood Ranch Fund of the Manatee Community Foundation, and hundreds of volunteers throughout the community.



Dr. Xavier Sevilla



Judy Driscoll, LMHC



Janet Goree



Major Connie Shingledecker



March of Dimes
Saving babies, together™



Breast Cancer Awareness Campaign 2009-2010

Throughout this project year, our CHWs have been diligently reaching out to predominantly Spanish-speaking women of all ages and their families, providing important education on breast cancer risk factors and healthy lifestyle habits that can help prevent cancer, as well as information on clinical breast exams and mammograms, depending on the participant's age and risk factors.

Healthy Start recognized Breast Cancer Awareness Month last October at the Latino Health Awareness Fair, where the CHWs engaged community members in a discussion about breast health and provided them with promotional materials provided by the Komen Foundation and other community partners.

We are proud to have been able to reach close to 1300 members of the community over the last eight months with our outreach and education efforts. One participant of the project, Antonia Garcia, 41, said "With Martha's support and assistance, I was able to make my appointment at the health department to get a mammogram." Antonia had recently noticed an abnormal lump in her breast and called our CHW, Martha, after meeting her at the Healthy Start table during the Manatee Children's Summit in August. Martha subsequently met with Antonia to provide an educational presentation and assistance with connecting her to the Manatee County Health Department's mammogram program.

Our Breast Cancer Awareness Campaign is generously supported by the Susan G. Komen Foundation, in partnership with the Gulfcoast South Area Health Education Center (GSAHEC).



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Healthy Start 2010-15 Service Delivery Planning Process Underway

Healthy Start Coalition members and community partners have been engaged in our Service Delivery Planning process over the last several months; much of our work is achieved through community partnerships and collaborations and this is particularly true for the development of this plan, which will guide our work for the next five years.

Working through various committees that include other non-profits, the health department, county agencies, Healthy Start clients, and business sector partners, members of our SDP update advisory group are helping us to identify maternal and infant-related community health needs and to prioritize our work and resources to best address those needs. The planning process will adjourn in the summer and a final plan document will be completed in July.

As we prepare for the future, we'd like to take this opportunity to reflect on our work and achievements over the last year. During 2009, Healthy Start provided direct services to 2626 mothers and babies, as well outreach and education to hundreds more via our Community Health Worker initiative. Our aim is to empower women before, during, and after pregnancies with the knowledge and tools to create healthy lives for themselves and their children. In addition to maternal and infant-specific health issues, as referenced throughout this issue, we also engaged participants in education related to infant safe sleeping, breast cancer, obesity prevention and cardiovascular health, tobacco cessation, and flu/illness prevention.

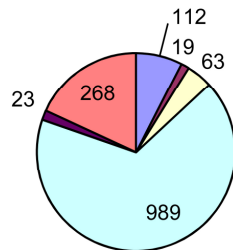
We are very proud of our accomplishments in serving Manatee County mothers, infants, and families over the past year and are so grateful to all of our partners and supporters who have helped us to achieve them.

SAVE THE DATE: Upcoming Healthy Start Monthly General Membership Meeting – March 2

Violence Against Women Act (VAWA) – Visas for Victims of Crimes and Trafficking, presented by Adriana Guzman-Rouselle, Attorney

We meet the first Tuesday of the month at 11:00 am at Manatee Memorial Hospital Auditorium

Healthy Start Prenatal & Infant Screens Processed July 2009- January 2010

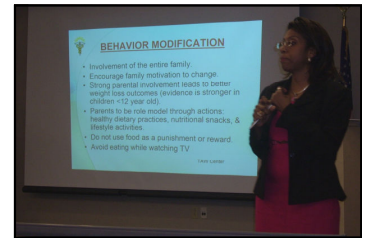


- Premier OB/GYN
- River Landings
- OB/GYN Women's Ctr.
- Manatee County Rural Health Services
- Skene
- Sarasota Providers

Working Together to Stop Childhood Obesity

At its monthly professional development session in November, Healthy Start hosted family physician Dr. Inda Mowett, who shared current data related to this new epidemic with coalition members and other service providers. Attendees gained useful insight into the issue of childhood obesity, including statistics of the impacted population, causes of the epidemic, complications of the disease, and behavior modification recommendations to help families address the issue.

Dr. Mowett emphasized the importance of engaging parents and the entire family in obesity assessments and treatments. She also underscored the need for communities to work in coalition to help address the current epidemic with the goal of ultimately preventing it altogether.



Dr. Inda Mowett

Addressing Cultural and Linguistic Barriers to Services

In December, Edna Apostol, CEO of Gulfcoast South Area Health Education Center, shared valuable information and tools for healthcare and social service providers to work more effectively with clients from diverse populations. Ms. Apostol provided recent data related to the health disparities among minority populations and how these disparities are often associated with the cycle of poverty.

She emphasized the importance of self assessment for organizations, as well as individuals, to determine their level of cultural competency, identify strengths, and address areas for improvement. Ms. Apostol also offered useful strategies for enhancing communication with clients and recommendations for complying with language access regulations.



Edna Apostol

Special Thanks

We would like to extend profound and special thanks to the White family: Kristine, Steve, Tim, and Marlene, and their annual holiday Project Claus volunteer team. Over the past four years, Project Clause has generously provided gifts for Healthy Start families in need. Through their donation of children's clothes, toys, books, and baby items, the Whites give hundreds of kids and families an opportunity to celebrate a happy holiday each year.

The White family believes in "paying it forward." "We are blessed to have the opportunity to give love to families," said Kristine.

On behalf of the Healthy Start family, we thank you for all that you lovingly and generously give back to the community!



Healthy Start Christmas Celebration 2009

Thanks, once again, to our kind and generous donors, Healthy Start was able to help close to 500 families celebrate Christmas at the end of last year.

Participants who attended our celebration received health education and resource information, and enjoyed music and refreshments. We were also able to distribute children's books, clothes, and baby items, to help make it a Merry Christmas for those who were able to attend the party, as well as families in Myakka, Palmetto, and Bradenton.

This would not have been possible without the unwavering commitment of our holiday guardian angels; every year they take the caring time and effort to purchase and deliver essential, such as diapers, car seats, and baby food, as well as educational toys and other fun trinkets for our families in-need. Our angels are: Kristine, Steve, Tim, and Marlene White; Mothers of Preschoolers (MOPS), lead by Jill Cove who organized the celebration; Social Justice Committee volunteers of Our Lady of the Angels Church; Law Firm of Czaia & Gallagher; Democratic Women's club; and the Pilot Club.

We are deeply grateful to our angels and to Father Salvator Stefula, pastor of Sacred Heart Church, for sharing the parish hall where the event was held.



H1N1 Flu Update for Manatee County

According to Donna Keith, Community Health Nursing Supervisor at the Manatee County Health Department (MCHD), **pregnant women are at the highest risk for complications from H1N1** and it is recommended that they be vaccinated, regardless of trimester of pregnancy. Also at high risk for complications are children under age five and individuals who are obese.

Healthy Start, in collaboration with the MCHD and other community partners, sponsored two major health events in the fall, where H1N1 vaccines were administered to participants free-of-charge.

Last October, over 600 community members attended the Latino Health Awareness Fair at Pride Park, most of whom received the immunization. Dr. Jennifer Bencie, Director of the MCHD attended the event. Jessly Santiago, MCHD Human Services Program Analyst, received an appreciation award from Healthy Start's board of directors for her committed partnership in helping to coordinate the fair for the last two years and contributing to its wide success in the community.



In November, county residents had another opportunity to receive the H1N1 shot at the Family Wellness Festival, held at the Palmetto Walmart, where other health screenings and education were also offered, including Healthy Start's breast cancer and infant safe sleeping awareness information.

Of course, we could not carry out these events without generous supporters like the Wachovia Foundation, which provided a grant for the festival, and our dedicated community volunteers, including the live entertainment that attendees enjoy while getting healthy, such as DJ George Mendez and dance troupe Rica Plena!

The Manatee County Health Department is currently offering a free clinic for all ages, everyday, for area residents who would like to receive the immunization. More information on H1N1 and pregnant women, from the American College of Obstetricians & Gynecologists, is available on our website at: <http://hsmanatee.com/disaster.php>.