2015 Healthy Start Convention
Achieving Measurable Outcomes that Make a Difference for Women, Families and Communities

Publishing Basics: Effectively Expressing What the Data Say and What the People Say About Your Services

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Supported in part by project H49MC12793 from the Maternal and Child Health Bureau (Title V, Social Security Act), Health Resources and Services Administration (HRSA), US Department of Health and Human Services
To advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families

To be known as a nationally recognized center of excellence, assisting in creating a community where there is equality in health care and health for all families

Committed to Research, Education and Advocacy for Healthy Living!
Why Publish?

It’s Your Responsibility!
Before We Start (STOP!)

- Trust
- Believe
- Invest
“If you have come here to help me, you are wasting your time... But if you have come because your [health and well-being are] are bound up with mine, then let us work together.”
Concerns about African American community reaction

- General cultural mistrust
- Distrust toward medicine and research
- Perceptions that scientists and research institutions focus on deficits and exaggerate problems
- Comparing Tuskegee scientists to other researchers
- Conspiracy theories of manipulating data, etc.
- Realization of owning the data
Guiding Principles to Combat Lost Trust

- Seeing the research process as a collaborative enterprise engaging diverse partners
- Validating multiple sources of knowledge/promoting multiple methods of discovery and dissemination
- Having social action and social change to achieve social change as one of the research goals
- Assuring that the process is participative – all members part of the analysis and interpretation of data and have input into how the results are distributed (Community Based Participatory Research)
Strategies to Combat Lost Trust*

- Validated data with State MCH Epidemiologist
- Conducted Community Workshop to inform major MCH leaders led by national MCH researcher, Dr. Fleda Mask Jackson
- Data presented to community by local African American MCH Leaders (Estrellita “Lo” Berry, REACHUP President/CEO and Director/Principal Investigator, REACHUP Board and CHHS Staff)
- Conducted information meeting consisting of leaders from various segments of the African American community: faith, education, business, health and health care, arts and culture, community advocacy, interested residents, etc.

*Black Infant Health Practice Initiative (BIHPI)*
1. Improve Women’s Health

2. Promote Quality Services
3. Strengthen Family Resilience

4. Achieve Collective Impact
5. Accountability through QI Monitoring and Evaluation

Evaluation of Program Effectiveness

- Utilization of linked data (vital statistics records) and comparison groups (internal controls - enrolled but did not receive services; external controls – pregnant residents within catchment area who were not enrolled)
- Program reduced low birth weight and preterm delivery by 30% among service recipients as compared to non-recipients
Substantiating Our Story

1. Quantitative Data → PPOR
2. Qualitative Data → FIMR
3. Community Engagement and Mobilization → Male/Fatherhood Inclusion
Governor Crist Signs HB 1269
Black Infant Health Practice Initiative (BIHPI) in Tampa
• Hidden agendas superseding interest of community
• Underutilization of community skills (technical, managerial, organizational and mobilization)
• Combating Dependency Syndrome—belief that a group cannot solve its own problems without outside help (researchers and community)
• Research focusing on community deficiencies (shortcomings, maladies, dilemmas) only
• Fear and overriding concern with getting started
JUST DO IT.
“A healthy social life is found only when in the mirror of each soul the whole community finds its reflection, and when in the whole community the virtue of each one is living.”

Rudolf Steiner

19th Century Australian Philosopher, Social Thinker, Architect
REACHUP Partners / Relationships

- USF The Lawton & Rhea Chiles Center for Healthy Mothers and Babies
- USF College of Public Health
- USF The Harrell Center
- USF College of Nursing
- Hillsborough County Healthy Start Coalition
- Children’s Board of Hillsborough County
- Allegany Franciscan Ministries
- Florida Department of Health
- Tampa General Hospital & St. Joseph’s Women’s Hospital
- St. John Progressive Missionary Baptist Church & Northeast United Methodist Church
- Hillsborough County Department of Health
- Tampa Police Dept Community Affairs
- Tampa Housing Authority
- Hillsborough County Public Schools- Full Service Center Partnership
- Coordinating Office (DACCO)/ Substance Abusing Mothers and Infants (SAMI)
- Bay Area Black Professional Fire Fighters
Collective Impact

...healthy babies in healthy families in healthy communities

Central Hillsborough county

in 1998 19.2
infant deaths per 1,000 live births

in 2010 9.4
infant deaths per 1,000 live births

in 2013 8.1
infant deaths per 1,000 live births
Leveraging Financial Resources

➢ $23,000,000 since 6/1/2009

Local, state and national funding


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