Healthy Start “On the Ground”

Central Hillsborough Healthy Start Project

Overview

2016 Healthy Start Regional Meeting:
Georgia and Florida

Lo Berry, MA
Project Director

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Phone: 813-712-6320  FAX: 813-971-3000
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!
“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.”

- Lilla Watson, Australian Aboriginal Activist
REACHUP’s Aim

- Assess community health problems with a sense of urgency
- Develop evidenced-based response strategies and practices
- Recruit & train competent, passionate & compassionate staff
- **Raise public awareness by training community leaders to keep** [HEALTH EQUITY](#) **at the forefront of the Community’s consciousness**
- **Promote personal and social responsibility (Life Course Perspective and Psychosocial Determinants of Health) for health**
- Effectively communicate epidemiology to the intended audience and influence practice and policy (BIHPI)
REACHUP Service Highlights

- Twelve programs (increased from 2 to 12 in 4 years)
  - 1st and largest program
    - Central Hillsborough Healthy Start (Federal)
    - Home Visiting services for pregnant women and infants up to 3 years old (case manage 550 moms, 450 babies annually)
  - Strengthening Families Program
    - Children’s Board of Hillsborough County Family Resource Center, Central Tampa
    - 4,223+ families were served from Oct 2013 – Sep 2014.
  - Male Involvement/Fatherhood Programs
    - Affirming Fatherhood Conference – State & National Focus
    - Intergeneration peer support groups
    - 24/7 Dad Program funded by the Children’s Board of Hillsborough County
Community Investment

Engages and mobilizes communities by building on the strengths and assets of caring citizens to:

- Increase civic engagement (convene and galvanize)
- Foster resiliency in communities (economic, health, education, community environment)
# MCH Life Course Organization

## Social Determinants of Health

<table>
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<tr>
<th>Public Policy Initiatives</th>
<th>Economic Empowerment Zone</th>
<th>Black Infant Health Practice Initiative (BIHPI) REDHAI Undoing Racism</th>
<th>Tampa Housing Authority (THA) BRIDGES</th>
<th>Healthy Start Coalition of Hillsborough County</th>
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<tr>
<td>Community Environmental Impact</td>
<td>ETRCP Health Education Social Service Committee</td>
<td>ACA Navigator Cooperative Agreement USF Preconception Peer Educators</td>
<td>Children’s Board of Hillsborough County Family Resource Centers Fetal Infant Mortality Reviews (FIMR)</td>
<td>CHOICE Tampa Housing Authority NIH on Minority Health (CBPR)</td>
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<tr>
<td>Organizational Impact</td>
<td>Healthy Start Consortium &amp; Coalition</td>
<td>Pastors on Patrol</td>
<td>Hillsborough County Breastfeeding Coalition / Task Force</td>
<td>Corporation to Develop Communities Job Readiness (CDC)</td>
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<tr>
<td>Group/Interpersonal Impact</td>
<td>Peer Support Groups Male Support Groups</td>
<td>Federally Qualified Health Centers</td>
<td>Interconception Care Group (Obesity, Diabetes &amp; Cardiovascular)</td>
<td>REACHUP 4Life Obesity</td>
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<tr>
<td>Individual Impact</td>
<td>OB/GYN Clinics Hospitals</td>
<td>Neighborhood Clinics Genesis Exodus Premier</td>
<td>Case Management/Home Visitation</td>
<td>Depression Screening &amp; Treatment</td>
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[REACHUP Logo]

[REACHUP Slogan: where there’s a will, we are the way]
REACHUP Partners

- USF College of Public Health
- USF The Lawton & Rhea Chiles Center for Healthy Mothers and Babies
- Hillsborough County Healthy Start Coalition
- Children's Board of Hillsborough County
- Allegany Franciscan Ministries
- Florida Department of Health
- Success 4 Kids
- Hillsborough County Department of Health
- Florida Mental Health Institute/Training, Research, Evaluation and Department of Epidemiology and Biostatistics, College of Public Health
- Tampa Police Dept Community Affairs
- Metropolitan Ministries
- Tampa Housing Authority
- Hillsborough County Public Schools- Full Service Center Partnership Connection Coordinating Office (DACCO)/Substance Abusing Mothers and Infants (SAMI)
- 100 Black Men
- YMCA
REACHUP Partners

- The Centre
- Champion for Children
- Tampa General Hospital
- St. Joseph’s Women’s Hospital
- Achieve/United Cerebral Palsy of Tampa Bay
- St. Matthew Missionary Baptist Church
- St. John Progressive Missionary Baptist Church
- Northeast United Methodist Church
- Fruit of Glory Ministries
- Tampa Smile Center
- USF College of Nursing
- East Tampa Community Revitalization Partnership /HESS
- USF College of Public Health/Dept. of Community and Family Health and Epidemiology
- Bethesda Ministries
- By The Grace of God Ministries
- Bay Area Black Professional Fighters
Evaluation/Successful Clinical Outcomes

Central Hillsborough Healthy Start Program did reduce the level of low birth weight and preterm delivery by about 30% among service recipients as compared to non-recipients

(Maternal and Child Health Journal, September 2008)
REACHUP, Inc., Successes

**Mission:**
“To advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families”

**REACHUP** where there’s a will, we are the way

“REACHES” over 5000 individuals and over 500 families per year

- A major indicator of a nation’s health is its Infant Mortality Rate, the number of babies dying before their 1st birthday.

- Healthy babies in healthy families in healthy communities

Central Hillsborough county

1998: 19.2
1999: 17.5
2010: 9.4
2013: 8.1

- REACHUP, Inc., and its partnerships have been successful in reducing infant deaths by 58% in areas (33602, 33603, 33605, 33610) with highest infant mortality rates in Hillsborough County.

Goal by 2025:
ALL babies living to celebrate their 1st birthday

- REACHUP, Inc., hires a broad based and diverse staff with 50+ employees.

- REACHUP, Inc., Successes

50+

GOAL: ALL babies living to celebrate their 1st birthday

10+ National Publications

Sapphire Award

Maternal and Child Health Journal

Sapphire Award – Excellence and Innovation in Community 2016

Recipients: Estrellita "Lo" Berry
“Committed to Research, Education and Advocacy for Community Health”

Programs and Services

**REACHUP4LIFE**
Helping Babies live beyond their 1st birthday.

Reduce the incidence and prevalence of overweight/obesity in these women and their families after birth by improving nutrition and eating behaviors.

**AFC**
Male Involvement increases paternal involvement in preconception health education and services in the Tampa Bay community and throughout the state.

An evidence-based nurse home visitor program, NFP focuses on providing low-income, first-time moms the care and support they need to have a healthy pregnancy, and become more economically self-sufficient.

**Special Delivery Doula (labor coach) program**
Is to positively impact early parenting (breastfeeding, social support).

**ACA NAVIGATION**
Affordable Care Act (ACA) Navigation provides a trained and certified navigator to outreach and help consumers as they look for health coverage options through the Healthcare Marketplace, including completing eligibility and enrollment forms.

US Office of Minority Health Preconception Peer Education (PPE) Program. The local partnership between the University of South Florida College of Public Health and REACHUP, Inc., works to enlist college students as peer educators on campuses and throughout the community.

**24/7 Dad**
The 24/7 Dad Program increases pro-fathering knowledge, skills, and attitudes through education and case management.

**Children’s Board of Hillsborough County**
Children’s Board Family Resource Center, Central Tampa: Strengthen and empower families and communities so they can foster the best possible development of children, youth and adults with an emphasis on child development, self-sufficiency.

**Kinship Care Program**
The Kinship Care Program provides kinship health and wellness activities to alternatively placed relatives, addressing chronic diseases (obesity, diabetes, cardiovascular disease, etc.).

**Black Infant Health Practice Initiative (BIHPI)**
Get Smart focuses on safe baby training for parents and community.

**Strong Start**
Strong Start places a nurse at select doctors offices who teaches about chronic medical illnesses and their management.

**Funders:**
Health Resources and Services Administration (HRSA); Maternal Child Health Bureau (MCHB); Healthy Start Coalition of Hillsborough County, Allegany Franciscan Ministries; Children’s Board of Hillsborough County; Family Healthcare Foundation; March of Dimes, Florida Chapter; Children’s Home, Inc.; Tampa Housing Authority; University of South Florida.
CHALLENGES and BARRIERS

- 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)
- Assurance that research did not focus on community deficiencies (shortcomings, maladies, dilemmas) only
- Addressing the reality of the “Cosby Effect”
Publications


Publications


Publications


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REACH UP
where there’s a will, we are the way
“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
Go to the people  
Live among them  
Learn from them  
Love them  
Start with what they know  
Build on what they have:  
But of the best leaders  
When their task is done  
The people will remark  
"We have done it ourselves."

[Ancient Chinese Proverb]