

ADVOCACY

- **23** meetings with legislators to discuss Healthy Start, Kid Care and health coverage for the uninsured
- Advocacy letters sent to all state legislators on 3 occasions and US Senators and Representatives on 2 occasions
- New partnerships with The Tobacco Free Coalition, Mt. Zion Church, Hospice, and The St. Petersburg Clergy Association.



FISCAL

- **UNQUALIFIED FISCAL AUDIT IN 2007**
- **INKIND CONTRIBUTIONS \$73,259 FOR FIRST THREE QUARTERS OF THIS FISCAL YEAR WITH PUBLIX BEING THE MAJOR DONOR.**

SCREENING RATES

OB providers turned in **8057** Healthy Start prenatal screens with **76%** of the clients saying **YES** to the screen in 2007

11 out of **28** OB practices improved their screening rates (# of women saying yes to screening) in 2007

Infant screening rate increased from 98.12% in 2006 to **98.19%** in 2007

16,000 Screening forms, screen covers, bookmarks and Medicaid applications distributed to physician offices, health fairs, baby showers, emergency rooms and labor & delivery centers.

CARE COORDINATION

- 200 uninsured pregnant women received prenatal care thru the Centering Program at the Clearwater Health Dept.
- Office based care coordination services expanded 2 @ OB/GYN Associates, Gulfcoast OB/GYN, Bay Area Women's & Bayfront Clinic
- Doula services provided to **58** Healthy Start clients. (89% breastfed)
- **24** groups of Latino fathers received mental health services
- **Over 6595** women received a Healthy Start service in 2007.
- **5583** infants received a Healthy Start service in 2007
- **1649** parents received parenting education
- Health Navigators helped over **235** pregnant women with their pregnancy applications and needed resources and referrals
- 550 women received smoking cessation in 2007
- **1309** women received interconception education
- **521** Received breastfeeding education
- **413** clients received psychosocial counsel-

HEALTH FAIRS, COMMUNITY EVENTS, PUBLICATIONS AND RESEARCH

HEALTH FAIRS & COMMUNITY EVENTS

- **THREE COMMUNITY BABY SHOWERS WERE HELD WITH 30 vendors and OVER 400 participants**
- **12 health fairs & COUNTRY IN THE PARK with 10,000 attending**
- Cultural competence self assessment tools distributed to all Pinellas Co. OB providers
- Stall mall ads posted about Healthy Start services at **60** locations countywide
- Provided leadership for Pinellas KidCare Committee with **45** members
 - KidCare Boot camp and strategic planning events were held in 2008
 - Increased KidCare enrollment to over **230,000** in Pinellas County



PUBLICATIONS

- **FIMR Newsletter** was completed and distributed in May 2008.
- **Your Community at a Glance** developed with statistics from our Service Delivery Plan.
- A newspaper insert about Healthy Start and MomCare created and published in the St. Pete Times. Articles published in the Weekly Challenger and news coverage from Channel 10 for both baby showers.
- Updated Healthy Start Resource & Guide Book, Father's Resource Guide and MomCare Provider List (all in English & Spanish) distributed to **30** OB providers.
- Several new brochures were developed for clients in English & Spanish.
- Healthy Start website updated and is available in English & Spanish.

RESEARCH

- A Community Café was held in St. Petersburg with over **75** pregnant women and fathers attending
- Facilitated Ed Feaver's Healthy Futures research project in Pinellas County

EDUCATION/CONFERENCES

- An infant toddlers conference was held and over **300** people attended
- Provided 6 hours of Cultural Competency training to community partners
- Sponsored Bright Futures, infant mental health conference with **67** attendees
- ASQ-SE training offered to community providers in two sessions
- In collaboration with community partners, offered EFFECTS OF VIOLENCE ON CHILDREN with Dr. Linda Chamberlain in 6 hour conference and Grand Rounds with **200** attendees
- Grand Rounds on Fetal Alcohol Syndrome with **100** attendees
- Coping with Crying offered in two sessions
- Myra McPherson presented WORKING WITH DIFFICULT PEOPLE
- Three parenting classes offered parenting by parenting experts and filmed for DVDs to be distributed to providers
- **4** stress management trainings were given to care coordinators and parents



MISCELLANEOUS INFORMATION

- **28** NEW COALITION MEMBERS ADDED IN 2007
- **5** NEW BOARD MEMBERS IN 2007.
- Perinatal Doulas are serving women who experienced a fetal/infant loss
- Facilitated **14** perinatal bereavement support groups
- Mentored 3 USF nursing students and 1 social work student
- Princess Dresses exhibit with HSC as a beneficiary
- Grant written to Early Learning Coalition that funded **23** trainings ,on 0-3 child development, for **190** parents & providers
- Happiest Baby on the Block & Happiest Toddler on the Block DVDs added at every public library and distributed to community partners serving new parents
- Did radio talk show about Healthy Start and Florida KidCare



MISCELLANEOUS CONT'D

- Sponsored press conference on Florida KidCare
- Provided leadership for statewide Research to Practice workgroup to evaluate Healthy Start
- Expanded to 3 touch screen *Touch of Wellness* Kiosks
- From 5/1/07–6/1/08 **>6370** children received developmental screenings

MomCare

(Outreach Program for Prenatal Medicaid Insurance)

- In 2007, MomCare had a total of **7981** open cases
- Family Planning ,car seat ,WIC and SIDS and other information given to MomCare clients
- **25** out of 28 OB practices offer care to MomCare clients
- **98.02%** of Sobra clients were enrolled with a prenatal provider within 30 days



Coalition of Pinellas, Inc.

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ACCOMPLISHMENTS

2007 - 2008

