



Service Delivery Plan 2021

Collier, Glades, Hendry and Lee Counties



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Healthy Start Coalition of Southwest Florida

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About Healthy Start of Southwest Florida

Healthy Start Coalition of Southwest Florida is dedicated to improving the health and well-being of pregnant women, children and families.

Established in 1992, Healthy Start Coalition of Southwest Florida, Inc. is a community-based organization that assists pregnant women and families with babies up to age 3 who are at-risk for poor birth or developmental outcomes in Collier, Glades, Hendry and Lee counties. We monitor and assess the health of our maternal-child community and build relationships to fill gaps in available services.

Our goals are to screen all pregnant women and newborns for risks that could impact their health; ensure access to medical care for pregnant and postpartum women and infants/children; provide home visiting services delivered by professional staff to educate and support families with necessary pregnancy/infant/child information; offer evidence-based screenings for perinatal depression, intimate partner violence, substance abuse, developmental milestones; and to connect families with other community resources as needed.

Our staff and Board are responsible for allocating over \$4 million each year for services and support to ensure that every baby has a healthy start. Most of our funding is provided through government agencies, including the Florida Department of Health, Medicaid, the Maternal Infant Early Childhood Home Visiting programs, and the Florida Department of Children and Families. We also receive significant funds from local donors, agencies and foundations; we are a United Way partner agency and an active partner-grantee with the Collaboratory. 95 cents of every dollar received provides direct services in Southwest Florida

In addition to Healthy Start, our programs include CONNECT Coodinated Intake and Referral (CI&R), Nurse-Family Partnership (NFP), Help Me Grow (HMG), the Program for Infants Exposed to Substances (PIES) and FOCUS for teens. Last year, more than 20,000 pregnant women and infants benefited from at least one of our services.

Coalition staff consists of 14 full-time and 2 part-time employees. Our office welcomes diversity and we believe it reflects our clients: 37.5% are white; 12.5% are black; and 50% are hispanic/latinx. Home visiting services are contracted through the Florida Department of Health in Collier, Lee, Hendry and Glades counties and through Lee Health/Golisano Children's Hospital in Lee County. Home visitors include Registered Nurses, MSWs, LCSWs and Health Educators. Many are bi-lingual and services are available in English, Spanish, Portugese and Creole.

Our volunteer Board of Directors represent every county in our service area. Board members are engaged, active and fully support our mission and programs. Currently, we have 11 Board members with expertise in maternal and pediatric services, HIV, banking and business. We continue to recruit additional Board members to further diversify and represent consumers of our services.

Current Programs



Healthy Start Coalition of Southwest Florida

Current Programs

CONNECT - Coordinated Intake and Referral (CI&R)

The goal of the CONNECT Coordinated Intake and Referral (CI&R) program is to provide the best services for families by prioritizing their needs and preferences and minimizing duplication of services. Channeling community referrals and our Healthy Start Universal Risk Screen through a central access point ensures the effective use of local resources and collectively tracks what happens to each family. Home visiting programs offered by CONNECT in Southwest Florida include Healthy Start, Healthy Families and Nurse-Family Partnership. We consistently rank near the top of the state in completed Initial Intakes and both NFP and Healthy Families are at or near their respective caseload capacities on a regular basis. CONNECT is available in all four of our service area counties.

Healthy Start Program

Healthy Start helps to ensure babies have the best possible start in life. We offer a Universal Risk Screen to identify moms and babies who are at-risk for poor outcomes and free home visiting services that provide education and care coordination to pregnant women and families of children under the age of three. The goal of the program is to lower risk factors associated with preterm birth, low birth-weight, maternal/infant mortality and poor developmental outcomes. Screening rates in Southwest Florida are consistently among the highest in the state and we maintain excellent relationships with our OB and Pediatric offices as well as our delivery hospitals. Southwest Florida continues to meet or exceed all contracted performance measures and Healthy Start services are available throughout our 4-county area.

Prenatal Medical Care

Our Southwest Florida service area includes 2 rural counties – Hendry and Glades. These counties are primarily agricultural communities and home to a large migrant farmworker population. Income is low, unemployment is high and resources are scarce in Hendry and Glades. While there are three Federally Qualified Health Centers (FQHC) located in Hendry & Glades, none of them provide prenatal medical care. There are no OB providers and no delivery

hospitals in either county. There is no public transportation – no bus service, no taxi service, no Good Wheels. Travel time to the nearest OB office is about an hour. Therefore, Healthy Start contracts for prenatal medical care in the two largest towns – Clewiston and LaBelle. Midwives from Fort Myers see prenatal patients in LaBelle one time per week. Midwives from Belle Glade (in Palm Beach County) see prenatal patients in Clewiston one time per week. For deliveries, women must still travel to Lee or Palm Beach County, but providing prenatal medical care ensures that women can get the care they need close to home.

In addition to the well-known city of Naples, Collier County is also home to Immokalee – a large, migrant farmworker community. Immokalee has an FQHC that does offer prenatal care and there are public transportation options; therefore, Healthy Start does not contract for prenatal medical services in Collier County. Collier has one delivery hospital with a Level II NICU that is in the process of upgrading to a Level III.

Lee County does not include a significant amount of agriculture or migrant farmworkers. Lee includes two delivery hospitals and a children’s hospital with a Level III NICU. It also has a designated Regional Perinatal Intensive Care Center.

As a percentage of total births, Southwest Florida has the highest percent of temporary pregnancy-related Medicaid (PEPW) women of any Coalition in the state; in raw numbers - we are third, behind Miami and Palm Beach. This information is based on our PEPW residents and Medicaid Emergency Alien Delivery data. We find “self-pay” data to be inconsistent due to the ever-growing number of “tourist births” within Southwest Florida.

Nurse-Family Partnership

Nurse-Family Partnership is an evidence-based program that empowers low-income moms to transform their lives and create better futures for themselves and their babies. In Nurse-Family Partnership, a specially-trained Registered Nurse provides intensive one-on-one home visits, starting in pregnancy and continuing through the child’s second birthday. Our NFP caseloads are consistently at or near capacity, our data collection and reporting are at or near the top of the state and we are participating in an NFP Pilot that allows later enrollment and multiparous clients. Currently, NFP is available in parts of Collier, Hendry and Lee counties.

Help Me Grow

Help Me Grow Florida offers free developmental and behavioral screenings for children from 0-8 years, identifies any delays and connects them to the early intervention resources they need to succeed.

Healthy Start partners with United Way 211 to offer the program in Lee, Hendry and Glades counties. United Way 211's centralized telephone access is the primary point of entry into Help Me Grow, followed closely by pediatric clinic referrals. Healthy Start subcontracts to perform outreach and care coordination services. Parents communicate telephonically with our experienced care coordinators to complete screenings, receive education and helpful parenting tips and are connected to services as needed. In addition, we continue to hold successful community outreach activities including drive-thru events to reach parents and children. Southwest Florida piloted a project to provide tablets to pediatric offices so parents can complete screens while waiting to see their pediatrician. The success of the tablet pilot has led us to expand it, as funding permits. Our CQI process was also used as the model for HMG projects across the state.

PIES

The Program for Infants Exposed to Substances (PIES) is contracted and funded under our CAPTA grant. We utilize Registered Nurses to provide both the NFP and Healthy Start/Seeking Safety models to pregnant and postpartum women and their families who are affected by alcohol and/or drug use. PIES aligns with our MORE efforts and our SEN Taskforces and seeks to reduce the harm to families affected by substance use. PIES is currently available in Lee County.

FOCUS

FOCUS is an evidence-based curriculum that reduces repeat teen pregnancies and sexually transmitted disease/infection while increasing high school graduation rates. Working with schools in all four counties, FOCUS is broken into multiple sessions to fit school schedules and is offered to teen girls who are pregnant or have a baby. Snacks are provided at every session - as teens always seem to be hungry - and certificates and gift cards are given to those who complete the program. Often, this certificate is the first recognition any of them have received. A highlight of the program is the last day when volunteer mentors participate in a panel discussion with the girls, representing the various career fields they are interested in.

In addition to the girls, we offer FOCUS to young men who are involved with the Juvenile Justice System in Collier County. We educate these young men on responsible behavior, relationships, pregnancy and STD prevention, healthy behavior and responsible decision making.

Due to Covid, FOCUS was not available in the 20/21 school year but will likely return in fall of 2021. FOCUS is available in our 4-county service area.

Healthy Start's Covid Response

In March, 2020, Healthy Start of Southwest Florida ordered large shipments of diapers and infant formula. Based on our past experience with hurricanes, we knew there would be a huge demand. Families who previously had no need for any assistance suddenly found themselves without the ability to purchase formula or diapers. At the same time, offices were closed and application assistance for all social services was very limited. Our home visitors began making “door step” deliveries of essential baby supplies to clients and Healthy Start administrative staff were called upon to make deliveries to newly needy families throughout our area. We also partnered with over 20 community partners that served babies (DCF, Children’s Network, Healthy Families, Harry Chapin, pediatricians, hospitals, churches, etc.) to ensure that all babies were safe, dry and nourished. As the need continued to grow, we began providing other essential supplies – pack & plays, sleep sacks, car seats and even baby wash. Through April, 2021, we have distributed millions of wipes, over 700,000 diapers, more than 1700 canisters of formula, 320 pack & plays, 500 sleep sacks and thousands of other items including clothing, books and developmental toys throughout our 4-county service area..

As business and households start to recover from the pandemic, we are still seeing a very high need for essential baby items in Southwest Florida. As a result, we plan to open a regional diaper bank to continue to serve our families.

Healthy Start Coalition of Southwest Florida

Community Partnerships

As a key stakeholder in maternal-child health issues, Healthy Start of Southwest Florida both leads and works with community leaders and partner agencies to improve our system of care for women, infants, children and families. These include:

| Community Outreach Initiatives | Key Areas of Focus |
|--|---|
| Substance-exposed Newborn Task Force | Substance Exposed Newborns and their families |
| FPQC - MORE Project | Provide support, education and resources to hospitals serving substance-abusing pregnant women |
| Plan of Safe Care Committee | Formed a committee and developed a local POSC |
| Community Drive-Thru Baby Showers | Education on safe sleep, breastfeeding, car seat safety and other resources |
| Emergency Covid Response | Diapers and essential baby supplies |
| Help Me Grow on the Go | Developmental screening and education, including age-appropriate books, to families in an outdoor setting |
| Lee County Homeless Coalition Member | Identify housing for pregnant women and women with children |
| Community Partnership Taskforce | Identify and assist low income families with resources |
| Healthy Lee, Healthy Collier and Healthier Hendry & Glades | Improving the health of the community, |
| Safe Sleep Committee | Promote safe sleep for babies and educate caregivers |
| Maternal Mental Health Committee | Bring awareness to perinatal depression and the importance of perinatal mental health |
| Fourth Trimester Group | Support group for moms and babies to ask questions |
| Haitian Parenting Support Group | Provide culturally-sensitive education and support in Collier |

| | |
|------------------------------------|---|
| Collaboratory | Identifies and works to solve community-wide social issues – including maternal-child wellbeing |
| Zonta | Supports community activities that empower women and girls, including Healthy Start |
| Immigration Learning Collaboration | Provides support to immigrants and assistance in obtaining legal status |
| Futuremakers | Identifies educational priorities to support a thriving workforce in SW Florida |

Healthy Start Coalition of Southwest Florida

Updates & Accomplishments

Since reporting on our last Service Delivery Plan, Healthy Start Coalition of Southwest Florida can proudly highlight numerous accomplishments.

Substance Exposed Newborn Task Force:

Drug Exposed Newborn Task Forces were formed in Collier and Lee County in 2016, due to an increased number of babies born with Neonatal Abstinence Syndrome. Since its inception, the task force has accomplished the following:

- Utilized our Physician Champions to present at local colleges such as Nova University and FGCU.
- Provided education and training at OB-GYN Dept. staff meetings on best practices in identifying pregnant women with substance use disorder.
- Created a county-wide algorithm and process to utilize when a pregnant woman with substance use disorder is identified.
- Presented to healthcare providers throughout the community on best practices for treating pregnant women with substance use disorder.
- Brought in one of the nation's leading experts on the prescription opioid and heroin crisis to educate delivery hospital staff through a formal CME training.
- Created a pregnancy packet for all treatment providers to give to women who are pregnant and diagnosed with a substance use disorder.
- Created new Neonatal Abstinence Syndrome Brochures for hospitals to distribute to patients.
- In collaboration with the Collier County Jail, DCF and DOH, we have implemented programs at the county jail to provide resources on SUD; we are holding parenting classes in the jail to promote parent education during incarceration; and we facilitate family planning by providing contraception to high-risk women prior to their release from jail.
- Created a Medication and Pregnancy brochure for OB offices, jails, and other providers to educate women on substance use disorder and pregnancy.
- A Family Planning flyer was created to identify locations where one can receive free or reduced-cost contraception.

- Birthing hospitals in Lee and Collier counties, along with members of the task force, participated in the Florida Perinatal Quality Collaborative (FPQC) Neonatal Abstinence

Syndrome (NAS) Initiative to strategize and implement changes in how NAS babies are treated. As a result, birthing hospitals and NICUs modified their procedures for treating NAS babies.

- Designed and implemented a support group called Pregnancy And Mothers Program Encouraging Recovery (PAMPER) for pregnant and postpartum women with substance use disorder at Lee Health.
- Created a Methadone and Pregnancy Guide for treatment providers and hospitals.
- Created an Alcohol and Drug use During Pregnancy Flyer for OB's to distribute to patients.

Florida Perinatal Quality Collaborative (FPQC):

The Coalition participated in the Florida Perinatal Quality Collaborative's Maternal Opioid Recovery Effort (MORE) initiative at Lee Health. The project's purpose is to work with providers, hospitals, and other stakeholders to improve identification, clinical care and coordinated treatment/support for pregnant women with opioid use disorder and their infants.

- Created a Community Mapping Tool to be given to providers to identify resources for their patients.
- Presented at the Lee Health OB-GYN Department Staff Meeting on best practices and utilizing Healthy Start as a resource.

Collier County's birthing hospital – NCH - has just begun participating in the MORE project, led by the SEN Task Force.

Plan of Safe Care Committee

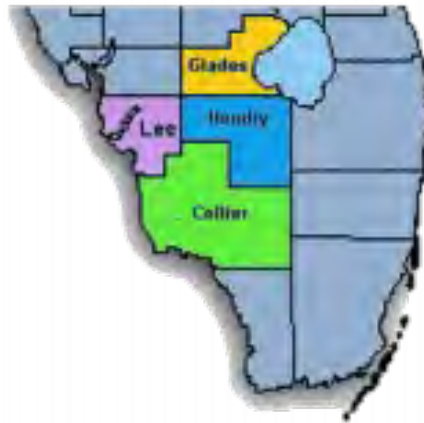
The Coalition spearheaded a committee to create and implement the Plan of Safe Care in Lee County.

- Designed a local Plan of Safe Care document
- Identified the process and procedures to complete the Plan of Safe Care
- Provided training on the implementation of the Plan of Safe Care.

Healthy Start Coalition of Southwest Florida

General Demographics

Our region is diverse, ranging from rural Glades and Hendry counties to coastal Lee and Collier counties, with a total population of over 1.1 million residents. The Figures below provides a snapshot of the four counties we serve.



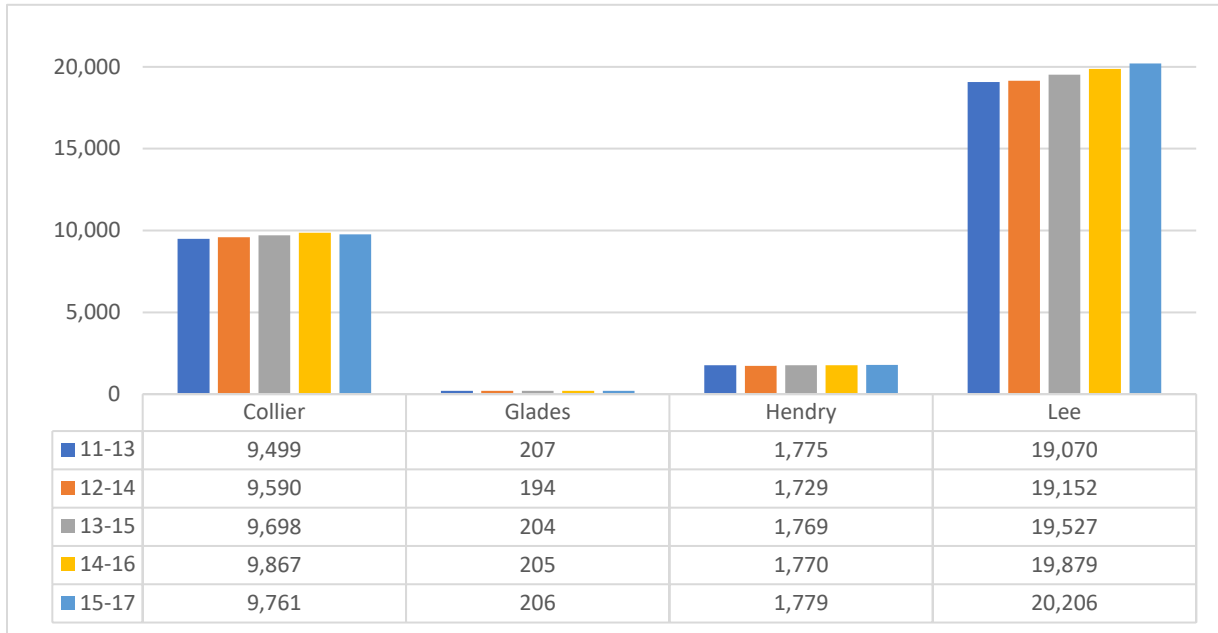
| | Collier | Glades | Hendry | Lee |
|---|----------|----------|----------|----------|
| Total Population | 356,774 | 13,197 | 39,064 | 700,165 |
| Number of women of childbearing age | 51,385 | 1,613 | 7,324 | 110,253 |
| Number of children under five | 16,669 | 477 | 2,855 | 33,694 |
| Percentage of population that is White | 89.2% | 80.8% | 80.2% | 86.3% |
| Percentage of population that is Black | 7.5% | 14.0% | 13.7% | 9.4% |
| Percentage of population that is some other race or two or more races | 3.3% | 5.2% | 6.1% | 4.3% |
| Percentage of population that is Hispanic ¹ | 27.2% | 20.8% | 51.9% | 20.2% |
| Percentage of population with at least a high school diploma | 86.5% | 73.7% | 65.1% | 87.3% |
| Median family income | \$72,804 | \$43,206 | \$44,603 | \$61,847 |
| Percentage of people with children under five below the federal poverty level | 25.1% | 34.8% | 31.8% | 27.0% |
| Percentage of population that speaks a language other than English at home | 32.5% | 22.5% | 47.2% | 22.1% |
| Percentage of population that has moved in the last year | 16.8% | 11.4% | 16.1% | 15.8% |

Source: American Community Survey, 2013-2017 estimates

¹ The terms “Hispanic” and “Latino” are used interchangeably by the U.S. Census Bureau to refer to persons of Cuban, Mexican, Puerto Rican, Central and South American, Dominican, Spanish, and other Hispanic descent. Hispanics/Latinos may be of any race.

Births in Southwest Florida

Number of births in each county, rolling three-year average



Source: Florida Department of Health, CHARTS

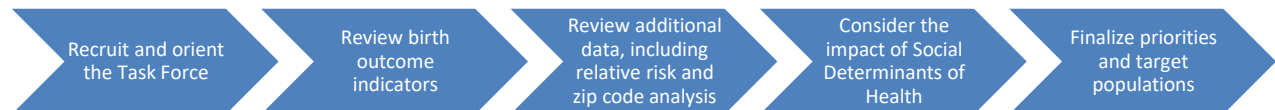
Historically, Healthy Start of Southwest Florida has very high screening rates and we continue to maintain that in both prenatal and postnatal screenings. In FY 19/20, our prenatal screening rates were at 89.5%, with a state average of 66.8%. Our infant risk screening rate was 99.7%, compared to the state average of 95.9%. 97% of women consent to the prenatal screen compared to the 90% state average.

During the three year rolling period of 2017-2019, our fetal death rate, infant death rate and sudden unexplained infant death rates were all lower than the state average.

The Needs Assessment Process

Every five years, Healthy Start of Southwest Florida conducts a thorough needs assessment of the four-county region and uses the findings to educate the community on the status of maternal and child health, prioritize Healthy Start and community resources, advocate for access to care and funding, and develop Healthy Start’s five-year Service Delivery Plan. The Figure below provides a graphic of the process used to complete the 2020 needs assessment.

Needs Assessment Process



As shown, the first step in the process was to recruit the Needs Assessment Task Force. The task force met quarterly to review data and identify priorities and strategies. (See Needs Assessment Appendix A for a listing of task force members.) This year, Healthy Start Southwest Florida also engaged a diverse group of stakeholders in each county to provide input into the impact of the social determinants of health and to provide input into proposed strategies.

The second step was for the Needs Assessment Task Force to review 24 birth outcome indicators for each county; data obtained from Florida CHARTS includes: the Pregnancy and Young Child Profile and the County Birth Comparison. Each indicator was reviewed to determine if the indicator was above or below the Florida average, as well as the direction of the five-year trend. From that, the task force identified indicators of concern.

After identifying the priority areas of concern, the Needs Assessment Task Force asked for additional information on some indicators (e.g., prenatal care categories, causes of infant death), a relative risk analysis for the priority areas of concern, a zip code analysis, and facility outcome data. Data files were requested from the Florida Department of Health Vital Statistics for the years 2014-2018 and analyzed. From that analysis, the group identified county-level priorities and a target client for each county.

The task force investigated the impact of social determinants of health using three methods. First, secondary data were collected to assess the scope of the social determinants. Second, analyses were conducted to assess the impact of some social determinants on birth outcomes. Finally, needs assessment data, priorities, and proposed strategies were reviewed by a diverse group of stakeholders in each county. At those meetings, stakeholders were asked to review data and the proposed strategies in light of the social determinants.

The Needs Assessment Task Force also asked our consultant (Dr. Shelley Robertson) to collect information on what works in reducing health disparities and sources of information for the target population. Based on that information, the task force refined the strategies.

Finally, the task force conducted a resource and gap analysis to maintain an updated directory of available resources for pregnant and postpartum women and their families.

Once all the data had been collected and reviewed, the Needs Assessment Task Force identified regional and county-level priorities, strategies, and target clients identified in this report.

*For additional information, please refer to Healthy Start of Southwest Florida - 2020 Needs Assessment

Priority Initiatives - State & Coalition

- Access to Prenatal Care/Early and Ongoing Prenatal Care
- Developmental Outcomes of Babies and Young Children
- High School Graduation, GED and Job skills
- Infant Deaths – Preterm, LBW, Safe Sleep
- Racial Disparities in Birth Outcomes
- Interconception Health (Pre-pregnancy and Inter-pregnancy)
- Mental Health of pregnant and postpartum women
- Rate of Caesarian Deliveries
- Substance Use Disorder - SUD and NAS/FAS
- Teen Births and Repeat Teen Births

Healthy Start Coalition of Southwest Florida

Target Client, by County

Collier County

- Mothers over 18 without a high school education
- Mothers who are overweight or obese
- Mothers who are uninsured or on Medicaid
- Mothers without adequate prenatal care
- Mothers in zip codes 34142, 34116, 34104, 34120, 34113, 34112, 34135 (Immokalee, Golden Gate and East Naples)
- Mothers who are Haitian or Black, followed by Hispanic

Glades County

- Mothers over 18 without a high school education
- Mothers who are overweight or obese
- Mothers who are uninsured or on Medicaid
- Mothers who are Hispanic

Hendry County

- Mothers over 18 without a high school education
- Mothers who are over 35
- Mothers who are overweight or obese
- Mothers who are on Medicaid
- Mothers who are 15 to 19
- Mothers who are Hispanic

Lee County

- Mothers over 18 without a high school education
- Mothers who are overweight or obese
- Mother who smoke
- Mothers who are on Medicaid
- Mothers with an inter-pregnancy interval less than 18 months
- Mothers age 15 to 19
- Mothers who live in 33916, 33905, 33971, and 33973 (Dunbar, Tice, Lehigh Acres)
- Mothers who are Black or Hispanic, followed by Haitian

Healthy Start Coalition of Southwest Florida

Action Plan Overview

The priorities and strategies developed to improve outcomes are based on the Needs Assessment data and our State funder/partners. It is our intention to continue initiatives and services that have shown to be effective in addressing these concerns. In addition, we will begin or improve initiatives and services to address new areas of concern.

Local priorities are now drilled down to specify the county and zip code of concern so we can specifically target these vulnerable populations. Prenatal and infant risk screening rates will continue to be monitored to ensure we are exceeding the state average. Based on our outreach and education component, we will continue to strategize priorities specific to provider education and awareness as well as participant awareness and community awareness when it comes to accessing local services.

Priorities and Strategies for the region and counties.

| Needs Assessment Priority | Strategy |
|--|--|
| Access to prenatal care – Early and Ongoing Perinatal Care | <ol style="list-style-type: none"><li data-bbox="841 1052 1398 1150">1. Support access to prenatal care and ensure adequate prenatal care for better birth outcomes.<li data-bbox="841 1157 1398 1297">2. Identify partners who can assist pregnant women with Medicaid applications, including PEPW, as well as prenatal providers who offer a sliding fee scale.<li data-bbox="841 1304 1398 1444">3. Provide targeted outreach in migrant camps to educate families on the availability and importance of prenatal and infant medical care. |
| Developmental Outcomes | <ol style="list-style-type: none"><li data-bbox="841 1591 1398 1654">1. Continue to provide Help Me Grow program in Lee, Hendry and Glades counties.<li data-bbox="841 1661 1398 1724">2. Expand the Help Me Grow program into Collier County<li data-bbox="841 1730 1398 1793">3. Continue HMG Outreach Activities with medical providers and the community |

| Needs Assessment Priority | Strategy |
|-------------------------------------|---|
| Interconception Health | <ol style="list-style-type: none"> 1. Promote well-women health so that women are healthy prior to pregnancy. 2. Educate medical providers on the extension of Medicaid services for postpartum women to 12 months. 3. Conduct outreach and education to promote pre-pregnancy health and behaviors necessary for a healthy birth 4. Use the Doula Network and Diaper Bank to provide education on LARC and the benefits of baby spacing. 5. Develop and distribute materials on the benefits of appropriate exercise for pregnant and postpartum women. |
| Mental Health of Perinatal Women | <ol style="list-style-type: none"> 1. Ensure that each of our contracted HS care coordination providers has at least one MSW, LCSW and/or Mental Health Counselor on staff. 2. Train HS mental health professionals in Moving Beyond Depression to offer a higher level of services. |
| Reduce Rate of Caesarian Deliveries | <ol style="list-style-type: none"> 1. Re-educate Collier County community and medical providers on MOD 39 Weeks campaign. 2. Work with NCH Hospital to develop a C-Section checklist for use before any are scheduled. |
| SUD/NAS/FAS | <ol style="list-style-type: none"> 1. Continue our PIES (CAPTA) program in Lee County. 2. Expand our PIES program to Collier County to serve substance exposed families. 3. Continue our SEN Task Forces in both Lee and Collier counties. 4. Identify and secure additional distribution points for Narcan. |

Resource Inventory

This section provides a listing of the resources available to address the priorities as well as resources available to address ongoing Healthy Start services.

| ACCESS TO, AND EARLY ENTRY IN, PRENATAL CARE | | | | |
|---|----------------|---------------|---------------|------------|
| Provider | Collier | Glades | Hendry | Lee |
| County Health Department | X | | | X |
| County Human Services | X | | | X |
| Dr. Ruel T. Stoessel, M.D., P.A. | | X | X | |
| Early Head Start | | | | X |
| Early Intervention Program/ Early Steps | | X | X | |
| East Coast Migrant Association | | | X | |
| Family Health Centers | | | x | X |
| Florida Community Health Center | | X | X | |
| Good Wheels | | | | X |
| Healthcare Network of Southwest Florida | X | | | |
| Healthy Families / Children's Home Society | X | X | X | X |
| Impact for Development and Education, Inc. | | | | X |
| Lee Adolescent Mothers Program | | | | X |

| Provider | Collier | Glades | Hendry | Lee |
|--|----------------|---------------|---------------|------------|
| Lee Health System | | | | X |
| Lifeline | | | | X |
| Managed Care Health Plans | X | X | x | x |
| Naples Community Hospital | X | | | |
| New Beginnings | | | | X |
| Our Mother's Home | | | | X |
| Planned Parenthood | X | | | X |
| Pregnancy Resource Center | X | | | |
| Redlands Christian Migrant Association | X | | X | |
| Salvation Army | | | X | |
| St. Mary's Medical Center (deliveries & newborn) | | X | | |
| Sunlight Home | X | | | |
| Total Women's Care of Naples- Healthcare Network of SWFL | X | | | |
| Verity Pregnancy Resource Center | X | | | X |
| WIC | X | X | x | |

| Overweight and Obesity | | | | |
|--|----------------|---------------|---------------|------------|
| Provider | Collier | Glades | Hendry | Lee |
| WIC | X | X | X | X |
| Safe & Healthy Children's Coalition | X | | | |
| Healthy Lee, Healthier Hendry & Glades, Healthy Collier | X | X | X | X |
| County Health Department | X | X | X | X |
| Family Health Centers of SWFL | | | X | X |
| Access to Health Care for Uninsured Women | | | | |
| Provider | Collier | Glades | Hendry | Lee |
| County Human Services | X | | | X |
| Community Services – Lehigh | | | | X |
| County Health Department | X | X | X | X |
| Family Health Centers | | | X | X |
| Florida Community Health Center | | X | X | |
| Healthcare Network of Southwest Florida | X | | | |
| Hendry Regional Medical Center- Forbes Family Center & LaBelle Convenient Center | | | X | |
| Lee Health System | | | | X |

| | | | | |
|---|----------------|---------------|---------------|------------|
| Lifeline | | | | X |
| Mama's Chiropractic Center | | | | X |
| Naples Community Hospital | X | | | |
| Managed Care Health Plans | X | X | x | X |
| Planned Parenthood | X | | | X |
| Pregnancy Resource Center | X | | | |
| Salvation Army | | | X | |
| St. Mary's Medical Center (deliveries & newborn) | | X | | |
| The Neighborhood Clinic | X | | | |
| Total Women's Care of Naples- Healthcare Network of SWFL | X | | | |
| Teen Births and Repeat Teen Births Resources/Education | | | | |
| Provider | Collier | Glades | Hendry | Lee |
| County Human Services | X | | | X |
| Collier County Public Schools- TAPP Naples | X | | | |
| County Health Department | X | | | X |
| Healthy Start- FOCUS Program | X | X | X | X |
| Lee County Public Schools – LAMP | | | | X |

| | | | | |
|--|----------------|---------------|---------------|------------|
| Safe Kids Southwest Florida | X | X | X | X |
| Lifeline | | | | X |
| Planned Parenthood | X | | | X |
| Pregnancy Resource Center | X | | | |
| Verity Pregnancy Center | | | | X |
| Smoking Prevention and Cessation Programs/Educational Support | | | | |
| Provider | Collier | Glades | Hendry | Lee |
| American Lung Association | X | X | X | X |
| County Health Departments | X | X | X | X |
| Florida Help Line | X | X | X | X |
| Healthy Start /Nurse Family Partnership | X | X | X | X |
| Lee Health System | | | | X |
| Managed Care Health Plans | X | X | X | X |
| NCH | X | | | |
| Substance Use, Treatment, Prevention | | | | |
| David Lawrence Center (MAT Provider) | X | | | |
| Hazelden | X | X | X | X |
| Hanley Center | X | | | X |

| | | | | |
|---|---|---|---|---|
| The Willough | x | | | |
| Catholic Charities | x | | | x |
| New Season (MAT Provider) | x | | | x |
| Lee County Treatment Center (MAT Provider) | | | | x |
| Gulfcoast Certified Primary Care (MAT Provider) | x | | | |
| Collier Medical (MAT Provider) | | | | |
| White Sands | x | | | x |
| St. Matthews House | x | | | |
| NCH - Dr. Samuel Parish | x | | | |
| Lutheran Services | | | | x |
| Treatment Works | | | | x |
| Lee Health Recovery | | | | x |
| Children's Home Society | x | x | x | x |
| Agape Home | | x | x | |
| Centerstone | | | | x |
| Beyond Barriers | | x | x | |
| Ryan's Hope House | | | | x |
| Jerome Golden Center | | x | x | |
| Drug Free Collier | x | | | |

| | | | | |
|--|---|---|---|---|
| Operation PAR (MAT Provider) | x | | | x |
| SalusCare (MAT Provider) | x | | | x |
| Addiction Care of Excellence | x | | | |
| The Braden Clinic (MAT Provider) | x | | | |
| Start Fresh Treatment Center(MAT Provider) | x | | | |
| First Steps of Sarasota | | | | x |
| Lighthouse Addiction Service | | | | x |
| Family Planning | | | | |
| County Health Departments | x | x | x | x |
| Family Health Centers | | | x | x |
| Healthcare Network of Southwest Florida | x | | | |
| Hendry Regional Medical Center | | x | x | |
| Florida Community Health Center | | | x | |
| Lee Community Health | | | | x |
| Managed Care Health Plans | x | x | x | x |
| Planned Parenthood | x | | | x |

| Residential & Transitional Living | | | | |
|--|----------------|---------------|---------------|------------|
| Sunlight Homes | x | | | |
| Nextep | | | | x |
| Providence House | | | | x |
| Operation PAR | | | | x |
| St. Matthews House (no meds accepted) | x | | | |
| Lifeline Family Center | | | | x |
| David Lawrence Center - Crossroads | x | | | |
| Ryan's Hope House | | | | x |
| Temporary Housing | | | | |
| Our Mother's Home | | | | x |
| New Beginnings | | | | x |
| Better Together | x | x | x | x |
| Psychosocial Counseling | | | | |
| Catholic Charities | x | | | |
| David Lawrence Center | x | | | |
| SalusCare | x | | | x |
| Lutheran Services | x | | | x |
| Provider | Collier | Glades | Hendry | Lee |

| | | | | |
|--------------------------------|---|---|---|---|
| ACT | X | | X | X |
| NAMI | X | | | X |
| LaBelle Resource Center | | | X | |
| Managed Care Health Plans | X | x | X | X |
| Beyond Barriers | | | | X |
| Managed Care Health Plans | | | | |
| IMPOWER-Telehealth | X | | | |
| County Health Department | X | X | X | X |
| Healthy Start/Healthy Families | X | X | X | X |
| Park Royal Hospital | X | | | X |
| Children's Advocacy | X | | | X |
| Children's Home Society | X | | | X |

Healthy Start Coalition of Southwest Florida 5-Year Strategies & Action Steps

| <i>Strategy/Action Steps</i> | <i>Person(s) Responsible</i> | <i>Begin</i> | <i>End</i> |
|---|----------------------------------|--------------|------------|
| Access to Prenatal Care - Early and Ongoing Perinatal Care | | | |
| Support access to prenatal care and ensure adequate prenatal care for better birth outcomes | | | |
| Monitor and maintain high risk screening rates. Continue educating providers on the importance of screenings and BOOFS (Based On Other Factors). | Outreach Staff | 7/21 | 6/26 |
| Provide on-site presentations and technical assistance to community providers on CONNECT (CI&R) | Outreach Staff | 7/21 | 6/26 |
| Partner at outreach events to provide education and resources on the importance of prenatal care and resources available in the community. | Outreach Staff | 7/21 | 6/26 |
| Promote resources and topics geared towards prenatal care on social media, website, newsletter and a marketing campaign. | AED, Outreach Staff | 7/21 | 6/26 |
| Promote and update the Resource Guide to partners and providers to ensure clients receive the most up-to-date resources on providers and those who treat high risk pregnancies. | Outreach Staff | 7/21 | 6/26 |
| Identify partners who can assist pregnant women with Medicaid applications, including PEPW, as well as prenatal providers who offer a sliding fee scale. | | | |
| Develop and provide a list of agencies and medical providers who offer direct Medicaid application assistance to CONNECT, United Way 211 and other points of access | ED, AED, Outreach Staff | 7/21 | 1/22 |
| Develop and provide a list of medical providers who have a sliding fee scale to CONNECT and United Way 211 | ED, AED, Outreach Staff | 7/21 | 1/22 |
| Promote those agencies on social media and website | AED, Outreach Staff | 2/22 | 6/26 |
| Provide targeted outreach in migrant camps to educate families on the availability and importance of prenatal and infant medical care | | | |
| Identify trusted agencies within Migrant Communities, especially in Collier County (Immokalee) | ED, AED, Outreach Staff | 1/22 | 6/22 |
| Provide trusted partners with brochures, information to share with families | Outreach Staff | 1/22 | 6/22 |
| Partner with trusted agencies at community events, health fairs, baby showers to disseminate information | Outreach Staff | 9/21 | 6/26 |

Developmental Outcomes

Provide Help Me Grow program in Lee, Hendry and Glades counties

Subcontract with United Way 211 to provide Outreach and Care Coordination services in conjunction with their 211 centralized telephone access point

ED 7/21 6/26

Expand the Help Me Grow program into Collier County

Identify a community partner in Collier who can provide a centralized telephone access point

AED 1/22 4/22

Seek funding to provide Help Me Grow Outreach and Care Coordination in Collier County

ED, AED 1/22 6/22

Identify and collaborate with Collier agencies on referrals and connections to necessary interventions

AED, Outreach Staff 4/22 6/22

Negotiate with Children's Forum to utilize their Start data system for Collier activities

ED 4/22 6/22

HMG Outreach Activities with medical providers and the community

Provide education and technical assistance to pediatric office regarding the Help Me Grow program

Outreach Staff 7/21 6/26

Seek funding to purchase additional I-Pads for pediatric office screenings

ED 7/21 6/26

Continue and expand Help Me Grow on the Go events to increase awareness and screenings

Outreach Staff 10/21 6/26

Identify local partners and locations to video Help Me Grow story time (i.e. zoo, train station, etc.)

AED, Outreach Staff 8/21 6/26

Identify local partners to distribute books and follow along on video readings

Outreach Staff 8/21 6/26

High School Graduation/GED/Job Skills

Teen FOCUS program in all 4 counties to promote continued high school attendance and graduation

Seek potential funding to purchase curriculum, snacks and rewards and pay for facilitators

ED, AED 7/22 6/26

Develop relationships and MOUs with local GED resources

Identify local agencies who work to assist residents with GED preparation and testing

ED, AED 9/22 6/26

Develop MOUs to refer clients for GED Assistance

Contract Manager 4/23 6/26

Update and renew MOU and relationship with Career Source SWFL for job skills training

Contact Career Source Executive Director for pandemic updates on in-person trainings and job searches

ED 1/23 4/23

Infant Deaths and Racial Disparities in Birth Outcomes

Partner with FAHSC, MCOs and delivery hospitals to form a Doula Network in SW Florida

Contact other Coalitions for best practices concerning Doulas

ED, AED 1/23 3/23

Investigate feasibility with delivery hospitals under current pandemic protocols

ED, AED 1/23 3/23

Determine if FAHSC will provide T.A. and support for Doula Initiative statewide

ED, AED 1/23 3/23

Meet with SWFL Managed Health Plans to investigate feasibility of MCO payment for Doulas

ED, AED 4/23 6/23

Investigate/confirm Doula training requirements

ED, AED 4/23 6/23

Seek funding for recruitment outreach in high-risk, minority population neighborhoods

ED, AED 7/23 10/23

Seek funding for Doula training

ED, AED 7/23 10/23

Study contract and payment options to determine feasibility

ED, CFO 9/23 12/23

Provide blood pressure cuffs to medical offices for education and distribution to high-risk patients

- Meet with local OB offices to determine support for initiative
- Ascertain cost of easy-operation, accurate blood pressure cuffs
- Obtain funding for cuffs
- Develop simple educational materials and instructions for patients in English, Spanish and Creole
- Enter into MOUs with participating prenatal clinics and distribution/tracking protocols

| | | |
|------------------|------|-------|
| Outreach Staff | 1/23 | 6/23 |
| ED, CFO | 1/23 | 3/23 |
| ED, AED | 1/23 | 12/23 |
| Outreach Staff | 1/23 | 12/23 |
| Contract Manager | 1/23 | 12/23 |

Provide blood sugar test strips to medical offices for education/distribution to Diabetic patients

- Meet with local OB offices and Diabetic/Nutrition clinics to determine support for initiative
- Identify supplier(s) and cost of bulk diabetic blood sugar test strips
- Write grants - obtain funding for test strips
- Enter into MOUs with participating providers and distribution/tracking protocols

| | | |
|------------------|------|-------|
| Outreach Staff | 7/24 | 10/24 |
| ED, CFO | 7/24 | 10/24 |
| ED, AED | 7/24 | 6/26 |
| Contract Manager | 7/24 | 6/26 |

Develop videos for breastfeeding, safe sleep and car seat safety for use in delivery hospitals

- Meet with delivery hospitals to ascertain current video offerings, if any
- Obtain funding for videos in 3 languages
- Script and produce videos in partnership with DOH and/or Lee Health
- Enter into MOUs with participating hospitals

| | | |
|------------------|-------|-------|
| AED, ED | 10/21 | 12/21 |
| AED, ED | 1/22 | 6/26 |
| AED, ED | 1/22 | 6/26 |
| Contract Manager | 1/22 | 6/26 |

Outreach and Education

Educate on MOD 39 weeks campaign, signs and symptoms of pre-term labor, and use of appropriate facilities throughout the Collier County community and identified zip codes.

| | |
|------|------|
| 7/21 | 6/26 |
|------|------|

Collect and disseminate racial/ethnic / language on OB and pediatric medical providers

- Conduct voluntary collection of information with medical offices
- Compile Data, format and produce demographic data
- Meet with community partners, investigate apps, determine how to disseminate information

| | | |
|----------------|-------|-------|
| Outreach Staff | 1/23 | 6/23 |
| CQI Associate | 7/23 | 10/23 |
| ED, AED | 10/23 | 1/24 |

Educational Community Baby Showers & Community Partners

- Coordinate and host at least 6 educational Baby Showers each year in identified high-risk neighborhoods
- Identify and partner with at least 4 non-traditional partners to provide education on SDH as it relates to maternal/child health

| | | |
|----------------|------|------|
| Outreach Staff | 7/21 | 6/26 |
| Outreach Staff | 7/21 | 6/26 |

Implement a Regional Diaper Bank to serve all 4 counties

- Identify and secure funding for at least three years of operation
- Survey and determine Community Support for regional diaper bank
- Determine and set requirements for diaper recipients
- Apply to National Diaper Bank Network for membership
- Rent diaper warehouse space
- Purchase a cargo van or truck
- Hire a Diaper Bank Coordinator

| | | |
|-------------------------|-------|-------|
| ED | 7/21 | 9/21 |
| ED, AED, Outreach staff | 7/21 | 9/21 |
| ED, AED | 9/21 | 11/21 |
| ED, AED | 7/21 | 12/21 |
| ED, AED | 7/12 | 12/21 |
| ED, AED | 7/21 | 10/21 |
| ED, AED | 10/21 | 12/21 |

| | | | |
|--|---|------|-------|
| Identify and secure distribution points in all 4 counties | ED, AED, Outreach staff , DB Coordinator | 9/21 | 6/26 |
| Determine and set record-keeping protocols for distribution points/partner agencies | ED, AED, Outreach staff , DB Coordinator | 9/21 | 12/21 |
| Survey and determine support for referrals from medical providers | Outreach Staff | 7/21 | 12/21 |
| Educate medical providers on appropriate referrals and process | Outreach Staff | 7/21 | 6/26 |
| Launch public relations campaign including social media, press releases, print, billboards, PSAs | ED, AED, Outreach staff , DB Coordinator | 1/23 | 3/23 |
| Purchase diapers | DB Coordinator, CFO | 7/21 | 6/26 |
| Develop educational materials to be provided with diapers | ED, AED, Outreach staff , DB Coordinator | 7/21 | 6/26 |
| Identify and secure funding to continue regional diaper bank | | 1/24 | 6/26 |

Interconception Health

| | | | |
|---|----------------|-------|------|
| Participate in community initiatives like Healthy Lee to promote healthy lifestyles | Outreach Staff | 7/21 | 6/26 |
| Provide education and materials on Medicaid Extension to home visitors, OBs and Pediatric clinics | Outreach Staff | 7/21 | 6/26 |
| Participate in community health fairs to promote pre-pregnancy health | Outreach Staff | 7/21 | 6/26 |
| Develop and distribute Baby Spacing materials through home visitors, Doulas and Diaper Bank | Outreach Staff | 7/21 | 6/26 |
| Develop and distribute materials on appropriate excercise for pregnant and post partum women | Outreach Staff | 11/21 | 6/26 |

Mental Health of Perinatal Women

| | | | |
|---|-----------------------------|------|------|
| Ensure that each HS care coordination Provider has at least one Mental Health Professional on staff | ED | 7/21 | 9/21 |
| Train Mental Health home visiting professionals in Moving Beyond Depression | ED, CQI Associate | 9/21 | 1/22 |
| At Initial Assessment, determine if client should be assigned to Mental Health Professional | CC Providers, home visitors | 1/22 | 6/26 |
| Seek funding for additional metal health professionals to provide telehealth counseling to clients from all of our programs | ED, AED | 7/23 | 6/26 |

Reduce Rates of Caesarian Deliveries

| | | | |
|---|----------------|-------|-------|
| Educate community and medical providers on MOD 39 Weeks campaign | Outreach Staff | 10/21 | 12/22 |
| Collect data from NCH on non-medical C-sections in Collier County | ED, AED | 1/23 | 4/23 |
| Work with NCH in Collier to develop a C-Section checklist for physicians to complete prior to scheduling it | ED, AED | 1/23 | 6/23 |

Substance Use - SUD, NAS, FAS

| | | | |
|---|---------------|-------|-------|
| Continue PIES (CAPTA) program in Lee County to serve SUD families | ED | 7/21 | 6/26 |
| Identify and secure funding to expand PIES to Collier County for 3 years | ED, AED | 10/21 | 12/21 |
| Contract with NCH Hospital to hire a Nurse or MSW to provide PIES to families identified with SUD | ED, AED | 10/21 | 2/22 |
| Train NCH Nurse or MSW in Healthy Start and Seeking Safety curriculums | CQI Associate | 11/21 | 3/22 |
| Negotiate with FAHSC to use Well Family data system to track PIES clients in Collier | ED | 10/21 | 2/22 |

Identify and secure funding to continue the PIES program in Collier

ED, AED

1/23

6/26

Teen Births/Repeat Teen Births

Identify and secure funding to provide FOCUS program in all 4 counties.

ED, AED

7/21

6/26