

Baby Business

Vol. 5,

2024

Hurricane Relief

We extend our heartfelt sympathy to the Counties that were severely impacted by Hurricanes Helene and Milton. Families in these communities are struggling to recover. If you're interested in supporting their efforts, here is how you can help through donation.

Items to donate:

- unopened pre-mixed baby formula
- baby bottles with disposable liners
- diapers
- other baby items for families in need.

For information on how to donate, please contact one of the following abigail@hsow.org, gisselle@hsow.org, or asia@hsow.org



Staff Updates

Welcome to the Team!



Darrin Miller

FATHERHOOD COACH

My name is Darrin Miller I have a B.S. in Education, however, most of my experience has been working with at risk youth and families which I have done over the past 25 years.

I am passionate about helping families stay together and live life to their fullest potential.

This would be the reason why I chose to be a part of the T.E.A.M. DAD program. I look forward to empowering fathers with the knowledge they need to care for their families and to make the most of their roles in becoming a vital part of their children's lives. In my free time I enjoy visiting other countries, anything in or around the ocean and beaches, and sports of any kind.

Congrats on Your Promotion!



Victoria Worlds

ASSISTANT DIRECTOR

Victoria joined Healthy Start on July 24, 2019, as the Office Manager and has since taken on key roles in Quality Assurance, Human Resources, staff trainings, and as the supervisor of the T.E.A.M. Dad program. She is passionate about the organization's mission to ensure every baby has a healthy start in life. Victoria takes great pride in working alongside the dedicated T.E.A.M. Dad coaches, who are committed to supporting and empowering fathers in their vital role within the family. Her dedication to the vision and values of Healthy Start is evident in her contributions to the team and the families they serve.

Okaloosa and Walton Counties Community Health Improvement Partnerships (CHIP)

Healthy Start proudly collaborates as a member of the CHIP groups in Okaloosa and Walton Counties.

These groups serve as a dynamic platform for collaboration, idea exchange, event planning, and networking among their members. Our Coalition actively participates in both the Healthy Moms & Babies Group and the Healthy Families Group. The primary mission of these partnerships is to engage community members from Okaloosa and Walton counties in health improvement initiatives through open, two-way communication. Key objectives include reducing the infant mortality rate,

enhancing mental health and substance use services, improving access to healthcare, supporting maternal and child health, promoting injury prevention and safety, addressing social determinants of health, and managing chronic diseases. Among the significant projects supported by our Healthy Start Coalition are the Fetal Infant Mortality Review, Recipe for a Healthy Baby, maternal advocacy initiatives, and breastfeeding support programs. Together, we are dedicated to fostering a healthier community.

Top Four CHIP Partnership Initiatives

1. FIMR: Fetal Infant Mortality Review

The Healthy Start Coalition of Okaloosa and Walton Counties is an active member of the Fetal and Infant Mortality Review (FIMR) team for District 1, which includes Escambia, Santa Rosa, Okaloosa, and Walton Counties. In collaboration with The National Center for Fatality Review and Prevention, we work to address the factors leading to infant and fetal deaths through in-depth case reviews. Our process includes audits of medical and social records and family interviews, which gather vital information and support families after their loss.

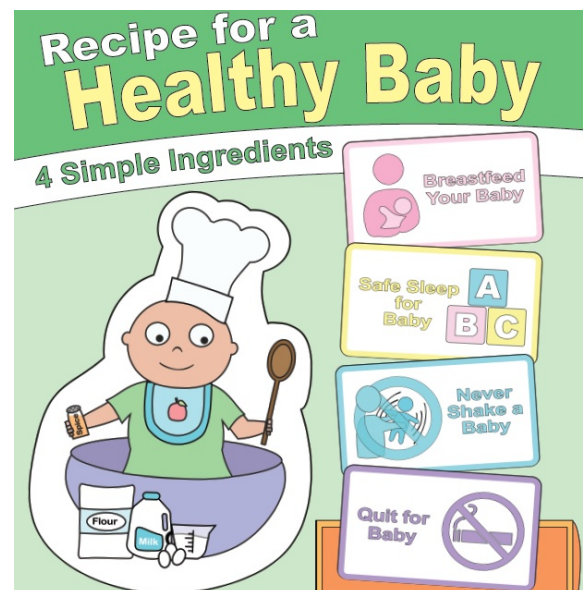
De-identified Case Summaries are created for monthly meetings with the Case Review Team, consisting of medical and community professionals, who analyze these cases and propose systemic-level changes. **A Community Action Group CAG** is formed to help implement these recommendations. FIMR emphasizes the collective responsibility of the community in ensuring every baby's survival and well-being. By examining individual cases and incorporating family insights, our teams seek to understand the causes of fetal and infant mortality and recommend targeted interventions for improvement.

[Learn More About FIMR](#)

2. Recipe For A Healthy Baby

Florida Healthy Babies is a statewide initiative aimed at ensuring every baby has an equal opportunity for a happy and healthy life. As part of Okaloosa's Florida Healthy Babies initiative, community partners have developed the "Recipe for a Healthy Baby," which serves as a simple guide to keeping infants safe and healthy. The Recipe for a Healthy Baby focuses on four key areas:

- Breastfeeding Your Baby
- Ensuring Safe Sleep for Your Baby
- Never Shaking a Baby
- Quitting Harmful Habits for Your Baby



**2 IN 3 PREGNANCY-RELATED
DEATHS ARE PREVENTABLE.**

Learn the urgent maternal warning signs and listen when pregnant women or new moms share concerns.

It could help save her life.
#HearHer
www.cdc.gov/hearher

**Florida
HEALTH**
Okaloosa County



3. Maternal Advocacy: Hear Her Campaign

Every year, a significant number of women in the United States die due to complications related to pregnancy and childbirth. The Hear Her campaign aims to deliver crucial information about urgent maternal warning signs, with the goal of saving lives. It offers resources for pregnant individuals, new parents, their supporters, and healthcare

professionals. The campaign focuses on raising awareness of severe pregnancy-related issues, empowering individuals to voice their concerns, fostering discussions within support systems, and providing tools to facilitate effective communication between patients and healthcare providers. The target audiences include pregnant individuals, those who have recently given birth, their supporters, and healthcare professionals. This initiative is backed by the CDC Foundation and funded by the Merck for Mothers Program. Hear Her is a trademark of the U.S. Department of Health and Human Services. Healthy Start distributes educational materials about the Hear Her Campaign and its warning signs to all OBGYN offices in Okaloosa and Walton counties. Additionally, we promote this topic through information on our social media platforms.

**More Details on the CDC
website**

4. Breastfeeding: Lactation Lounges

At Healthy Start, we are committed to enhancing the health and well-being of pregnant women, new mothers, fathers, and families within our local community. One of the resources we provide is our Mamava Breastfeeding Pods, referred to as "Lactation Lounges." We understand the significance of creating safe spaces for breastfeeding mothers to feed their babies or express milk in public areas, including college campuses. Currently, we have Lactation Lounges available on the Northwest Florida State College Campus in **Niceville**, at the **Crestview** Public Library, and at the WIC office in **Fort Walton Beach**.

These pods are designed to support breastfeeding mothers and make their lives easier. They comply with all workplace and public-space lactation laws and are equipped with built-in seating, lighting, shelves, mirrors, coat hooks, outlets, and fans. Accessing the pods is simple and can be done through the Mamava app.

**Visit The Mamava Website to Learn
More**

REFERRAL CHAMPION

Spotlight

Julianne Marse

It is our pleasure to recognize Julianne Marse for her outstanding work in the community. She is consistently identifying pregnant mothers or newborn infants who are in need of extra support and getting them connected to resources and in-person support visitations. Over the past year, Julianne referred over 70 mothers and infants to home-visiting services!



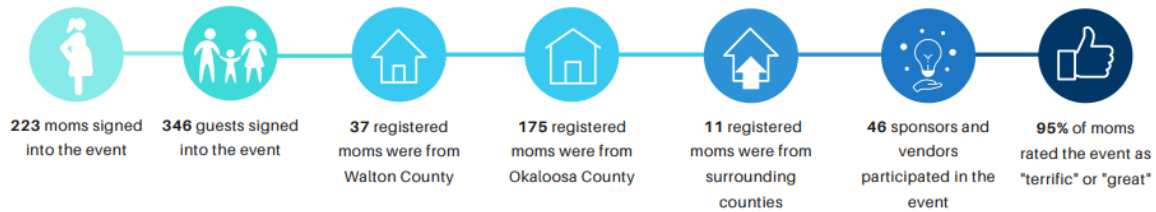
"I am the Pediatric Social Worker at Ascension Sacred Heart Emerald Coast. I have been in this role for a little over four years and it has been an absolute honor working alongside Healthy Start. I often meet families in our local community who are in need of a helping hand, listening ear and guidance through pregnancy and parenting young children. Healthy Start is always eager and available to help. Witnessing the compassionate care and grace Healthy Start provides to their clients, makes me passionate about sharing their information to the families that I serve."

★ *Thank you Julianne!* ★

Major Accomplishments and Program Updates

Baby Shower

World's Greatest Baby Shower 2024 Overview



The Coalition hosted its World's Greatest Baby Shower event in May. A total of 223 moms attended, with 346 guests signing in. The event featured 46 sponsors and vendors. According to a survey conducted among participants, 95% rated the event as terrific or great. There was an increase of almost 50 attending moms this year compared to the previous year.



Fatherhood Program

The T.E.A.M. Dad program has taken significant steps to enhance its outreach and visibility in the community. In June, the program produced a public service announcement (PSA) featuring the testimony of one of its graduates. This PSA was broadcast on Cumulus stations, helping to spread awareness of the program's impact.

Additionally, the T.E.A.M. Dad initiative recently launched a Facebook page, which has seen encouraging growth. In a short time, the page garnered 114 likes and attracted 159 new followers. This strong initial engagement indicates a burgeoning online presence and increasing community interest in the

program.

To further promote fatherhood and the T.E.A.M. Dad program, a Family Fun event was hosted in June. This gathering invited fathers and their families to come together, celebrate fatherhood, and learn more about the initiative. The event was not only a joyful occasion but also a successful recruitment opportunity, as three fathers signed up to participate in the program during the festivities.

Family Fun Day 2024



Visit our T.E.A.M Dad
Website

Doula Program

HEALTHY START DOULA PROGRAM



OUR MISSION...

is to improve the physical and emotional wellbeing of mothers, babies, and families by providing education and support during pregnancy, childbirth, and early parenthood.

Doula Program Updates



We currently have six Doulas who have completed training and are ready to see clients. Our goal is to have 20 trained Doulas serving clients within two years. Our new office in Shalimar offers the perfect space for providing training and certification for future Doulas. To help meet our goal of 20 Doulas in 2026, our Coalition has recently applied for a grant from the Okaloosa County Department of Health to help cover the cost of providing Doula care to women not eligible for Medicaid!



In the past three months, our Doulas aided in the delivery of two happy, healthy babies! As we look ahead, we are excited by the prospect of helping many more women and babies have a healthy start to infant-hood.

FIMR: Fetal Infant Mortality Review

Our coalition is hosting its second annual "A Light to Remember" event on October 19th. We have secured a venue, set the time, and booked two incredible speakers. This event serves to honor those who have lost infants, bringing together family members, friends, and professionals such as doctors and counselors who support those grieving the loss of a loved one.

OCTOBER 19, 2024
12:00 P.M. - 2:00 P.M.

A LIGHT TO REMEMBER

Join Healthy Start for an
afternoon of remembering
those we've lost too soon.

The Boathouse Landing
124 N John Sims Parkway,
Valparaiso, FL 32580



National Pregnancy and Infant Loss Remembrance Month

To register, please sign up with
our SurveyMonkey form

asia@hsow.org
(850) 833-9284



**Celebrating New Beginnings: Our Grand Opening at Healthy Start
Coalition of Okaloosa and Walton Counties!**



We are thrilled to share that we celebrated the Grand Opening and Ribbon Cutting Ceremony of the Healthy Start Coalition of Okaloosa and Walton Counties on September 19th!

Our new office is located at:

**Healthy Start Okaloosa-Walton
1130 Eglin Pkwy, Unit 101
Shalimar, FL 32579**

We want to express our heartfelt thanks to everyone who joined us on this special day to commemorate our grand opening. It was a joy to see so many familiar faces from our community partners, as well as to meet new friends. Your support means the world to us!

Here's to new beginnings and continued collaboration within our wonderful community!

Florida Association of Healthy Start Coalitions (FAHSC) 2024 Annual Meeting Presentation: *Me & My Baby Brain Building Bag*

During the first week of October, some of our Healthy Start team ventured to Orlando for the FAHSC Annual Meeting, and it was an incredible experience! We loved connecting with other coalitions from across the state and sharing best practices.

Our team included Executive Director, Ardelle Bush; Assistant Director, Victoria Worlds; Community Liaison, Abigail Baumann; Special Projects Coordinator, Asia Stata; and Fatherhood Coach Daniel Vega.

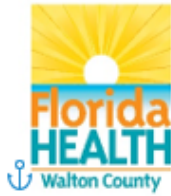
Ardelle and Asia were invited to share insights on our new Me and My Baby Brain Bag Initiative, aimed at enhancing brain development during the critical early years of life when a baby's brain undergoes significant growth. This initiative is a collaboration with the Early Learning Coalition of the Emerald Coast, which emphasizes kindergarten readiness, and

Let's Talk Kids, a team of award-winning educators from Minnesota who have created a scientifically-backed bag to support brain development. Exciting developments are underway!

Pictured Below L-R: Asia Stata, Special Projects Coordinator; Abigail Baumann, Community Liaison; Victoria Worlds, Assistant Director; and Ardelle Bush, Executive Director.



Healthy Start Customer Satisfaction



CUSTOMER SATISFACTION REPORT PROGRAM: HEALTHY START

Florida Department of Health in Walton County
June 1, 2023-June 30, 2024

Number of Responses: **200**

Overall Satisfaction: **100%**

SNAPSHOT OF REASONS WHY CLIENTS CHOSE HEALTHY START:

"I wanted to do Healthy Start as a young mom because I felt like I could use an outside source to talk to and get advice from."

"My friend recommended Healthy Start."

"My sister recommended Healthy Start."

"Accepted to get more information on how to take care of twins."

"I thought it would be a great thing for me to start for me and my baby, and it was!"

100%

of clients rated the care coordinator's treatment as either "Very Good" or "Excellent."

100%

of clients rated the quality of services as either "Very Good" or "Excellent."

100%

of clients stated they felt Healthy Start helped them have a healthier pregnancy and/or baby.

100%

of clients stated they would recommend Healthy Start to other women.

CLIENT COMMENTS ABOUT OUR STAFF

"Jessica is awesome! Love her and the check ins we have each month. I'm going to miss our meetings when he gets too old for the program."

"Rosalia is great."

"La senora es muy amable y respetuosa." – *"The lady is very kind and respectful."*

"Rosalia es excelente, escucha mis necesidades, y me allude en lo que puede." – *"Rosalia is excellent, she listens to my needs, and she does what she can."*

"Mrs. Jessica is awesome and is a lot of help!"

"Jessica is fantastic and always on top of things! she's a huge reason why I love healthy start! and the care is very good and very helpful as far as getting things and info that I needed or wanted to know along the way with my pregnancy!"

"La señora Rosalia me ayuda mucho. Gracias!" – *"Mrs. Rosalia helps me much. Thank you!"*

"La señora Rosalia es muy profesional y demuestra mucho interés en mí y mi bebé." – *"Mrs. Rosalia is a professional and shows a lot of interest in me and my baby."*

Are you looking for Family Resources?

Click the button below for our Family Resource Directory.

If you would like a physical copy or are interested in being added to our next copy, please reach out to abigail@hsow.org.

[Resource Directory](#)

Healthy Start Coalition of Okaloosa & Walton Counties | 850-833-9284
asia@hsow.org | <http://healthystartokawalton.org/>

Follow us on Facebook and Instagram!



Healthy Start is a free program that provides education and care coordination to pregnant women and families with children under the age of three.

Healthy Start Coalition of Okaloosa and Walton Counties | 102 Beal Pkwy SW Suite B | Fort Walton, FL 32548 US

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