

Healthy Start Coalition of Hardee, Highlands, and Polk Counties, Inc.

ACTION PLAN 2010 - 2015
CATEGORY B ACTIVITIES - Community or Systems Wide Issues

Issue: Need to monitor and report Service Delivery Plan (SDP) activities.

Strategy: Monitor implementation of the Service Delivery Plan and evolving community MCH issues.

Action Step	Responsible Party	Start Date	End Date
Review the Action Plan at least quarterly and provide related status reports to SDP committee, General Coalition, membership and Board.	Coalition Staff SDP Committee	7/10	6/11
Determine what MCH indicators and secondary data will be monitored, tracked, and analyzed and with what frequency, and identify data sources.	SDP Committee	7/10	6/11
Perform annual analysis of MCH data, and produce annual outcome and performance measures report as required.	Executive Director Coalition Staff Coalition Associate Ex. Director	7/10	6/11
Serve as Healthy Families Polk Advisory Council.	Healthy Families Polk SDPC	7/10	6/11

Infant Mortality/Morbidity

Issue: Need for ongoing awareness activities on contributing factors associated with fetal/infant mortality.

Strategy: Collect, analyze and disseminate Infant/Fetal mortality data, implement strategies based on data.

Action Step	Responsible Party	Start Date	End Date
Expand membership of Case Review Teams and Community Action Groups	Executive Director Associate Ex. Director Awareness Coordinator Provider Liaisons CAGs, CRTs	7/10	6/11
Gather all available data including death certificates, provider data, partner agency data and maternal interviews and review at monthly FIMR CRT meetings.	FIMR Abstractor Provider Liaisons Associate Ex. Director	7/10	6/11
Analyze data to include root, intermediate and immediate causes of infant mortality a. Update model of data analysis based on emerging and best practices as data becomes available.	Executive Director Associate Ex. Director Provider Liaisons	7/10	6/11
Present information from FIMR CRTs to monthly and/or bi-monthly FIMR CAGs to develop community based strategies.	Executive Director Associate Executive Director Awareness Coordinator Provider Liaisons CAGs, CRTs	7/10	6/11
Disseminate information through annual newsletters, Provider Guider quarterly newsletters, Provider Liaisons monthly visits, General Coalition meetings and through trainings.	Executive Director Associate Executive Director HS Providers MomCare staff Awareness Coordinator Provider Liaisons	7/10	6/11

Action Step	Responsible Party	Start Date	End Date
Educate on “Kick Counts” and prevention of PTL. <ul style="list-style-type: none"> a. Disseminate “Kick Counts” brochure through MomCare packets and prenatal packets, web-based communication. b. Encourage providers to use “Kick Counts’ education with patients at monthly visits. 	HS Providers MomCare staff Awareness Coordinator HS Coalition Provider Liaisons	7/10	6/11

Issue: Leading cause of death is prematurity

Strategy: Educate community/consumer/providers on Preterm Labor and Late Preterm Births

Action Step	Responsible Party	Start Date	End Date
Provide education to women on risks of induction and late preterm labor to help with making decisions regarding birthing options. <ul style="list-style-type: none"> a. Information will be included in prenatal education packets as well as MomCare seventh month packets and web-based communication. b. Present information in Childbirth education curriculum as well as Centering Pregnancy groups. 	HS Providers MomCare staff Awareness Coordinator HS Coalition Provider Liaisons	7/10	6/11
Increase public awareness regarding PTL and late PTB by providing educational materials at non-traditional locations such as churches, community events, theaters, grocery stores, nail and hair salons, flea markets, ESOL classes, sporting events and media including TV and radio, etc., targeting multi-cultural women and at-risk women.	HS Providers MomCare staff Awareness Coordinator HS Coalition Provider Liaisons	7/10	6/11

Strategy: Educate community/consumer/providers on racial disparities

Action Step	Responsible Party	Start Date	End Date
Based on available resources, partner with faith based organizations and other partner agencies to provide education to faith community and develop targeted interventions.	Executive Director Associate Ex. Director Awareness Coordinator Provider Liaisons Partner agencies	7/10	6/11
Partner with local agencies to offer a mother/daughter educational seminar on women’s health.	Executive Director Associate Ex. Director MomCare staff Awareness Coordinator Provider Liaisons Partner agencies	7/10	6/11
Educate providers, consumers, General Coalition members and community on the higher rate of infant mortality among infants born to black women through presentations, articles and targeted message materials.	HS Providers MomCare staff Awareness Coordinator Provider Liaisons	7/10	6/11

Issue: Leading cause of preventable death is suffocation/sleep related deaths

Strategy: Educate community/consumer/providers of SUIDS/SIDS risks and prevention and safe sleep to reduce number of these types of deaths

Action Step	Responsible Party	Start Date	End Date
<p>Educate providers, consumers, merchants, and partner agencies on Safe Sleep practices.</p> <ul style="list-style-type: none"> a. Provide safe sleep information through HS Parenting services. b. Update review tool and monitor in chart reviews to reflect safe sleep education. c. Provide safe sleep information in prenatal packets and MomCare packets, "Provider Guider" and "Mommy Matters" newsletters, and web-based communication. d. Offer and provide safe sleep presentations to community partners and general public. e. Target pediatricians with mailing and distribute safe sleep information to their offices on a bi-annual basis f. Provide safe sleep information to merchants who sell cribs and other baby items. 	<p>Executive Director Assoc. Ex. Director HS Providers MomCare staff Awareness Coordinator Provider Liaisons QI Committee Community Partner agencies</p>	<p>7/10</p>	<p>6/11</p>
<p>Educate the hotel industry on safe-sleep practices.</p> <ul style="list-style-type: none"> a. Provide safe sleep education and local FIMR data to local hotels through annual mailings and follow up contact. b. Partner with hotels in the tri-county area to provide portable cribs/encourage free use of available cribs to families with infants. 	<p>Assoc. Ex. Director Awareness Coordinator Provider Liaisons</p>	<p>7/10</p>	<p>6/11</p>

Action Step	Responsible Party	Start Date	End Date
Partner with WIC, breastfeeding groups and hospital/birthing facility staff to ensure consistency of safe sleep education to new parents and caregivers.	Executive Director Assoc. Ex. Director HS Providers MomCare staff Awareness Coordinator Provider Liaisons Community Partner agencies	7/10	6/11
Continue the Beds 4 Babies Project through available grant funds. <ul style="list-style-type: none"> a. Continue use of evaluation tool. b. Gather and disseminate data on project outcomes and successes. 	Executive Director Assoc. Ex. Director HS Providers MomCare staff Awareness Coordinator Provider Liaisons CAGs Community Partner agencies	7/10	6/11

Issue: Concerns about reports of infant injury and deaths due to neglect and abuse, including shaken baby and choosing a safe caregiver.

Strategy: Educate community/consumer/providers on preventing infant deaths and injury due to abuse and neglect.

Action Step	Responsible Party	Start Date	End Date
Adopt and implement the Hillsborough Healthy Start Coalition’s Safe Baby model <ul style="list-style-type: none"> a. Train all Healthy Start staff and other partner agency staff, ask for commitment to implement campaign within their programs. b. Distribute campaign materials to prenatal and birth facility providers, train them on curriculum. c. Monitor implementation of curriculum within partner agencies, HS program, and medical providers through visits, ongoing technical assistance and additional materials. 	Community Partner agencies Home Visitor Forum Planning Committee	7/10	6/11
Continue to expand partnerships with providers and agencies who deal with children who have been abused/and or neglected. <ul style="list-style-type: none"> a. Attend, on a quarterly basis, meetings and trainings for DCF staff and case management organization staff. 	Executive Director Assoc. Ex. Director HS Providers Awareness Coordinator Provider Liaisons	7/10	6/11
Offer training on updated Shaken Baby prevention to all social service agencies dealing with parents and families, including DCF.	Executive Director Assoc. Ex. Director Partner agencies	7/10	6/11

Access/Entry to Care

Issue: Lower rates of early prenatal care, high rates of late/no prenatal and postpartum care, problems with lack of transportation and missed appointments.

Strategy: Increase awareness and facilitate early and consistent prenatal care.

Action Step	Responsible Party	Start Date	End Date
Utilize social marketing and educational materials to increase awareness on importance of early prenatal care including radio, schools, local grocery stores, laundry mats.	Provider Liaisons MomCare Coordinator Awareness Coordinator HS Providers	7/10	6/11
Promote provider increased availability of services including extended hours, increased acceptance of Medicaid and additional locations.	Executive Director Provider Liaisons MomCare Coordinator Awareness Coordinator	7/10	6/11
Ensure training/provide feedback on customer concerns to provider office personnel, including front desk clerks and phone receptionists on dealing with issues related to accessing prenatal care. <ul style="list-style-type: none"> a. Conduct “mystery shopper” calls and/or visits to clinics in order to obtain information about barriers for pregnant women in accessing care. b. Provide feedback to providers and follow up based on findings. 	HS Providers QI Committee	7/10	6/11
Promote expansion of provider locations and hours that provide prenatal care to uninsured women.	Executive Director General Membership	7/10	6/11

Action Step	Responsible Party	Start Date	End Date
Promote use of Family Health Line and ensure they have current information regarding prenatal care services in the tri-county area.	Provider Liaisons MomCare Coordinator Awareness Coordinator HS Providers	7/10	6/11
Partner with local supermarkets/drugstores to post information on prenatal care options on home pregnancy aisle.	Executive Director General Membership	7/10	6/11
Work with providers to accommodate late/3 rd trimester women to get an appointment within 48 hours.	Executive Director Provider Liaisons MomCare Coordinator Awareness Coordinator	7/10	6/11
MomCare and HS provider staff to facilitate re-scheduling of missed prenatal and postnatal appointments.	MomCare Coordinator HS Providers	7/10	6/11
Continue to obtain bus passes where available.	HS Providers-Polk County	7/10	6/11

Issue: Women report delayed entry to prenatal care because of difficulty obtaining Medicaid
Strategy: Partner to improve, educate on Medicaid application

Action Step	Responsible Party	Start Date	End Date
Serve as a resource to Prenatal Providers to supply quick access, one page, Health Insurance Applications for Pregnant women to assist patients with Medicaid eligibility	Provider Liaisons MomCare Coordinator Awareness Coordinator	7/10	6/11
Provide on-going education to women about Medicaid eligibility, Medicaid services and Medicaid changes. (particularly to undocumented consumers)	MomCare Coordinator Awareness Coordinator HS Providers	7/10	6/11

Action Step	Responsible Party	Start Date	End Date
Meet with local DCF and/or AHCA staff to discuss and develop plan to resolve barriers to obtaining prenatal care through Medicaid, including co-location of staff to assist with application process.	Executive Director MomCare Coordinator Awareness Coordinator	7/10	6/11

System Issue: Need for evidence based effective and quality prenatal care.

Strategy: Train, implement and monitor group prenatal care.

Action Step	Responsible Party	Start Date	End Date
Monitor implementation of Centering Pregnancy group prenatal care at CHD clinics a. Monitor access times at each clinic on quarterly basis. b. Track # of groups and #of women receiving group care.	Executive Director Associate Executive Director	7/10	6/11
Monitor Centering Pregnancy programs, including model fidelity, staff training, program outcomes, satisfaction survey results, and contract compliance.	Associate Executive Director QI Committee CHD staff	7/10	6/11
Promote Centering Pregnancy in Coalition materials, websites, publications, trainings and presentations.	Coalition staff	7/10	6/11
Participate in Polk CHD Centering Pregnancy Steering Committee, work to maintain Centering site credentialing.	Executive Director Associate Executive Director CHD clinical staff	7/10	6/11
Apply for continued funding through March of Dimes and other fund sources to support additional training and implementation.	Executive Director Associate Executive Director	7/10	6/11

Issue: Lack of follow up for postpartum care and family planning services

Strategy: Increase awareness about the importance of postpartum/family planning care.

Action Step	Responsible Party	Start Date	End Date
Educate labor and delivery staff and pediatricians on the importance and availability of the postpartum check up and family planning.	Provider Liaisons	7/10	6/11
Facilitate communication between delivery facilities and prenatal providers to have a postpartum appointment made as part of discharge planning.	Provider Liaisons	7/10	6/11
Partner with WIC to provide information on postpartum care and family planning.	HS Providers	7/10	6/11
Develop/obtain materials that address importance of postpartum care.	MomCare Coordinator Awareness Coordinator HS Providers	7/10	6/11
MomCare to include information on family planning and postpartum care in 7 th month packets.	MomCare Coordinator	7/10	6/11
MomCare to discuss postpartum appointment when conducting follow up phone calls.	MomCare Coordinator	7/10	6/11
Include information in the “Mommy Matters” newsletter, postnatal packets, and web-based communication.	Awareness Coordinator Provider Liaisons	7/10	6/11
HS provider staff to facilitate postpartum and family planning appointments for all open clients.	HS Providers	7/10	6/11

CONSUMER/COMMUNITY EDUCATION

Issue: Community resources are widely available but are underutilized.

Strategy: Educate community and consumers on available services .

Action Step	Responsible Party	Start Date	End Date
Promote education regarding United Way 2-1-1 and Resource Guides.	MomCare Coordinator Awareness Coordinator Provider Liaisons HS Providers	7/10	6/11
Ensure listings of maternal child health services available through Healthy Start are listed on all community partners' web sites and update as needed.	Awareness Coordinator	7/10	6/11
Provide at least one presentation on Healthy Start services to a community group/organization each quarter. Include churches in Black/African-American and Hispanic communities.	Executive Director Assoc. Ex. Director Awareness Coordinator HS Providers	7/10	6/11
Participate as a partner agency in the Florida KidCare Program by promoting the program and assisting families in need of application assistance.	Associate Executive Director Awareness Coordinator Provider Liaisons	7/10	6/11
Continue to participate in community events that focus on maternal and child health activities, social service provider activities, etc.	Assoc. Ex. Director Awareness Coordinator Provider Liaisons HS Providers		
Educate consumers who are on SOBRA Medicaid on additional medical coverage. a. Obtain information/materials from AHCA on coverage and distribute to women through "Mommy Matters" newsletters, MomCare mailings, prenatal and postnatal educational packets, and HS provider staff care coordination services.	MomCare Coordinator Awareness Coordinator		

Issue: Increasing rates of C-sections

Strategy: Educate consumers on risks associated with C-sections and birthing options

Action Step	Responsible Party	Start Date	End Date
<p>Increase education to women about the risks of c-sections, medically necessary c-sections and alternative birthing options.</p> <ul style="list-style-type: none"> a. Information will be included in prenatal education packets as well as MomCare educational packets, and web-based communication. b. Present information in Childbirth education curriculum as well as Centering Pregnancy groups. c. Train HS provider staff on the risks of c-sections, medically necessary c-sections and alternative birthing options. 	<p>Executive Director Assoc. Ex. Director Provider Liaisons MomCare Coordinator Awareness Coordinator HS Providers</p>	<p>7/10</p>	<p>6/11</p>

Issue: Higher rates of obesity in the Coalition service area.

Strategy: Educate women on healthy weight gain during pregnancy.

Action Step	Responsible Party	Start Date	End Date
<p>Obtain and distribute educational materials on risks of obesity and the importance of healthy weight gain during pregnancy.</p> <ul style="list-style-type: none"> a. Information will be included in “Mommy Matters” newsletters, prenatal education packets, MomCare educational packets, and web-based communication. b. Train HS provider staff on healthy weight gain during pregnancy. 	<p>Executive Director Provider Liaisons MomCare Coordinator Awareness Coordinator HS Providers</p>	<p>7/10</p>	<p>6/11</p>
<p>Partner with WIC and other agencies to increase number of providers who can help educate clients about nutrition and healthy life styles. Include lists of healthy activities and exercise.</p>	<p>HS Providers Awareness Coordinator General Membership</p>	<p>7/10</p>	<p>6/11</p>

Issue: Higher rates of women who smoke during pregnancy.

Strategy: Decrease the rate of women who smoke during pregnancy and increase the rate of women who quit smoking.

Action Step	Responsible Party	Start Date	End Date
Partner with the Tobacco Free Partnerships to develop and distribute a one-page overview of smoking cessation programs to providers and consumers, especially pregnant women.	Provider Liaisons Awareness Coordinator Tobacco Free Partnerships HS Providers	7/10	6/11
Identify and promote Quit Line and community based cessation programs available to pregnant women. a. Partner with American Lung Association, American Cancer Society, and other community partners to identify programs and materials. b. Promote programs through newsletters, health fairs, educational packets, web-based communication, and community events.	Executive Director Assoc. Ex. Director Awareness Coordinator Provider Liaisons	7/10	6/11
Include more success stories related to smoking cessation in Healthy Start publications, reports and other means of communication, including web-based communication.	Awareness Coordinator HS Providers	7/10	6/11
Utilize posters and other visual teaching aids to educate about the risks of smoking and second hand smoke a. Obtain/distribute visual aids to provider and other community partner locations.	HS Providers Community Partner Agencies Tobacco Free Partnerships	7/10	6/11

Issue: Language barriers / low literacy level of patient
Strategy: Work to reduce language and literacy barriers

Action Step	Responsible Party	Start Date	End Date
Ensure all brochures/materials from the HSC and providers are available in English, Spanish and Creole.	Awareness Coordinator Provider Liaisons MomCare Coordinator HS Providers	7/10	6/11
Conduct radio interviews for Spanish-speaking stations on areas most significant for Hispanic women (i.e. - seek early prenatal care.)	Awareness Coordinator	7/10	6/11
Partner with community agencies (migrant services) to develop maternal child health medical literacy materials to be included in adult health/literacy classes and/or programs.	Awareness Coordinator Provider Liaisons Community Partner Agencies	7/10	6/11
Partner with community agencies (migrant services) to educate women on the MCH and medical/prenatal care issues. a. Utilize literacy materials developed in presentations, health fairs, adult health classes, parent meetings and home visits.	Awareness Coordinator Provider Liaisons Community Partner Agencies	7/10	6/11

Issue: Consumers report need for education on substance abuse, perinatal depression, baby spacing/family planning, and specific parenting topics.

Strategy: Provide consumer education on substance abuse, perinatal depression baby spacing/family planning and parenting.

Action Step	Responsible Party	Start Date	End Date
Develop/obtain materials that provide consumer education on topics requested by consumers including substance abuse, perinatal depression, baby spacing/family planning and parenting.	Awareness Coordinator Provider Liaisons HS Providers	7/10	6/11

Action Step	Responsible Party	Start Date	End Date
Distribute information through health fairs, community events and trainings, "Mommy Matters" newsletters, prenatal and postnatal packets, web-based communication, MomCare mailings and HS programs.	Awareness Coordinator MomCare Coordinator Provider Liaisons HS Providers	7/10	6/11
Review HS provider parenting curriculum to ensure consumer requested parenting topics such as discipline and potty training are included through annual QI visits.	Executive Director Assoc. Ex. Director QI Committee	7/10	6/11

Issue: Some consumers interested in receiving information electronically.

Strategy: Develop ways to provide electronic communication.

Action Step	Responsible Party	Start Date	End Date
Develop a form to gather email addresses at health fairs and events and other opportunities such as in Prenatal and Postnatal Packets, MomCare Initial and 7 th Month packets, etc.	Office Manager Awareness Coordinator	7/10	6/11
Develop and distribute messaging to the public and other community partners that can be provided through electronic media, including Coalition website, Facebook page	Executive Director Awareness Coordinator	7/10	6/11
Update Healthy Start Coalition website to include consumer educational materials with HSC brochures that can be downloaded, continue to update quarterly.	Executive Director Awareness Coordinator Office Manager	7/10	6/11
Promote National Healthy Mothers, Healthy Babies Coalition's "Text 4 Baby" Campaign through Coalition's website, Facebook page, and other new media technologies.	Executive Director Awareness Coordinator Provider Liaisons MomCare Coordinator	7/10	6/11

Issue: Hispanic/ Spanish speaking moms report less health education and a need for more Childbirth Education. Strategy: Increase consumer education to Hispanic/ Spanish speaking moms on health education and Childbirth Education.

Action Step	Responsible Party	Start Date	End Date
Partner with other agencies/hospitals to offer community based childbirth education classes in Spanish.	HS Providers Community Partner Agencies	7/10	6/11
Ensure childbirth materials are available in Spanish.	HS Providers	7/10	6/11
Have all Spanish speaking Healthy Start staff certified to provide Childbirth Education classes	HS Providers	7/10	6/11
Encourage the use of sub contracted Childbirth Educators to provide Spanish Childbirth education classes at hospitals/birthing facilities.	HS Providers	7/10	6/11

Provider Education & Provider Screen rates

Issue: Need to improve the number of women and infants accepting the Healthy Start screen, as well as accepting referrals to Healthy Start program.

Strategy: Educate women about benefits of HS screening and services

Action Step	Responsible Party	Start Date	End Date
Based on Provider and consumer input, update the design of the Healthy Start brochure to reflect program services.	Assoc. Ex. Director Awareness Coordinator Provider Liaisons	7/10	6/11
Produce and distribute updated brochure for better program awareness to OB Providers, Pediatricians, as well as General Practitioners	Awareness Coordinator Provider Liaisons	7/10	6/11
Continue distribution of educational packets to new OB patients and new parents as incentive to complete the Healthy Start screen.	Provider Liaisons	7/10	6/11

Issue: Need to improve screen offer rates and provider response time.

Strategy: Provide technical support to prenatal and postnatal providers to improve/maintain screen rates, increase knowledge of program, and administration procedures.

Action Step	Responsible Party	Start Date	End Date
Educate providers on best practices techniques and process for gaining consent and screening using the pre/post natal screens through a minimum of one monthly visit. <ul style="list-style-type: none"> a. Educate provider on best practices for referral based on other factors (BOOF). b. Provide statistical feedback to providers on referrals using newsletters, monthly visits and other correspondence. 	Provider Liaisons	7/10	6/11
Update Provider Manual to reflect current screen and standards <ul style="list-style-type: none"> a. Distribute manual to all Providers b. Educate and/or update all Providers on new Manual 	Assoc. Ex. Director Provider Liaisons	7/10	6/11
Provide MCH information to Providers including FIMR & CHARTS data and other pertinent pregnancy related topics through “Provider Guider”, monthly visits and other correspondence.	Executive Director Provider Liaisons Provider Liaisons	7/10	6/11
Explore the possibility of having Healthy Start staff available in provider’s office on “new maternity day” once a week to administer the screen.	HS Providers Coalition staff	7/10	6/11
Track performance indicators and prenatal and postnatal screening data and publish rates in bi-annual “Provider Guider” newsletter	Provider Liaisons	7/10	6/11
Continue to recognize providers on a quarterly and annual basis for improvement in screen rates through newsletter articles, certificates and awards.	Provider Liaisons	7/10	6/11

Issue: Need for education/awareness on pre-term labor, late preterm births, and c-section rates.

Strategy: Educate providers on risk factors associated with pre-term labor, late preterm births, and c-section rates.

Action Step	Responsible Party	Start Date	End Date
Partner with local hospitals, AHEC, March of Dimes and/or other Health affiliations to host a provider educational seminar/training to increase education/awareness on pre-term labor, late preterm births, and c-section rates.	PL/CL Assoc. Exec. Director CA Coordinator	7/10	6/11
Educate providers on risks on late preterm delivery and c-sections through use of March of Dimes and other message materials, newsletters, monthly visits and other correspondence.	Provider Liaisons	7/10	6/11
Monitor provider c-section and induction rates, where available, annually. a. Publish area c-section rates in Coalition newsletters, and web-based communication.	Executive Director Associate Ex. Director Provider Liaisons	7/10	6/11

Issue: Higher rates of obesity and risks of gestational diabetes in Coalition service area

Strategy: Educate Providers on healthy weight gain standards during pregnancy, and risks of obesity and gestational diabetes.

Action Step	Responsible Party	Start Date	End Date
Educate providers on ACOG recommended weight gain guidelines to establish consistency a. Educate through direct mailings, newsletters, monthly visits & ACOG documents.	Provider Liaisons	7/10	6/11
Partner with WIC to provide an educational seminar on risks of obesity and standards of weight gain for providers and staff.	Provider Liaisons HS Provider Staff	7/10	6/11

Action Step	Responsible Party	Start Date	End Date
Partner with WIC and diabetes and wellness programs of other agencies to increase availability of information to women and families about the importance of nutrition and healthy life styles utilizing printed materials, presentations, and exercise during pregnancy.	HS Providers Provider Liaisons	7/10	6/11
Develop partnership between private Providers and local Diabetes/Wellness programs (where available) to provide nutritional counseling to women diagnosed with gestational diabetes.	Executive Director HS Providers	7/10	6/11
Encourage use of media in Clinics such as ACCESS TV and TVS/DVD players in provider waiting areas to spotlight educational tips.	Provider Liaisons HS Providers	7/10	6/11

Issue: Higher rates of women who smoked at time of pregnancy

Strategy: Decrease the rate of women who smoked and increase the rate of women who quit smoking

Action Step	Responsible Party	Start Date	End Date
Provide local resource information to providers, including availability of Quit Line and community based cessation programs.	Provider Liaisons Tobacco Free Partnerships	7/10	6/11
Encourage providers to offer ongoing screening and smoking cessation services to patients who smoke.	Provider Liaisons HS Providers	7/10	6/11
Facilitate smoking cessation services by prenatal care providers <ul style="list-style-type: none"> a. Determine provider training needs and provide training b. Provide ongoing technical assistance and support through monthly provider liaison visits/contacts. 	Provider Liaisons	7/10	6/11

Action Step	Responsible Party	Start Date	End Date
Distribute posters and other visual teaching aids to educate about the risks of smoking and second hand smoke	Provider Liaisons	7/10	6/11
Expand and monitor provision of HS smoking cessation services <ul style="list-style-type: none"> a. Identify and provide training to HS staff as needed b. Monitor HS services through HS services report c. Monitor quarterly outcome reports – indicator on reducing smoking 	Executive Director Assoc. Ex. Director QI Committee	7/10	6/11

Issue: Pediatricians lack knowledge on education of Healthy Start Postnatal Screen/referral process
Strategy: Provide pediatricians education on Healthy Start Postnatal Screen/referral process

Action Step	Responsible Party	Start Date	End Date
Where possible, Healthy Start Coalition should expand to include minimum bi-annual visits to high volume pediatricians to educate them on the referral process.	Provider Liaisons Awareness Coordinator	7/10	6/11
Develop a new mother newsletter to be mailed to pediatrician practices as well as General Coalition Newsletter.	Awareness Coordinator	7/10	6/11
Annual mailing to pediatricians' offices to educate them on Healthy Start program, referral process, and emerging and best practices.	Awareness Coordinator	7/10	6/11

Issue: Lack of knowledge and utilization of community resources by OB providers and pediatricians
Strategy: Provide OB providers and pediatricians information on available community resources, including services for Baby Spacing, Perinatal Depression, SOBRA Medicaid coverage, and substance use

Action Step	Responsible Party	Start Date	End Date
Work collaboratively with providers to encourage consistent screening for Perinatal depression, and substance abuse	Provider Liaisons	7/10	6/11
Provide information on available resources through discussion and distribution of agency brochures, quick guides.	Provider Liaisons	7/10	6/11
Provide baby spacing materials, information about local pregnancy centers and family planning clinics to OB and pediatric providers.	Awareness Coordinator Provider Liaisons	7/10	6/11
Provide information through printed materials on Fetal Alcohol Spectrum Disorder to encourage education on risk factors of alcohol use during pregnancy.	Awareness Coordinator Provider Liaisons HS Providers	7/10	6/11
Educate SOBRA Medicaid providers on additional medical coverage that is available to those patients.. a. Obtain information/materials from AHCA on coverage and distribute to provider through "Provider Guider" newsletters and provider visits and trainings.	MomCare Coordinator Awareness Coordinator Provider Liaisons	7/10	6/11

Interconception Care

Issue: Maternal health impacts pregnancy outcomes and infant health.

Strategy: Increase access/referrals for Interconception Care (ICC) in Healthy Start

Action Step	Responsible Party	Start Date	End Date
Educate clients/patients, during and after pregnancy, through printed materials, community events, newsletters and web-based communications about Interconception services available through local providers.	Awareness Coordinator Provider Liaisons HS Providers	7/10	6/11
Provide educational materials including Interconception curriculum manual to all OB providers, delivery facilities and community/partner agencies including Healthy Families so they can educate their program participants.	Awareness Coordinator Provider Liaisons Healthy Families Community Partner Agencies	7/10	6/11
Offer provider education on best practices to reduce the incidence of infection related fetal/infant deaths, i.e. early detection and treatment options.	Provider Liaisons	7/10	6/11
Utilize HS S+G definition of ICC women to determine prioritization of HS clients for ICC services.	HS Providers	7/10	6/11
Update ICC Curriculum on an annual basis <ul style="list-style-type: none"> a. Ensure inclusion of local FIMR findings pertaining to ICC recommend topics b. Train HS Provider staff c. Invite community partner staff to ICC training d. Include information on nutrition, weight gain and obesity 	Executive Director Assoc. Ex. Director Provider Liaisons HS Providers Community Partner Agencies	7/10	6/11
Monitor HS services through HS services reports	Assoc. Ex. Director QI Committee	7/10	6/11
Update teaching tools/techniques to use, with priority to Spanish and Creole speaking participants.	HS Providers	7/10	6/11
Develop complete library of educational materials in Spanish.	HS Providers	7/10	6/11
Develop mechanism for local referral to ICC services <ul style="list-style-type: none"> a. Educate providers on eligibility and referral mechanism 	Provider Liaisons HS Providers	7/10	6/11