



# Getting off to a Healthy Start

September 2019

October 19 & 20:

Fatherhood Summit & TA Opportunities

October 21 –23:

NHSA’s 20th Annual Conference



Check out the Healthy Start Projects’ Breastfeeding Month photos and more starting on p. 11.

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## NHSA Receives Award for Alliance for Innovation on Maternal Health Community Care Initiative

NHSA was notified on September 12th that we received the \$1.8 M five-year competitive award for the cooperative agreement for the AIM Community Care Initiative. This agreement will select five communities to begin working to reduce maternal mortality using implementation of maternal bundles of care. Pilot community work will be expanded statewide and then nationally. Dr. Arthur James is the Co-Principal Investigator along with NHSA’s CEO Deborah Frazier and Dr. Vijaya Hogan will be working with NHSA on this initiative. Said Frazier, “I am thrilled that we received this award as it allows us to expand our work into maternal mortality.”

## NHSA to Hold 20th Annual Conference in October

Back in the year 2000, NHSA’s first Executive Director, Tom Coyle, had the bright idea that NHSA should hold a conference every spring in Washington, DC, so our members would have the chance to network, hear from some dynamic presenters and, most importantly in Tom’s opinion, go to Capitol Hill to educate our Members of Congress about Healthy Start and the importance to not only fund the initiative through the appropriations process, but to authorize it. That first conference has turned into an annual event, with 2019 being our 20th annual conference.

Because hotels on or near Capitol Hill are booked years in advance, we held our first conferences in the Virginia suburbs. Following the same basic schedule of our conferences today, the last day was reserved for visits to the Hill. We rented a bus each year to take everyone to Capitol Hill and provided box breakfasts to be consumed on the bus for those with early appointments.

*Continued on page 2*

### Reminder to Healthy Start Project Directors!

The October issue of *Getting off to a Healthy Start* will feature photos, proclamations and news stories from your Infant Mortality Awareness Month activities. Send them to Bea Haskins at [bhaskins@nationalhealthystart.org](mailto:bhaskins@nationalhealthystart.org). Please make sure you have waivers for any consumers and their family members!



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The National Healthy Start Association is a 501(c)(3) non-profit organization. The mission of the NHTSA is to be our nation's voice in providing leadership and advocacy for health equity services and interventions that improve birth outcomes and family well-being.

**Getting off to a Healthy Start**

**NHTSA's 20th Annual Conference, cont'd from page 1**

In DC, the bus would come to a designated location once an hour to pick up anyone ready to go back the hotel. Bea Haskins, our newsletter editor today, was an NHTSA consultant back then, too, and she would be at the "bus stop" to make sure everyone got on the right bus. After several years in Virginia, we moved the conference to the Washington Court Hotel on Capitol Hill, and when we outgrew that, to the Hyatt Regency Washington on Capitol Hill, where the conference has been held ever since and which is the site of this year's conference.



This year's conference, which will be held October 21-23, will follow a similar format plus the addition of the Fatherhood Summit and some technical assistance opportunities in advance of the actual conference itself. Here is the schedule and some highlights:

**Fatherhood TA Summit, Saturday, October 19th & Sunday, October 20th.**

Among the presenters are Dr. Wizdom Powell of the University of Connecticut and Dr. Derrick Gordon from the Yale University School of Medicine.

**Healthy Start Technical Assistance Opportunities, October 19th & 20th**, with three tracks: Strategies for Success led by Belinda Pettiford (one of NHTSA's founding board members) and Yvonne Beasley, Health Equity and Social Justice with Denise Evans and Community Engagement featuring Mildred Thompson, recently retired from PolicyLink (and Oakland Healthy Start's first project director).

**Conference Registration and Orientation Sessions for First-Time Attendees and Consumers, Sunday, October 20th.** Pre-registered attendees can pick up their conference packets between 1:30 and 5:00 p.m.; on-site registration is also open. Orientation sessions are 4:30-5:30 p.m.

**20th Annual Conference, October 21-23**, with plenary and breakout sessions on Monday and Tuesday, concluding with the annual Congressional Breakfast and visits to Capitol Hill on Wednesday. Keynote and other presenters include representatives of the federal Division of Healthy Start and Perinatal Services and Maternal and Child Health Bureau; Dr. Deborah Prothrow-Stith, Dean and Professor of Medicine at Charles R. Drew University's College of Medicine; and Dr. Arthur James, Associate Clinical Professor at The Ohio State University.

**Something New at the Conference** – see page 6 for information!

Register today! Click [HERE](#).

Click [HERE](#) to make your reservations by September 23rd at the Hyatt Regency.

Visit the NHTSA [website](#) for programs and other information.

## Research News: *Hot* Stats and *Fast* Facts

### Racial and Ethnic Disparities in Pregnancy-Related Deaths

Approximately 700 women die annually in the U.S. as a result of pregnancy or its complications and racial and ethnic disparities are often contributors. The CDC released an important report in the *Morbidity and Mortality Weekly Report* on September 6th that highlights data from the Pregnancy Mortality Surveillance System (PMSS) for the years 2007-2016. Among the findings:

- Pregnancy-related deaths per 100,000 live births for non-Hispanic black and American Indian/Alaska Native women older than 30 was four to five times higher than it was for non-Hispanic white women.
- Disparities existed over time and across age groups and among groups with higher levels of education.
- Strategies to address racial and ethnic disparities in pregnancy-related deaths include improving women's access to quality care in the preconception, pregnancy and postpartum periods.
- Strategies can be implemented through coordination at the community, health facility, patient and family, health care provider and system levels.



Read the full report by clicking [HERE](#).

### The Impacts of Racism on Children's Health



The American Academy of Pediatrics, in its first policy statement on how racism affects the health and development of children and adolescents, says that racism is a “socially-transmitted disease” that is taught. And the impact on children's health begins before they're born, said one of the co-authors of the statement. “Persistent racial disparities in birth weight and maternal mortality in the U.S. today may in part reflect the deprivations of poverty, with less availability of good prenatal care, and poorer medical care in general for minority families, sometimes shaped by unacknowledged biases on the part of medical personnel.” Studies also show that women who report stress due to experiencing racial discrimination are more likely to have low birthweight

babies. The statement directs pediatricians to consider their own biases, to ensure that pediatric offices are welcoming spaces with multi-cultural toys and posters in the waiting rooms and encourages pediatricians to get involved in their communities to work on community change.

Read the article from 08/12/19 about the Statement in the New York Times [HERE](#).

### Breastfeeding for Cancer Prevention

Did you know? Breastfeeding can lower a woman's risk for some cancers, such as breast and ovarian cancer. One reason may be that breastfeeding causes hormonal changes that can delay the return of her menstrual periods, which can reduce her exposure to hormones such as estrogen, which has been shown to be an increased risk for breast and ovarian cancers. Breastfeeding, as we know, also benefits the infant. See pages 11-14 for pictures and more of Healthy Start projects celebrating Breastfeeding Month!

For this article, which contains links to many other interesting and related articles, click [HERE](#).

More Research News on page 8

## Another Story about One of the 22 Original Healthy Start Projects

### New Orleans, Louisiana

**Then:** The grantee for the Healthy Start project in New Orleans has always been the City Health Department and was initially called Great Expectations/Healthy Start. According to *Telling the Healthy Start Story: A Report on the Impact of the 22 Demonstration Projects* (1998), the community needs assessment and characteristics showed fragmented services and limited continuity of care, limited or no access to perinatal or pediatric services, few programs to serve pregnant women with substance abuse issues and lack of case management. Great Expectations served 10 adjoining neighborhoods in New Orleans. (See map 1, 1993)



The project's first project director was Marsha Broussard, who is now an MCH consultant still located in New Orleans. We recently had the opportunity to interview Dr. Broussard about her memories of the beginning and early days of Healthy Start in New Orleans. One of the first things she mentioned was that lack of continuity of care: private obstetricians provided prenatal care and then the women were sent to the medical center for the last month of pregnancy and delivered the baby at Charity Hospital. To help resolve this, Healthy Start brought the medical center to the community and worked to provide linkages and continuity of care for high-risk pregnant women.

Another thing Broussard recalled was the extensive outreach program back in the early days. Each of the 10 neighborhoods had a site, with a case manager and 10 outreach workers – meaning there were 100 outreach workers, local people who knew their communities and where to find potential clients. There was a Case Manager Supervisor and a Nurse Educator, who would often accompany the workers on home visits of high risk women and who also provided prenatal education classes.

**Now:** Mary Alexander is the current Project Director and we also had the chance to interview her about what Healthy Start New Orleans (HSNO), as the project is now called, is up to and how it might have changed since the early years. HSNO still covers 10 targeted neighborhoods in Orleans Parish. (See map 2.) HSNO's mission is "to promote healthy communities by nurturing healthy pregnancies, healthy babies and healthy families." Current goals are to improve women's health, promote quality services, strengthen family resilience, achieve collective impact and drive community transformation. HSNO thus envisions healthy communities as well as healthy babies and families and a network of strong partnering agencies to help achieve these goals.



Funding and staffing levels are reduced from the early days, though program activities are still robust. Today, in addition to Project Director Alexander, there are a case manager supervisor, two case managers, three community health workers, a health education outreach coordinator, an administrative assistant and a full-time and a part-time parent resource center staff. Staff to be brought on include a nurse practitioner and LCSWs to work with higher risk clients, such as pregnant women with substance abuse issues. The nurse practitioner will also be involved with the maternal morbidity/mortality programs.

Did you know that the Bounce Dance genre started in New Orleans? So of course HSNO has "Baby Bounce" at their postpartum groups where moms come to get into shape and socialize with their peers. Moms "bounce"

*Continued on page 15*

*Continued on page 15*

## Healthy Start in the News

### Baltimore Healthy Start Receives Merck “Safer Childbirth Cities” Grant

On September 10th, Merck announced the first nine “Safer Childbirth Cities” committed to reducing maternal deaths and narrowing disparities in the U.S. Not surprisingly, several cities that have Healthy Start populations are included: Atlanta, GA; Columbus, OH; Camden, NJ; Newark, NJ; New Orleans, LA; and Philadelphia, PA. One city stands out and that is Baltimore, MD, and it’s because Baltimore Healthy Start (BHS) is named as the Lead Organization for the program! “ Each project will be tailored to the needs of pregnant women in their respective city, focusing on reducing barriers to prenatal and postpartum care and addressing both the health and social factors that affect a healthy pregnancy and childbirth,” states Merck’s release. Baltimore Healthy Start and its partners “are enhancing the State of Maryland’s Maternal Mortality Review process with Severe Maternal Morbidity reviews, elevating patient experiences to improve quality care and encouraging postpartum care services to be provided alongside pediatric visits.” Said Lashelle Stewart, BHS Project Director, “Baltimore Healthy Start is honored to be selected as a grantee by @Merck for Mothers as a part of the #SaferChildbirthCities Initiative. The overarching goal of our project is to establish mechanisms and practices to improve the responsiveness, quality, and timely utilization of clinical care in order to reduce the incidence of severe maternal morbidity, maternal mortality and associated racial disparities in Baltimore, Maryland.”

Click [HERE](#) to read the entire release. Congratulations, Baltimore Healthy Start!

### Missouri Bootheel Regional Consortium Holds 21st Annual Fishing Clinic

Missouri Bootheel Regional Consortium, home of Missouri Bootheel Healthy Start, and their Fatherhood First Program, held their 21st Annual Fishing Clinic and Take a Kid on August 17th at Combs Lake in Kennett, Missouri. This was a day of fun for the entire family! In fact, 192 adults and 189 children participated – and attendance was *down* this year, because they were competing with back-to-school events, school starting earlier than usual. (Editor’s Comment: “There were so many pictures and it was hard to choose. But I just had to go with the ones of the kids showing off their catches. The looks of pride on their faces is just too precious.”)

Look at these proud kids with the fish that they caught. It doesn't get any better than this!



The day included archery lessons (→), safety presentations (←) and boat rides by the Missouri Department of Conservation. The Missouri National Guard was also on site.



More Healthy Start in the News on page 9

## Getting off to a Healthy Start

### Yoga Classes Are New This Year at the Annual Conference!

Conference Attendees, you can take a yoga class on the Monday and Tuesday of the conference to start your day. From 6:30-7:30 a.m., Chinwe Obianwu, RYT, will teach a yoga class that is suitable for all levels, but with a special emphasis on introducing yoga to beginners. This class introduces the fundamental principles of alignment and breath-work. Students will be introduced to yoga postures through step-by-step verbal description and demonstration. Emphasis is placed on student understanding, safety and stability within each pose. If you have never tried yoga, this series is perfect for you and is designed to meet the needs of those new to yoga, as well as those seeking continued understanding of basic yoga poses. Wear comfortable clothes and bring a mat or large towel. No fee, but advance registration is required.



Chinwe demonstrating the “up dog” pose..

### Resources for Healthy Start Projects and other MCH Programs

Two resources that might be of interest to Healthy Start program staff and others working in the MCH field:

The **MCH Alert** is a free quarterly electronic newsletter published by the National Center for Education in Maternal and Child Health and Georgetown University. It presents a **Focus on Training** to highlight learning opportunities and training developments for the Title V workforce as organized by the [MCH Navigator](#), a **Focus on Learning** to share resources and announcements that have been collected by NCEMCH’s [MCH Knowledge Base](#), and a **Focus on Health Transformation** in collaboration with the [National MCH Workforce Development Center](#) to provide resources to improve public health systems, state and community health care delivery, and ultimately, key health outcomes for MCH populations. Click [HERE](#) to sign up for this quarterly e-communication.



**H.U.G Your Baby** is an evidence-based, family-friendly program for parents and professionals. Says Camille Smith, the program’s Child Development Consultant who formerly designed curriculums for interventions with parents at the CDC, “In all my years of being in maternal and child health, I don’t think I have ever seen a more perfect match than H.U.G. Your Baby and Healthy Start! “



Click [HERE](#) to visit the H.U.G. Baby website for more information.

#### Attention Healthy Start Project Directors!

**Do you have a project newsletter? Be sure to include NHTSA in your distribution list so we can include your news in *Getting off to a Healthy Start!* Please add Bea Haskins, our newsletter editor, [bhaskins@nationalhealthystart.org](mailto:bhaskins@nationalhealthystart.org).**

**Do you have project staff you’d like to be on *our* distribution list? Send their name, title and email address to Bea so she can add them!**

**Make sure we have your Fatherhood Coordinator’s name and email address, too. Just send them to Bea.**



## News and Resources for Dads and Programs that Work with Fathers/Men

### Watch the Videos from NHSA's Fatherhood Summit in Tulsa, OK, in February

NHSA held a Fatherhood Summit on the Health and Wellness of Boys and Men in Tulsa, OK, in February. We shared some photos from the event in our June-July newsletter. But we also have videos you can watch. Topics of the presentations are:



- Kenn Harris (pictured) speaks with Dr. Jeffery Johnson about father hunger & policy
- Kenn Harris speaks with Dr. Jeffery Johnson about father absence and more
- Strong Beginnings' efforts to promote breastfeeding among African-Americans
- Strong Beginnings shrinks African-American infant mortality rate
- National Public Health Week 2016
- Secretary Burwell visits Tampa
- DCF aims to reduce unsafe sleeping deaths in children
- Black men less likely to live to 65 in CT, Nation
- Hillary Clinton is right: every child must be considered "too small to fail"
- Healthy Start program educates young families
- Breastfeeding advocates team with businesses on new initiative
- City of New Orleans Health Department one of first in nation to receive national accreditation

Click [HERE](#) to watch the videos.

### Father Facts' Eighth Edition is Here and So Are the "Just the Facts" Posters

National Fatherhood Initiative has released the eighth edition of their *Father Facts*<sup>TM</sup> reference manual for those in the responsible fatherhood field. The manual, which can be downloaded as a PDF, contains 212 new studies and a new section on the impact of father involvement on pre- and post-natal paternal and maternal stress and depression. And so much more! NFI has also released a set of brand new "Just the Facts" posters that are available in English and Spanish. The Father Facts posters highlight some of the most important data on the effects of father absence.



Visit NFI [HERE](#) for more information or to order the manual and/or posters.

### Connect with Responsible Fatherhood Programs All Over the Country



Responsible fatherhood programs exist all over the country. The National Responsible Fatherhood Clearinghouse website has a section that serves as a starting point for fathers looking to connect with programs that can help make them responsible and involved in their child's life. These programs might be additional resources for the dads in your program.

Click [HERE](#) for the list of states; click on any state to find programs in that state.

## More Research News, continued from page 3

### Even a Little Drinking While Pregnant Ups Miscarriage Odds

Many women think just a small amount of alcohol during pregnancy won't hurt the baby (which it might). But a new report says that even a little bit of alcohol during pregnancy also increases the odds of miscarriage. Researchers analyzed 24 studies that included more than 231,000 pregnant women. And they found that drinking during pregnancy, even in small amounts, increases the odds of miscarriage by 19%. Alcohol is one of the most common exposures in early pregnancy and thus it is important to understand how consumption relates to miscarriage, said lead investigator Alex Sundermann. Fetal alcohol syndrome is another adverse pregnancy outcome, often associated with heavy consumption. However, the researchers found that "...even a modest amount of alcohol use has a meaningful impact on miscarriage risk."



Source: HealthDay, August 27, 2019. Read the article [HERE](#).

### Racial Disparities in Breastfeeding Initiation and Duration

A recent report from the CDC examined the rates of breastfeeding initiation and duration among infants born in the U.S. in 2015. Past surveillance has shown that non-Hispanic black infants are less likely to breastfeed compared to other racial and ethnic groups. This new report found that among all infants, black babies had a significantly lower rate of any breastfeeding at ages three months (58%) than did white infants (72.7%). At six months, the rates were 17.2% among black infants and 29.5% for white babies.

Black mothers, the report added, experienced a disproportionate amount of barriers to breastfeeding: lack of knowledge about breastfeeding, lack of support from family and peers, insufficient education and support from health care settings and concerns about dealing with breastfeeding and employment. Breastfeeding provides the best nutrition for infants and that's why NHTSA encourages projects to have a breastfeeding component in their programs. And it's another reason why we are pleased to showcase Breastfeeding Month activities, starting on page 11.

To read the entire MMWR report, click [HERE](#).

### Speaking of Working Moms, Did You Know that the American Norm is a Childhood Where All Parents Work?



In 2017, 73% of kids in U.S.-born families and 61% of kids in immigrant families were living in households with all available parents in the labor force. The term "all available parents" means both parents, if present, or a single parent when only one is present. These figures have held remarkably steady over time. Since 2008, the percentage of kids in U.S.-born families with all parents working has hovered between 71% and 73%. For children in immigrant families, the range of change is equally small: 60% to 62%.

Source: Kids Count News, August 22, 2019; read more about parental employment [HERE](#).

## Healthy Start in the News, part 2

### Indianapolis Healthy Start Has It Going On!

Indianapolis Healthy Start (IHS) has been busy as these photos and captions illustrate!



← Victoria Ballard, IHS Community Engagement Coordinator, received the Mental Health America North-east Indiana's Lifetime Achievement Award for Peer Support and Community Service. Pictured, l to r, are HIS Lead Case Manager Anita Adams, Ballard and IHS Project Director Yvonne Beasley.



∇ IHS participated in the Annual March of Dimes March for Babies Walk in April to honor families who suffered through premature births and infant loss. IHS staff and families participated in the opening and closing ceremonies. IHS was also a sponsor of the event and had a vendor space under the VIP Tent.



↑ On July 16th, IHS staff and program participants took part in a series of learning exchanges that supported the professional development of grantmakers, foundation executives and resident leaders at the On The Ground 2019 Annual Conference

↗ Lona Lyons, Victoria Ballard and Felecia Hanney successfully completed the first cohort of the Healthy Start EPIC Center Cultivating Leaders Initiative, a competitive training scholarship opportunity awarded to 10 Healthy Start projects. Awards were presented in Washington, DC, on the last day of training.



→ IHS's new grant allows them to expand to new zip codes, so the staff spent a day canvassing the needs of the community and to introduce the program to the area.

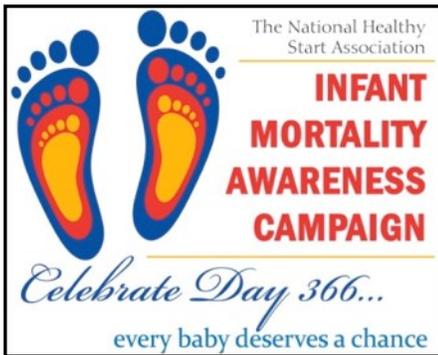


### Attention Healthy Start Project Directors!

Normally, we wouldn't show so many activities and photographs from one project in one newsletter. But we wanted you to see more examples of things you can submit for *Healthy Start in the News*. It can be awards, photos, proclamations or links to stories in the media. Send information and photos to [bhaskins@nationalhealthystart.org](mailto:bhaskins@nationalhealthystart.org). If your photos include consumers or their family members, please make sure you have release forms in your records.

## Getting off to a Healthy Start

### September is Infant Mortality Awareness Month!

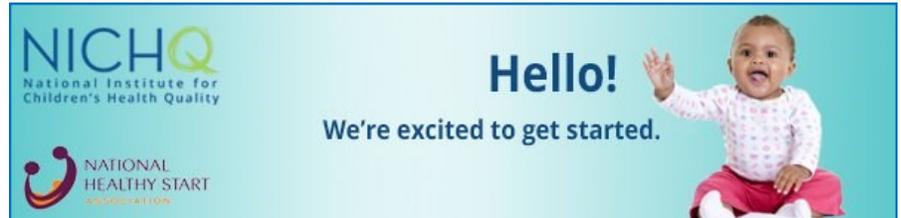


NHSA's campaign, *Celebrate Day 366...Every Baby Deserves a Chance*, celebrates babies living beyond the first year of life. NHSA encourages the Healthy Start Projects to hold educational events during September – and then to send NHSA their photos and other materials to be showcased in *Getting off to a Healthy Start*.

Click [HERE](#) for more information about Infant Mortality Awareness Month (IMAM), including NHSA's IMAM Toolkit, which provides a wealth of information on advocacy, activities and events, marketing, sample press releases and much more!

### In Case You Missed It: NICHQ's Kickoff Webinar is Available Online

The National Institute for Children's Health Quality (NICHQ) held its kickoff webinar for the Healthy Start projects last month. Over 100 people participated and those watching could ask questions via the chat option. In case you missed it, click [HERE](#) to go to the website where you will find the video recording.



Here are links to some existing resources on the Epic Center website that were highlighted on the webinar:

- New brochures: Depression & Anxiety During and After Pregnancy: <https://www.healthystartepic.org/resources/communications-tools/>
- Inventory of Evidence-based Practices on a wide variety of topics: <https://www.healthystartepic.org/resources/evidence-based-practices/>
- Project Management Tools: <https://www.healthystartepic.org/resources/project-management-hub/>
- Staff Development Packages: <https://www.healthystartepic.org/hs-staff-roles/hs-team/>
- Performance Resource Sheets: <https://www.healthystartepic.org/healthy-start-implementation/screening-tools/>
- Community Health Worker Course: <https://www.healthystartepic.org/training-and-events/healthy-start-community-health-worker-course/>

### Healthy Start Project Directors: Send Us Your Consumer Success Stories!

Past issues of *Getting off to a Healthy Start* have featured consumer success stories and we want to continue to shine that light! We have a form with sample questions to help you interview your consumer. To request the form, send an email to [bhaskins@nationalhealthystart.org](mailto:bhaskins@nationalhealthystart.org). If you already have a story, go ahead and send it in, along with photos of your consumer and family! (Make sure you have a waiver form in your files, of

## Healthy Start Celebrated Breastfeeding Week and Month in August!



The first week of August was International Breastfeeding Week and the entire month of August was designated as Breastfeeding Month by the U.S. Breastfeeding Committee. NHSA asked the projects to send us photos and stories about how they celebrated and we are excited to share them with you here. We received many more photos than we could use (it would have been a 30-page newsletter if we used them all!), so we chose one or two or even several from the ones submitted. Some projects held more than one event, so that had to be recognized, too. We think you will enjoy seeing these as much as the projects' staffs, participants and communities enjoyed the events!

### Chocolate Milk Documentary was screened by at least two projects.

**CHOCOLATE MILK: THE DOCUMENTARY** is an exploration of the racial divide in breastfeeding. Told through the narratives of three African American women: a new mother, a midwife and a WIC lactation educator, the film seeks to answer the longstanding question of why more African American women are not breastfeeding. By creating an engaging narrative centered around the challenges of breastfeeding, *Chocolate Milk* will spark public discussion on how communities can better support black mothers. The producers' goal was to premiere the film in 200 community screenings across the country during National Breastfeeding Month. Click [HERE](#) for more information.



← **Kansas City Healthy Start** screened the documentary, but it looks as if the audience was also enjoying the baby in their midst.

↘ This photo was named "Selfie Booth," but someone else had to take the picture because her hands are full with Black Moms breastfeeding signs!



Joining **Camden Healthy Start** at the screening were Lisa Asare, Assistant Commissioner, Family Health Services, NJ Department of Health; Ronsha Dickerson, Supervisor, Community Doulas of South Jersey; Lakeisha Montgomery, Nurse Supervisor, Nurse Family Partnership; and Dianne Brown, CHS Project Director. The Festival was a joint undertaking of CHS, Sistahs Who Breastfeed, WIC, Amerigroup, NJ Breastfeeding Coalition, Nurse Family Partnership and The Village/South Jersey Breastfeeding and Wellness. The Festival took place at Dare 2 Dance Academy.



↑ Guests at Camden Healthy Start's screening were (l-r) Lakeshia Montgomery, Lisa Asare, Angela Turner (doula), Ronsha Dickerson, Veronica Briggs and Taneesha Garderm ("both Sistahs Who Breastfeed").

← Participants at Camden Celebrates Breastfeeding Festival who won raffles.



*More Breastfeeding Month activities on pages 12-14*

*Getting off to a Healthy Start*

## Healthy Start Celebrates Breastfeeding Month, continued



### Healthy Start Center for Urban Breastfeeding

Healthy Start, Inc.'s Healthy Start Center for Urban Breastfeeding (HSCUB) in Pittsburgh, PA, was spotlighted in the August 5th issue of Mahmee's *Network Newsletter*. The article gave background information on Healthy Start, Inc., and the described the HSCUB. "It is the only program in the region with programming dedicated specifically to eradicating breastfeeding variances among black families." HSCUB was created to change the culture of feeding black babies and to provide resources such as Certified Lactation Counselors. Click [HERE](#) to read Mahmee's newsletter with the HSCUB story near the end.

### Cincinnati Cradle Connections

Cincinnati Cradle Connections held a series of events to celebrate Breastfeeding Awareness Month. There were educational workshops where participants engaged in conversations on nursing with their peers. Secondly, social worker and certified lactation counselor Brandi Rahim debunked [some of the most pervasive breastfeeding myths](#) on Cradle Cincinnati's website. They hosted an intimate conversation on breastfeeding while black in partnership with Queens Village, Cincinnati influencer Devah Discussions and locally-owned coffee shop BlaCk Coffee. You can view the conversation by following @cradlecincinnati on Facebook and @cradlecincy on Instagram.



↗ Workshop participants gather for a photo.

← Conversation at BlaCk Coffee

A video of the Conversation will soon be on CCC's website; [check it out!](#)

### Missouri Bootheel Healthy Start Held Breastfeeding Workshop and Baby Shower

Missouri Bootheel Healthy Start (MBHS) held a collaborative workshop on August 23rd at Three Rivers College in Sikeston, MO, where the audience heard guest speakers discuss "Breastfeeding is a Family Affair." MBHS also held a Breastfeeding Community Baby Shower.



Content baby at MBHS baby shower.

↓ Dads sign in at the event.

→ Lucky prize winner.



Breastfeeding Month photos continue on pages 13 & 14

## Healthy Start Celebrates Breastfeeding Month, continued

### Five Rivers Healthy Start (Dayton) Held Two Events

Five Rivers Healthy Start (FRHS) kicked off Breastfeeding Week/Month with their bi-monthly breastfeeding education class called The Lactating Club, or TLC, where they discussed 11 breastfeeding topics. Staff joined program participants to unveil a banner. Then, later in the month, the project held the “Latch-On Picnic” in a community park.



← Unveiling the new Breastfeeding Banner.



↗ This dad at The Lactation Club class was asked by the Breastfeeding Peer Coach if he wanted to learn different positions to help mom breastfeed and he said yes. She then demonstrated the cross cradle, cradle and football to the class. Guess which was his favorite.

← Collage of photos from FRHS’s Latch-On Picnic, held in cooperation with Milk Mamas, a local breastfeeding support group. You can see the new banner in the background, already being put to good use.



The **Foundation for Delaware County’s Healthy Start (FDCHS)** program in Chester, County, PA, has a Breastfeeding Coalition and a pretty extensive breastfeeding initiative. They launched their Bringing Baby to Breast initiative this year and have held several events to launch the program, including a conference in June and a Coaching the Coaches workshop on engaging dads to support breastfeeding. To support Breastfeeding Week, they held two Global Big Latch On Events, one at a community-based doula organization and one at a regional hospital.



↗ Best demonstration of breastfeeding there is!

← Delaware County Breastfeeding Coalition’s first Global Big Latch On event at Pettitway Pursuit Foundation, a local doula organization. The breastfeeding coalition is a subcommittee of FDCHS’s collective impact project. Governor Wolf’s Breastfeeding Month proclamation is in front; see it on page 14!

→ Global Big Latch On.



*More Breastfeeding Month photos on page 14*

Getting off to a Healthy Start

# Healthy Start Celebrates Breastfeeding Month, continued

## Pennsylvania Governor Tom Wolf Proclaims August 2019 Breastfeeding Month →

And here’s an interesting fact: it seems he does this every year!

## Baltimore Healthy Start Shares Breastfeeding Updates

In 2016, Baltimore Healthy Start (BHS) initiated the Milk Mates Feeding Education Group, which helped increase breastfeeding initiation rates by 24.7% from 2016-2017. In 2017, the project trained four clients who had previously attended the breastfeeding education group to be breastfeeding peer counselors. Each was assigned to other mothers completing the group. Using checklists, they met with their assigned moms at predetermined intervals to offer support and resources to their peers. Also in 2017, BHS had a breastfeeding education campaign that included mailers and advertisements on the inside and outside of mass transit buses and at bus stops. The result of these combined efforts helped to increase their initiation rates by 19% from 2017-2018.

In 2018, BHS won a Breastfeeding Friendly Award from the Maryland Breastfeeding Coalition. And in August 2019, they featured some of their moms on BHS’s [social media](#) for World Breastfeeding Week and held an event on August 29th.



↖ Receiving the award from the Maryland Breastfeeding Coalition.

← Bus stop ad.

↗ Collage of photos from Breastfeeding Month event.



## Then & Now—New Orleans, Louisiana—continued from page 4

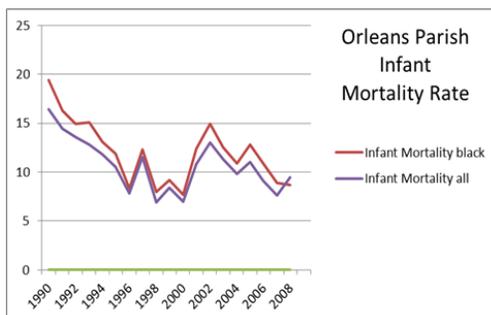
**Then:** Great Expectations was one of the first projects to have a fatherhood component and they also offered couples activities such as “The Dating Game” on Valentine’s Day and some services at the city jail.

An outgrowth the area’s first infant mortality review program was a Grief Therapy program. When asked what their needs were, families said they needed help burying the babies. With the establishment of a fund, funeral homes were asked to make space for Healthy Start. While Broussard thought the program was therapeutic for the families, she said there was some criticism of it, with a sentiment that Healthy Start should be focused on babies being born.

Some of the other highlights of the interview with Broussard:

- Infant Mortality Review – Healthy Start brought together the medical community and state officials and others. Case managers conducted social interviews, so the review was not just clinical facts, which enriched the conversation.
- Service Area Advisory Councils or SAACs, which were the foundation of Great Expectations’ consortium – The SAACs were neighborhood-based organizations with community leaders who “had their pulse on what was happening” in the neighborhood. Each one had three-four members who also served as sounding boards for ideas.
- Public relations campaigns: “We had several,” said Broussard, “And we had the money to do them.” They included bill boards and bus boards.

In closing, Broussard said Great Expectations/Healthy Start was dealing with stubborn and persistent issues. It was hard to do comprehensive work, but, “We were there and we had the resources to do it.” Great Expectations/Healthy Start was one of the few original projects to achieve 50% reduction in the IMR, a goal of the federal Healthy Start initiative. (See graph, Infant Mortality 1990-2008).



**Now:** with their babies in a carrier; sometimes there are three generations bouncing for low-impact exercise.

Insert photo if we get one; if not use HSNO logo.]

HSNO’s fatherhood component will engage fathers during home visits and will include barber shop talks and use of the *24/7 Dads @curriculum*.

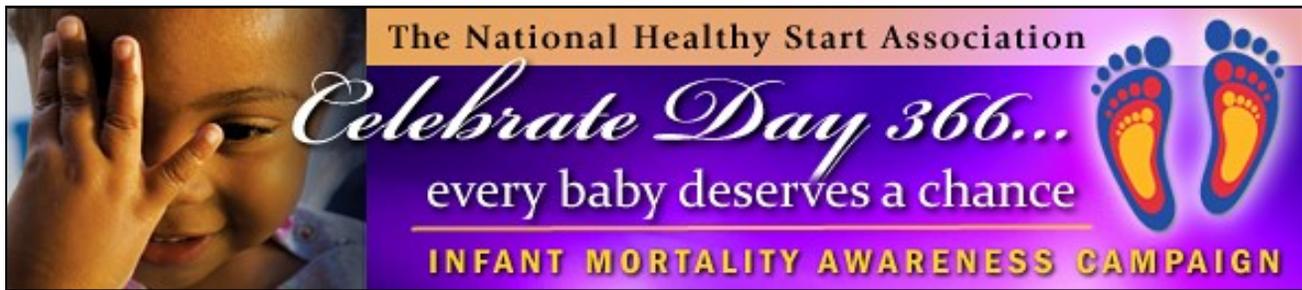
Alexander is particularly excited about is HSNO’s Parent Leadership Training Institute or PLTI. This is a national program that is a joint venture between the HSNO/ Health Department and the Mayor’s Office of Youth & Families. Parents attend a one-day retreat and then a 20-week training course on Sunday evenings. The curriculum includes 10 weeks on parent leadership and 10 weeks on politics, policy and the media. Participants will complete a community project to implement their advocacy skills.

Alexander added that she hopes the PLTI will help with consumer involvement in the Community Action Network (CAN). “We’re asking women, 18-25 years old, some with a high school diploma, to come and sit in a room with physicians and nurses and other professionals. They feel uncomfortable. So with PLTI, we’ll recruit families where they will learn about how to be civically engaged, how to advocate not just in the CAN meetings, but also at the pediatrician’s office or their children’s schools.”

The CAN seems to stop and start, said Alexander. There is a core group interested in maternal and child health and early childhood education. HSNO plans to expand the core group to add an Opioid Task Force. Another CAN component is a Civic Design Team, comprised of attorneys, sororities and other individuals and organizations interested in helping the CAN be more active.

Alexander concluded the interview by mentioning the newly-formed Louisiana Healthy Start Grantee Coalition. This coalition brings together the four Healthy Start grantees in the state to work together and support each other moving forward.

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Look for Infant Mortality Awareness Month pictures, news stories and so much more the next issue of *Getting off to a Healthy Start!*



**COMING IN FUTURE ISSUES OF *Getting off to a Healthy Start!***

- ◆ Projects' highlights of Infant Mortality Awareness Month
- ◆ Annual conference highlights
- ◆ Continuing the "Then & Now" series on the 22 original Healthy Start Projects

Got something going on you want highlighted in the newsletter? Send it to [bhaskins@nationalhealthystart.org](mailto:bhaskins@nationalhealthystart.org)

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