

Midlands Healthy Start Program

Assisting At Risk and Diverse Pregnant and Postpartum Women, Infants and Fathers

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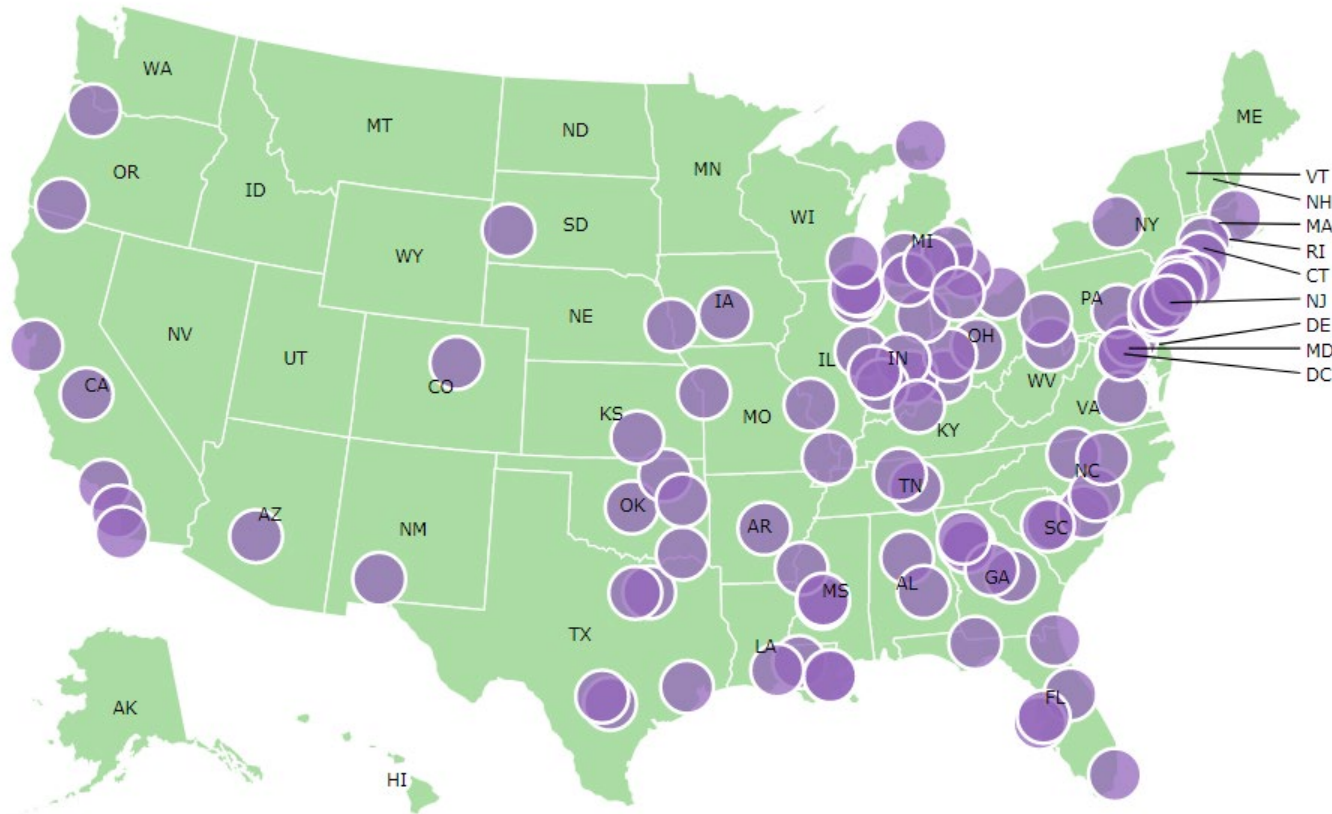
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National Healthy Start Programs

- A federal initiative authorized by the Public Health Service Act, Title III, Part D, sponsored by the Health Resources and Services Administration (HRSA)
- A community-based program dedicated to reduce disparities in maternal and infant health (1991 – Present)
- Focus on improving women's and children's health from preconception to early childhood, creating the foundation for optimal infant and young child health and development

National Healthy Start Programs



- In 2020, HRSA awarded a total of \$115,196,504 to 101 Healthy Start projects in 37 states and Washington DC.

Healthy Start Programs Serve Communities with



Infant mortality rates at least 1½ times the U.S. national average



Maternal and infant health issues including low birth weight, pre-term delivery, maternal morbidity and mortality



High rates of poverty, low education, limited access to care, and other socioeconomic factors

Healthy Start Program Approaches

Improve
Women's Health

Improve Family's
Health and
Wellness

Promote
Systems Change

Assure Impact
and
Effectiveness

Midlands Healthy Start (MHS) Program

- Midlands Healthy Start: 1997-present
 - Richland Healthy Start: 1997-2000
 - Palmetto Healthy Start: 2001-2019
- Current HRSA funding cycle (2019-2024)
- One of the three SC Healthy Start Programs
 - Midlands, Low Country, and Pee Dee

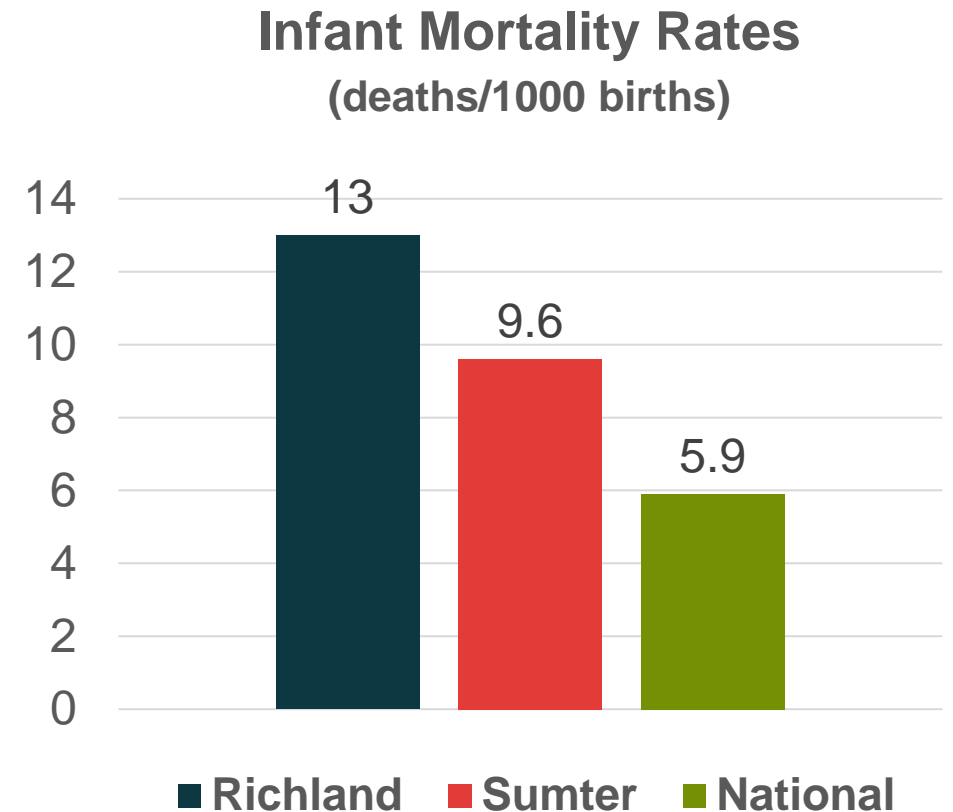


MHS Director:
Mrs. Kimberly Alston



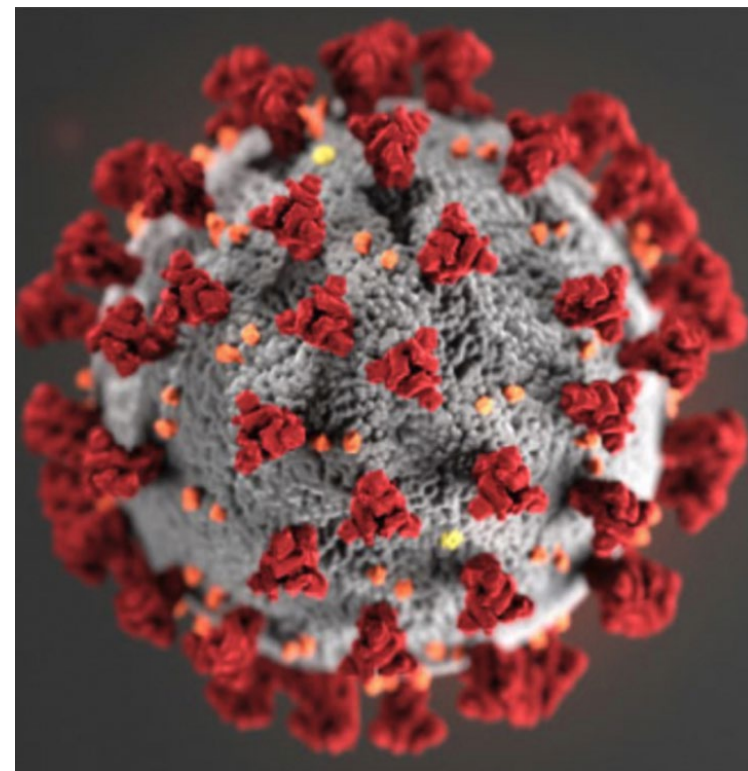
Midlands Healthy Start Program

- Infant mortality rates in African Americans in Richland and Sumter counties are higher than national average.
- **MHS' Goal:** to eliminate disparities in perinatal health by providing services to underserved predominantly African American women and their infants
 - Each year to serve at least 300 pregnant women, 300 infants/children, 100 men



Serve the community during the COVID pandemic

- Continue to assist HS participants during this difficult time
- Provide services through virtual platforms and virtual groups
 - Hold weekly story time
 - Provide breastfeeding and childbirth support
 - Drop off essential items such as breast pumps, pack n plays, car seats, diapers
 - Hold celebrations and 18-mos graduation
 - Provide emergency assistance
 - Offer virtual groups (e.g. yoga, nutrition class)



Met service goals during the pandemic



- In Year 2 (1/2020 – 12/2020), MHS served 726 participants
 - 300 pregnant women
 - 119 postpartum women
 - 261 infants / children
 - 46 men

Community Action Network (CAN) during the COVID pandemic

- Engage CAN members to augment community-wide health education and promotion for HS participants and the community at large
- 10 CAN events with 133 attendees virtually from 1/1/2020 to 12/31/2020








MHS Serves At-risk Pregnant and Postpartum Women

- 26.6 ± 5.8 years
- 89% African Americans
- 51% high school educ. or less
- 79% never married
- 55% household income <\$16K
- 89% Medicaid recipients
- 47% obese (BMI ≥ 30)
- 3% gestational diabetes
- 12% gestational hypertension
- 16% preterm births
- 17% low birth weight









MHS' Impacts – Improve Women's Health

(Year 2: 1/2020-12/2020)

Benchmarks	MHS		Goals
MHS participants with health insurance	95%		85%
MHS participants have a documented reproductive life plan	100%		90%
MHS participants receive a postpartum visit within 6 weeks after delivery	52%		75%
MHS women and child participants have a medical home	95%		80%
MHS participants have well-women visits	92%		85%






MHS' Impacts – Improve Family's Health and Wellness

(Year 2: 1/2020-12/2020)

Benchmarks	MHS		Goals
MHS participants engage in safe sleep behaviors	75%		80%
MHS infants were ever breastfed	70%		70%
MHS infants were breastfed at 6 mos	8%		60%
MHS pregnant women abstained from cigarette smoking	94%		90%
MHS children received well child visit (including immunization) based on AAP schedule	88%		70%
MHS participants conceive within 18 mos of a previous birth	8%		<35%

MHS' Impacts – Improve Family's Health and Wellness

(Year 2: 1/2020-12/2020)

Benchmarks	MHS	Goals
MHS participants receive perinatal depression screening	100% 	90%
MHS participants with high depressive scores being referred to specialists	100% 	90%
MHS participants reported the father/partner's involvement during pregnancy	88% 	80%
MHS participants reported the father/partner's involvement with child participants	77% 	80%
MHS child participants aged 6-18 mos who are read to by a parent or family members \geq 3x / week	56% 	45%

Take home messages



- MHS is a community champion in MCH in the Midlands area
- Serves predominantly African American pregnant and/or postpartum women, infants and fathers
- Committed to give a healthy start to infants and to eliminate health disparities in mothers, infants, children

Acknowledgement

- We appreciate hard working and dedicated MHS directors, nurse practitioner, community outreach workers, social worker, and administrative team.
- Special thanks to Ms. Xingpei Zhao, Data Manager.
- MHS was sponsored by HRSA (H49-MC00072).



Thank You for Your Time and Interest!



