



Baby Business

Vol. 1, 2022

Supporting Breastfeeding and Pumping Mothers



Pictured above L-R: HS Special Projects Coordinator, Bethany Guillory, Assistant Professor of Nursing at NWFSC, Dr. Teresa Ryan (HS Coalition Vice Chairperson), and HS Executive Director, Ardelle Bush

Healthy Start is pleased to have partnered with **Northwest Florida State College** to install a **Mamava lactation pod** in the college's centrally located student center. The lactation pod is a freestanding, mobile

suite that provides a clean, private, and quiet space for students and staff members who are pumping or breastfeeding.

Breastfed babies are better protected from illnesses and infections due to the antibodies in the breast milk. Breastfeeding also reduces the risk of SIDS. In addition, women who breastfeed their babies have a decreased risk of breast and ovarian cancer. On average, **85% of women in Okaloosa and Walton Counties initiate breastfeeding** after the birth of their babies.

Thank you to NWFSC and **Vice President of Business and Finance, Randall White**, for recognizing the need for a lactation pod at the college and partnering with the Coalition.



In 2021-2022, 269 local women and infants received breastfeeding education and support from their Healthy Start Care Coordinators



Pictured above L-R: Holly Graves, Ardelle Bush, Dr. Ronald Gavilan, Rosalia Nevins, Jessica Craig

Walton County Health Department's (WCHD) Prenatal Care Clinic gets an Ultrasound Machine

Pregnant women in Walton County who do not have access to prenatal health care insurance, are fortunate to acquire excellent care at the WCHD's Coastal Branch. Dr. Ronald Gavilan along with ARNP, Jessica Craig, and staff will provide prenatal care to approximately 150 women this year. Since the Healthy Start Coalition's inception, 30 years ago, we have been providing support to their prenatal care clinic. Ensuring women in the state of Florida have access to prenatal care is the cornerstone of Healthy Start's chartered mission.

Recently the county health department expressed a need for an ultrasound machine in the prenatal care clinic. The Coalition recognized this need as a necessity in providing critical and timely health information for both the physician and the patient and committed to investing in this endeavor. After considerable research on the part of the health department, they recommended the Mindray DC-70 Ultrasound System.

Being a certified Sonographer, Dr. Gavilan is thrilled to have this imaging device available to him, as it improves his ability to see the progress of the women's pregnancy and to diagnose problems, or lack thereof, early on. It also provides his

In 2021-2022, Healthy Start provided 158 car seats and 210 Pack n' Plays to families in need



Spotlight On:



Brent Couch, with Simply Healthcare, is pictured here with the newly trained Panhandle doulas

Simply Healthcare, a Medicaid Managed Care Organization, partnered with the Healthy Start Coalitions in the panhandle of Florida, to certify 15 doulas. Doulas are professionally trained to advise, inform, and offer emotional and physical support to a mother before, during, and after the birth of her child. Research shows that women who have support from a doula during childbirth were more likely to have better birth outcomes and lower the rates of maternal and infant health complications.

The Coalition of Okaloosa and Walton Counties had two candidates attend this training and they are now certified. Congratulations to **Sonia Scott** and **Linconyer Baldwin-Campbell** for their doula certifications. We will soon be referring Healthy Start clients, who have limited emotional and physical support during their pregnancy journey. The Coalition plans to increase the number of Healthy Start doulas so we can serve more high-risk clients with the ultimate goal of lowering our infant and maternal mortality rates.

Positive Outcomes of Doula Care



39% decrease in the risk of cesarean



41 minutes shorter time spent in labor



10% decrease in the use of pain medication

In the Community and Around Town



An average of 10.25% of all live births in Okaloosa and Walton County were to women who reported smoking cigarettes at any time during their pregnancy. FLHealthCharts.gov 2020



There have been 21 sleep related infant deaths in Okaloosa and Walton Counties over the last 5 years. FL Dept of Children and Families 2016-2021



Pictured above from Early Learning Coalition L-R: Interim COO, Amy Minkewicz and Program Operations Manager, Sharon Pierce.

Summer Access Meeting

In July, the Healthy Start Coalition hosted one of our semiannual Access meetings, a round table community forum, in Freeport, Florida. Because we continually hear, in the news and from the families in our communities, that the childcare system in America is broken and in a crisis, we invited the Early Learning Coalition (ELC) to be our featured speaker at this gathering. The ELC provides for coordination, integration, efficiency, and quality of early childhood services in Okaloosa and Walton Counties.

Amy Minkewicz discussed the lack of licensed daycare in our counties, especially for infants. Part of the problem is the low wages for early learning centers' staff, which makes it difficult for centers to hire and keep quality caregivers. She noted that the state is working on initiatives to increase the standard wage for childcare providers. The state has also allocated additional funding that will allow management staff of early learning educators the ability to recruit, improve skills, and retain the early learning workforce. In turn, this will provide more care for the families in our communities.

Sharon Pierce shared that ELC offers Child Care



Resource and Referral services acting as the resource hub for families, child care professionals, and communities. This is a free service that provides parents with information on what they should be looking for in quality childcare and how to sign up for a waitlist. The ELC can also provide VPK eligibility and enrollment, financial assistance for childcare, and compliance and education for licensed childcare centers, along with keeping track of children's developmental screenings.

There were other great community representatives in attendance as well. Each person was given a chance to briefly share about their organization and the services they provide or any projects there are working on. It was very informative and full of great networking opportunities!

Broadening our community partnerships

If you are interested in attending or have a work associate that would benefit from learning about helpful resources in our community, please click the link and sign up for [Access Meeting invites](#).

"Look At Me" PopSockets



Babies, children, and teens **need quality attention for their social-emotional growth.**

Understanding the benefits of phone-free time in relation to your child's healthy development may help give you the inspiration you need to cut back.

Healthy Start designed a cell phone PopSocket to be given to Healthy Start clients as a reminder to limit their phone and screen time and be present for the extraordinary moments that happen in their children's lives.

During fiscal year 2021-2022, Healthy Start provided services to 975 women and infants locally and 214,532 statewide



WORLD'S GREATEST BABY SHOWER



In May, we hosted the World's Greatest Baby Shower at the Destin-Fort Walton Beach Convention Center. It was fantastic to hold this event in person again for the first time in 2 years! Approximately 750 moms, dads, family, and friends attended the event. There were 38 sponsors and vendors who participated in

the event, ranging from hospitals, chiropractors, children's consignment stores, and community services to belly painting and photography! Guests enjoyed receiving and filling gift bags, learning about local resources, playing games, and eating cake! The Coalition gifted 2 full-size cribs, along with over 30 raffle prizes that were donated by vendors and other community organizations. We want to thank all our sponsors, exhibitors, donators, and volunteers for making the 2022 shower a success! We are looking forward to our next World's Greatest Baby Shower in 2023. If you would like to be added to the email list for event updates, such as exhibitor and sponsorship opportunities, please click the link to contact **Miranda Smolen**, our Community Liaison.

What Moms are saying about the World's Greatest Baby Shower

I learned a lot about different agencies I didn't even know existed!
- Gabrielle

I am going to be a first time mom and I learned a lot about health care and lactation practices.
-Emily

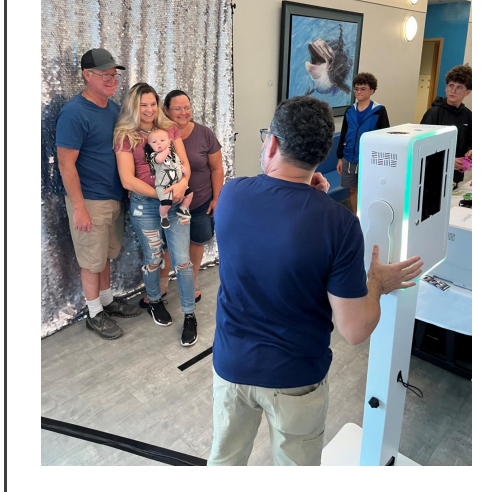
It was a good refresher for my 3rd baby.
- Caitlin

I loved the water mat and learning about fun activities for the baby.
- Kelly





A new mom shows off the stroller she won playing the Price is Right at the Baby Shower



A family at the baby shower poses for a photo at the Lumi Pod booth



EXCELLENCE IN Maternity Care



HCA Florida
Fort Walton -
Destin Hospital

Congratulations to HCA Fort Walton-Destin Hospital's Labor and Delivery department on being recognized by the Florida Agency for Health Care Administration and the Florida Department of Health. They have achieved the federal Healthy People 2030 Maternal and Child Health goal of 23.6 % by reducing cesarean section rates for first-time mothers with low-risk pregnancies. At Healthy Start, we appreciate your dedication to the women in our community!

Are you looking for Family Resources?

Click the button below for our 2019-2022 Family Resource Directory.

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

[Resource Directory](#)



**"Mom, you've got this
and we've got you."**



Amazon Smile

Support the Healthy Start Coalition of Okaloosa and
Walton Counties and moms and babies
in our community by shopping at



Healthy Start Coalition of Okaloosa & Walton Counties | 850-833-9284
miranda@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.

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