

# Midlands Healthy Start Program

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

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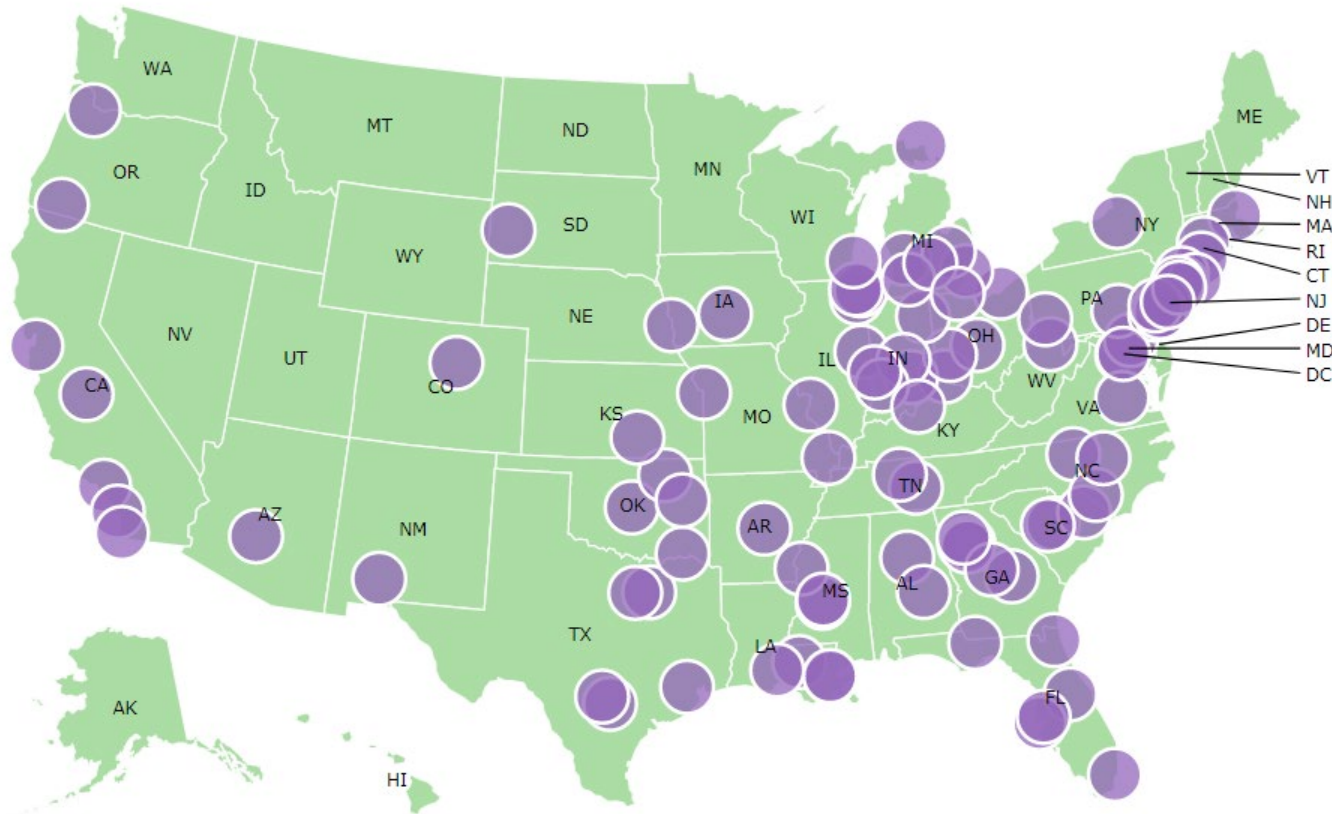
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# National Healthy Start Programs

- 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

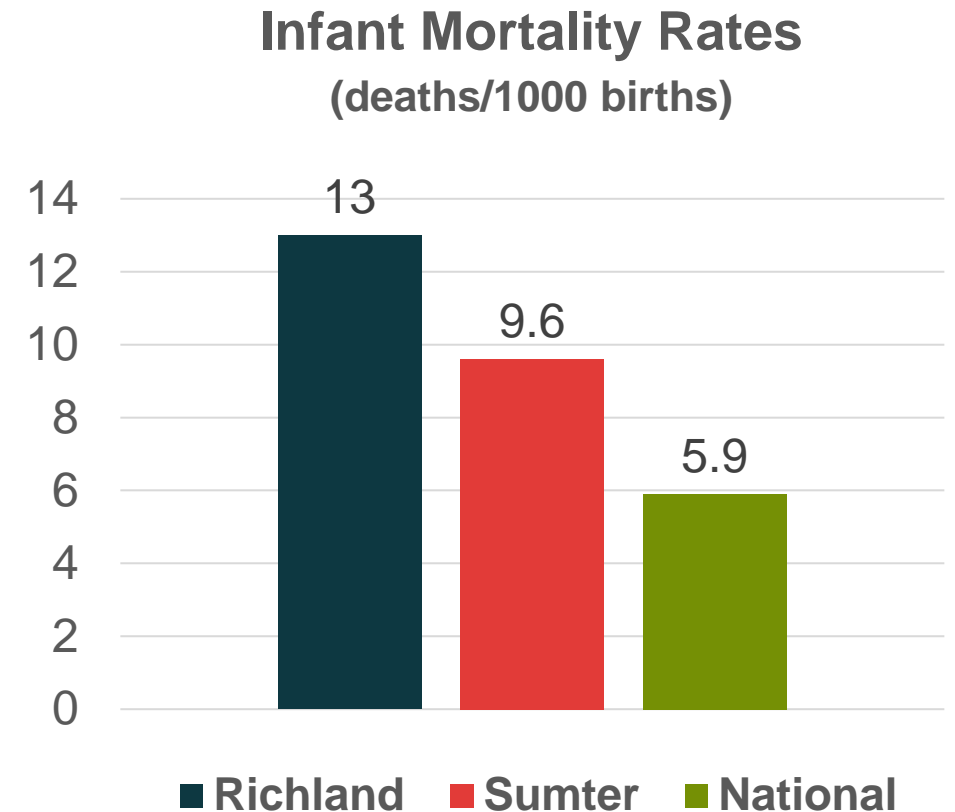


**MHS Director:**  
**Mrs. Kimberly Alston**



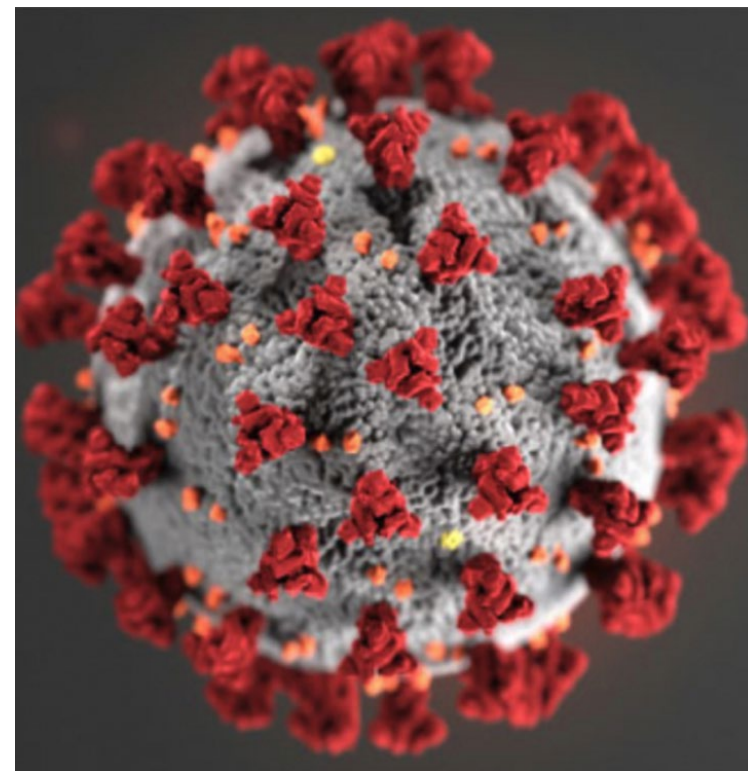
# Midlands Healthy Start Program

- 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!



