



**healthy mothers, healthy babies**  
Coalition of Palm Beach County, Inc.

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**HEALTHY MOTHERS, HEALTHY BABIES  
COALITION OF PALM BEACH COUNTY**

**PROMOTING THE BEST FROM THE BEGINNING**

**ANNUAL REPORT  
2008-2010**

HEALTHY MOTHERS, HEALTHY BABIES  
**ANNUAL REPORT 2008-2010**



HEALTHY MOTHERS, HEALTHY BABIES  
**PROMOTING THE BEST FROM THE BEGINNING**

**OUR MISSION**

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To improve birth outcomes, promote healthy families and build healthy communities by providing cooperative community-oriented programs to the residents of Palm Beach County.

**OUR OBJECTIVES**

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Encourage and assist women to obtain early and regular prenatal care.

Act as advocates for maternal and child health related issues through education and public awareness.

Identify special needs of individuals and families and provide programs to ensure improved birth outcomes, healthy families and healthy communities.

**OUR HISTORY**

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Healthy Mothers, Healthy Babies Coalition of Palm Beach County, Inc. was established in 1986 in response to 900 women in Palm Beach County who delivered their babies at local hospital emergency rooms with little or no prenatal care. Many of these births resulted in low birth weight babies, increased infant deaths and/or lifelong disabilities.

## MESSAGE FROM THE PRESIDENT

Dear Friends:

We have as a nation experienced together economic shortfalls, increased unemployment, a crisis in health care, and much much more. As an agency, we have had to do more for families with less staff and resources. Yet, with the leadership of the Children's Services Council we are working together with other nonprofits to provide a system of care for our families.

Research has shown that the health of a pregnant woman affects whether her child may be obese, diabetic, or she may have a pre-term birth. Pre-term births have increased by 20% since 1990. Pre-term birth is the leading cause of death during the first month of life. These costs are not only emotional for the family but a major cost to businesses and you and I as individuals. Yet, we all wake up each day to see the sun shining, enjoy our families, and see our families grow as parents and grandparents. It is incumbent on us all to ensure that the children of today have healthy futures. In fact, they are the mothers and fathers of tomorrow. Please take an opportunity to review our Annual Report for 2008 to 2010. Our staff and our Board for the past 24 years worked tirelessly to improve our community. Thank you for your support of Healthy Mothers, Healthy Babies. Together we can build a better future.

*Cathy Cohn*  
President and CEO



## HEALTHY MOTHERS, HEALTHY BABIES HIGHLIGHTS 2008-2010

- ◆ Prenatal Centering became a reality on January 23, 2008, collaborating with Florida Department of Health, Johns Hopkins University, Children's Services Council (CSC) and the Quantum Foundation.
- ◆ Ninety-Two Percent (92%) of Prenatal Service Coordination clients were confirmed with a prenatal care provider.
- ◆ Cause Related Campaign with Four Points Media and Wachovia/Wells Fargo creating a media campaign launched in September 2010.
- ◆ Weight Watchers International held their Regional "Lose For Good" Campaign and collected over 20,000 pounds of food for Healthy Mothers, Healthy Babies.
- ◆ Healthy Mothers, Healthy Babies awarded grant by Allegany Franciscan Ministries to expand the HealthCare Navigation Program.
- ◆ Healthy Mothers, Healthy Babies became the Children's Services Council *Healthy Beginnings Program* Prenatal Entry Agency for Expectant Families.
- ◆ Healthy Mothers, Healthy Babies collaborated with Children's Services Council and Florida Department of Children and Families to have outposted Access workers in offices to assist families with services.
- ◆ Healthy Mothers, Healthy Babies partnered with Puerto Rican/Hispanic Chamber of Commerce and held their first Shining Star Awards Ceremony and Gala October 2009, with over 250 attendees.
- ◆ Healthy Mothers, Healthy Babies kicked off the Text4Baby Campaign, a free mobile information service designed to promote maternal and child health on Mother's Day 2010. Text4Baby is currently reaching over 71,000 individuals nationwide, and 5,400 in the state of Florida.
- ◆ Healthy Mothers, Healthy Babies collaborates with the Marketing Department at Palm Beach State College and The Community Compact Organization on social media marketing campaign.

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 Carl Brumback, M.D., Advisor

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## HEALTHY MOTHERS, HEALTHY BABIES PROGRAMS AND SERVICES

### PRENATAL SERVICE COORDINATION

As Palm Beach County's Prenatal Entry Agency, Healthy Mothers, Healthy Babies coordinates the prenatal care for low to moderate income women in the county by facilitating all care for the client and her family with services including referrals to:

- ◆ Health care providers
- ◆ Education about public assistance eligibility
- ◆ Individual education
- ◆ Healthy Start screening
- ◆ Childbirth classes

Additionally, with a seamless system of care, staff refers clients to others services and programs.



### PRENATAL OUTREACH

The foundation of the Prenatal Outreach Program is to identify at-risk, culturally diverse pregnant women in isolated and low-income communities throughout Palm Beach County. The overall goal of the program is to link pregnant women to early prenatal care. The Outreach Program staff composition is culturally diverse and bilingual in Spanish, Creole, and Kanjoberal.



*We are trying to reach every pregnant woman in need!*

## HEALTHY MOTHERS, HEALTHY BABIES PROGRAMS AND SERVICES

### HEALTH CARE NAVIGATION



Health Care Navigators assist pregnant women and teens that are facing extreme challenges navigating the systems involved in obtaining health care and a payer source. Health Care Navigators serve as interpreters, advocates and supporters providing extra help to those clients having difficulty understanding the requirements of the public assistance system, translation of forms needed to complete the eligibility process and assistance in interpretation at appointments.

### MOBILE OUTREACH CENTER (MOC)



To better reach pregnant women least likely to access prenatal care, the Healthy Mothers, Healthy Babies (HMHB) staff takes programs on the road aboard a Mobile Outreach Center (MOC). It allows HMHB to abandon the traditional “come to us” mentality and to deliver much needed Outreach, Health Care Navigation and Service Coordination Services to the pregnant women right in their own communities. The colorful MOC creates an attractive, non threatening presence in the community from which bilingual staff speaking Spanish, Creole, Kanjobal, provide intensive hands on assistance to clients that alleviates much of the stress of qualifying and registering for services.

## HEALTHY MOTHERS, HEALTHY BABIES PROGRAMS AND SERVICES

### MOMCARE



MomCare Advisors contact all pregnant women who applied for Medicaid for their pregnancy and explain various care options, including private doctors, midwives and clinics. Educational materials are sent to women enrolled in the program. Referrals are made into The Healthy Beginnings Program for additional services.

### CENTERING PROGRAM

Pregnant Hispanic women and families now have a new way to receive prenatal care and other services designed to meet their own cultural needs. Check-ups, support, and education all take place in a group with several other women whose due dates are close to theirs.



HEALTHY MOTHERS, HEALTHY BABIES  
PROGRAMS AND SERVICES

EMERGENCY ASSISTANCE PANTRY



Healthy Mothers, Healthy Babies four offices each have an emergency pantry to provide diapers, wipes, baby clothes and other nonperishable items to families in need. Donations are accepted for the pantry.

EDUCATION

Health Educators work in conjunction with the Palm Beach County School District to educate middle and high school students about the consequences of teen pregnancy, along with birth control methods and sexually transmitted diseases. Childbirth classes teach parents what to expect in labor and delivery. Classes are held in the evening at local high schools and on weekends.



HEALTHY MOTHERS, HEALTHY BABIES  
PROGRAM STATUS

PROGRAM HIGHLIGHTS FOR 2008 - 09

PEOPLE SERVED

SERVICE COORDINATION

Client Assessments	2,227
Non-client referrals to community agencies	3,023
Non-client Emergency Pantry Distribution	1,140

EDUCATION

High School and Middle School Student Participation	27,824
Free Childbirth Sessions-Clients Served	293

PRENATAL OUTREACH PROGRAM

Community Events and Presentations	163
Contacts and Referrals	2,375
Male Health Advocate Participants	215

MOM CARE PROGRAM

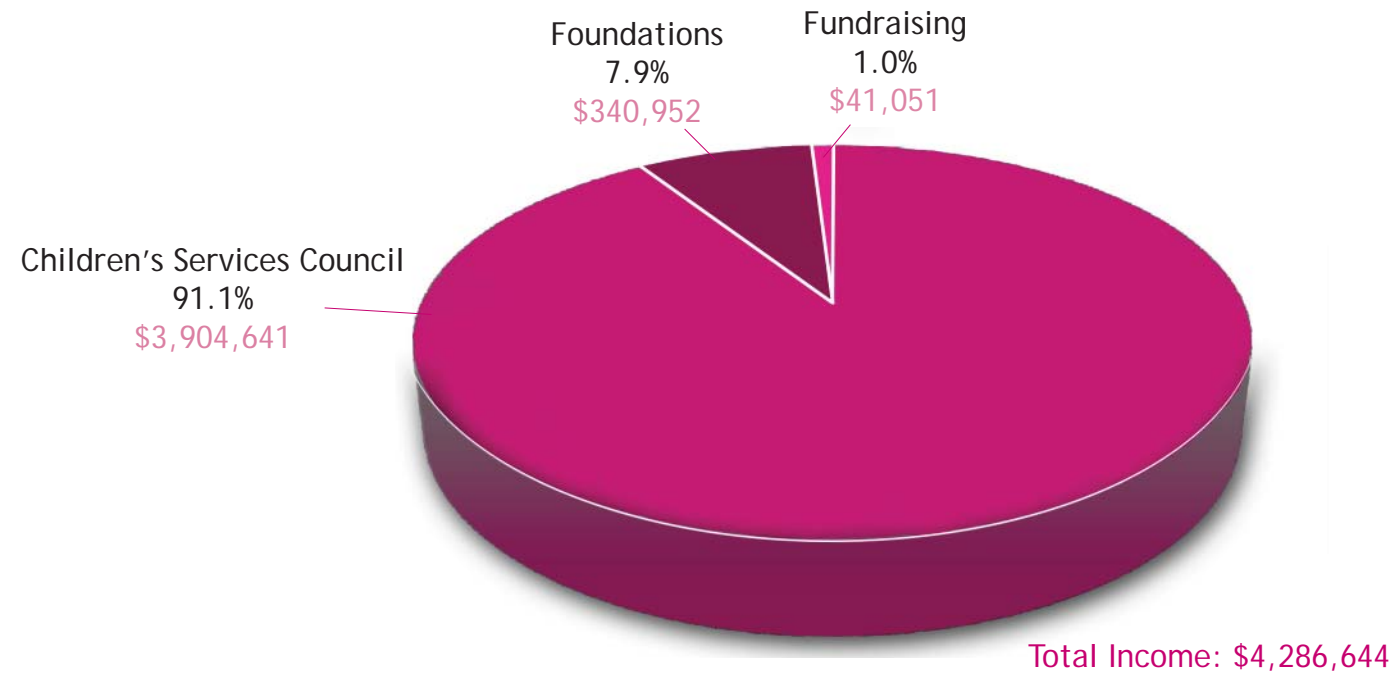
New Clients	8,586
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CENTERING PROGRAM

Prenatal Participants	233
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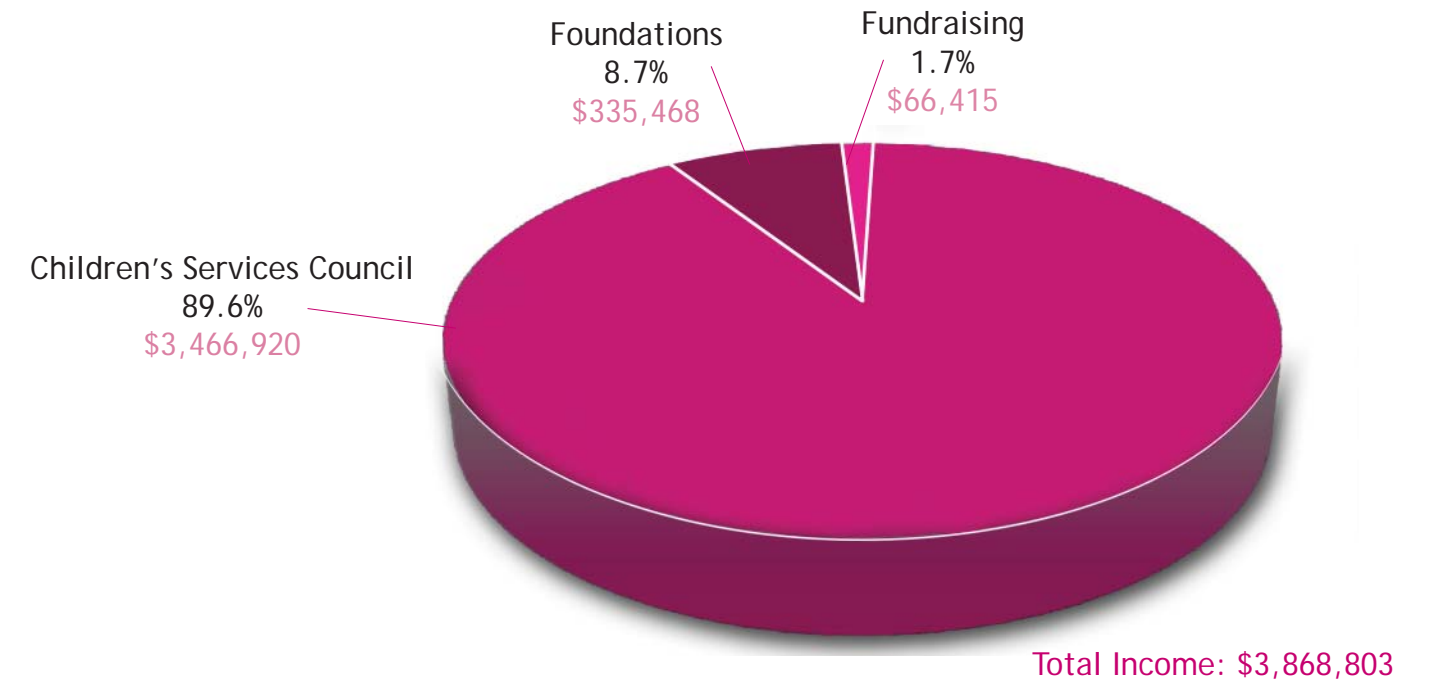
HEALTHY MOTHERS, HEALTHY BABIES  
2008-09 FINANCIAL INFORMATION

INCOME

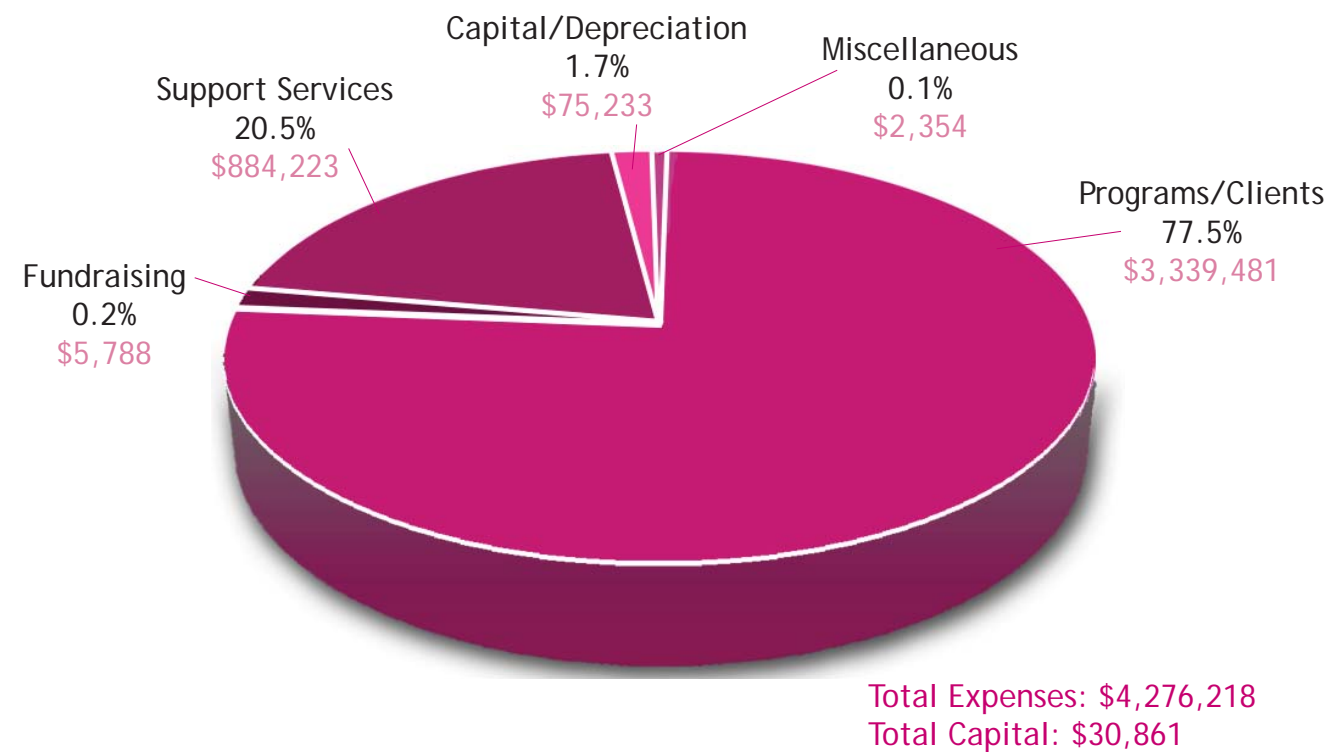


HEALTHY MOTHERS, HEALTHY BABIES  
2009-10 FINANCIAL INFORMATION

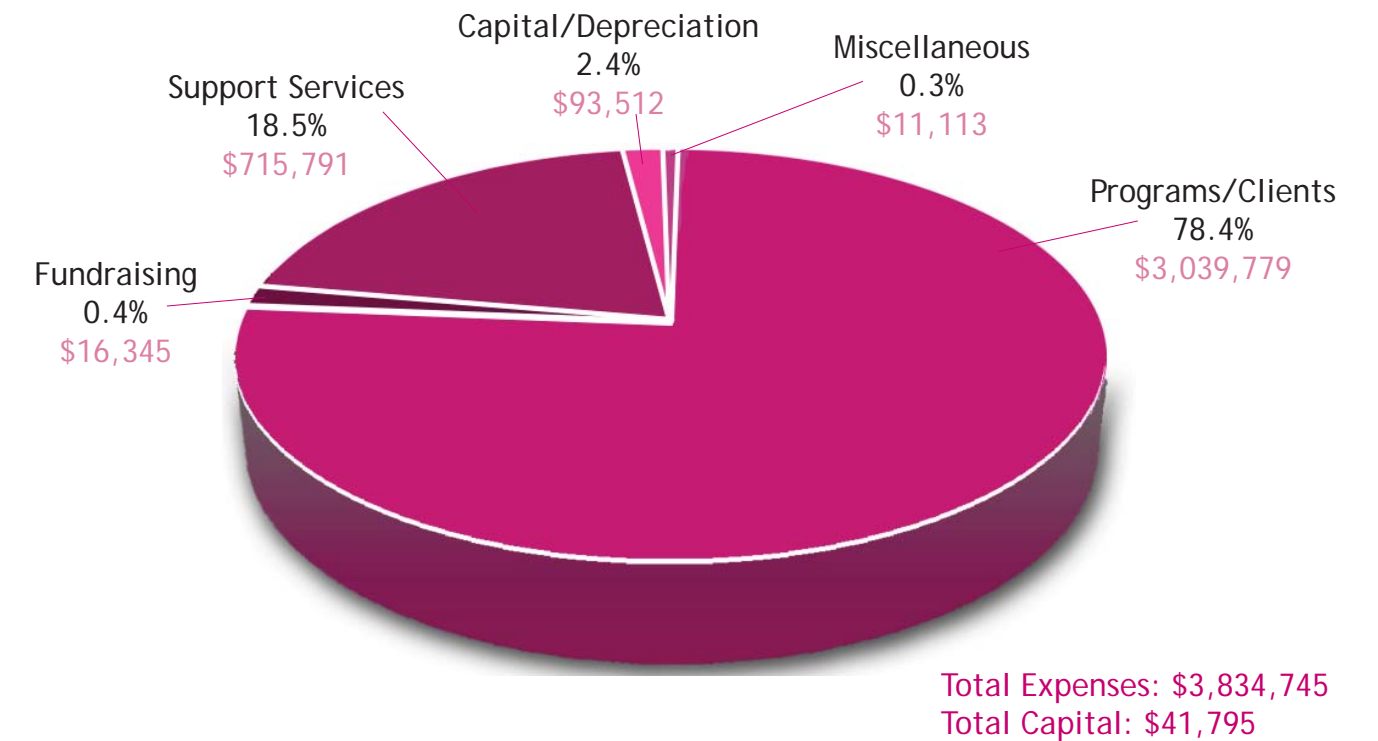
INCOME



EXPENSES/CAPITAL



EXPENSES/CAPITAL



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you help us to make a difference*

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