

FLORIDA HEALTHY BABIES HERNANDO: TARGETS AND ACTION STEPS

Targets:

June 2018: Maintain 2013-15 Infant Mortality Rate at or below 7.0 deaths per 1,000 live births

June 2021: Decrease in Infant Mortality Rate to at or below 6.1 deaths per 1,000 live births (Florida 2013-15 rate is 6.1).

Action Steps:

- 1) By December 31, 2016, the Hernando Florida Healthy Baby (FHB) Community Group members will help to strengthen the Hernando County Breastfeeding Task Force by attending 50% of the meetings and participating in its action plans.
Indicator
FHB Community Group member(s) regularly attend meetings and participate in its action plans.
- 2) By **TBD**, at least one Hernando County Hospital will be a Baby-Friendly hospital.
Indicator
FHB Community Group supports and assists activities towards this certification.
- 3) By December 31, 2016, the Hernando FHB members will help to strengthen the Hernando County Substance Exposed Newborn Task Force by attending 50% of the meetings and participating in its action plans.
Indicator
FHB Community Group member(s) regularly attend meetings and participate in its action plans.
- 4) By January 31, 2017, the Hernando FHB Community Group will adopt an Evidence-Based Strategy to promote Safe Sleep behaviors within the community and by health care providers (OB/GYN, Pediatricians, Primary Care Providers) in Hernando County. The strategy will target hard-to-reach families and those families at increased risk for preventable infant mortality in Hernando County, including Blacks and Hispanics.
Indicators
 - a) An Evidence-Based Strategy is adopted by the Hernando FHB Community Group by January 31, 2017.
 - b) Evaluation criteria is developed by the Hernando FHB Community Group by April 30, 2017.
 - c) The Evidence-Based Strategy is implemented by 2 Community Groups and Health Care Providers (OB/GYN, Pediatricians, Primary Care Providers) in Hernando County by September 30, 2017.
 - d) Hard-to-reach families and those families at increased risk for preventable infant mortality, including those on parole and in jail, along with Blacks and Hispanics, receive Safe Sleep education (minimum of 2 sessions) by March 30, 2017.
- 5) By December 31, 2017, two Hernando County hospitals will agree to adopt a Baby Box Project.
Indicators
 - a) A marketing campaign that includes logistics and funding is developed by May 30, 2017.
 - b) Meetings with key decision-makers at each hospital are conducted by July 31, 2017.
- 6) By December 31, 2018, two Hernando County hospitals will implement a Baby Box Project.
Indicators
 - a) Boxes are offered to all mothers at the time of birth.
 - b) Educational activities are done before each Baby Box is issued (for example: video, face-to-face encounter, contract).
 - c) Follow-up outreach is done with every family within 2 weeks of delivery.
- 7) By June 30, 2018, the FHB Community Group will promote the Edinburgh Postnatal Depression Scale screening tool and referral protocol to Pediatric, OB/GYN, and Primary Care Providers who encounter Post-Partum women.
Indicators
 - a) A team is formed to plan and provide outreach to the health care community by November 30, 2016.
 - b) Number of health care providers visited (year 1 50% of Pediatricians and OB/GYN's, along with 20% of Primary Care Providers; year 2 50% of Pediatricians and OB/GYN's, along with an additional 40% of Primary Care Providers; year 3 the remaining Primary Care Providers.)
 - c) Number of health care providers adopting screening tool and referral protocol.

