

# Charlotte County Healthy Start Coalition Inc



## SUMMARY

### Mission

*"Our mission is to improve birth outcomes, optimize child development and reduce infant mortality by providing access to care before, during and after pregnancy for prenatal women and newborns determined to be at-risk for poor outcomes."*

### Contact Information

<b>Primary Address</b>	17940 Toledo Blade Blvd Unit A Port Charlotte, FL 33948-
<b>Alternate Address</b>	17940 Toledo Blade Blvd. Unit A Port Charlotte FL 33948
<b>Phone</b>	941 764-9700
<b>Alternate Phone</b>	941 764-9900
<b>Email</b>	mcooper@cchsfl.org
<b>Website</b>	www.charlottecountyhealthystart.com
<b>Facebook</b>	CharlotteCountyHealthyStartCoalition

### General Information

<b>Nonprofit</b>	Charlotte County Healthy Start Coalition Inc
<b>Tax Exempt Status</b>	Public Supported Charity
<b>Incorporation Year</b>	1996
<b>Awarded Community Foundation Grant</b>	Yes
<b>State Charitable Solicitations Permit</b>	Yes Jan 2019
<b>State Registration</b>	Yes Jan 2019

# BACKGROUND & NEEDS

## Impact Statement

### Recent Accomplishments

Community-based service contracts have been negotiated to maximize quality services and minimize cost. This ensures our most vulnerable population has access to risk-appropriate services including:

- Care coordination
- Childbirth and Safe Baby education
- Mental health counseling
- Parenting education
- Tobacco education and cessation support
- Prenatal care for qualified uninsured, unfunded women

Charlotte County statistics continue to reflect high rates of substance exposed newborns. During the last fiscal year, the Healthy Start Executive Director facilitated the Maternal Child Health subcommittee, a workgroup under the Community Health Improvement Partnership. The goal of the workgroup is to research and formulate strategies to positively impact and reduce substance abuse and maternal smoking.

Additionally, the local Healthy Start program enhanced services with the addition of Baby Safety classes and Infant CPR instruction provided to family members and caregivers.

### Goals for the Future

Our goals are mission focused to improve birth outcomes and the health of children up to the age of 3.

- The rate of Charlotte County women who smoked during pregnancy in the three-year period of 2014-2016 (14.4%) is more than three times the State average. It is our goal to reduce this rate by increasing awareness of the dangers of smoking while pregnant through expanded social media venues.
- Early and regular prenatal care is vital for a healthy pregnancy. Our goal is to increase the rate of Charlotte county women entering care in the first trimester of their pregnancy from 74.5% to 75% by 2018
- Obesity, poor nutrition, oral health, stress, substance abuse, and maternal infections are some of the factors contributing to premature births and/or low birth weight. The area's rate of low birth weight births has increased to 9.2% in 2016, a rate higher than state average (8.7%) and the Coalition will work to continue to reduce the incidence of premature births to a rate less than the State average in 2018.

## Needs Statement

- \$10,000 to reduce the threat of poor birth outcomes by the provision of prenatal care services for 9 low-income, uninsured pregnant women, who would not otherwise receive care. Services include comprehensive prenatal care by a licensed obstetrician, along with routine lab and sonogram.
- \$10,000 is needed to reduce the risk of infant mortality by providing area babies with a safe place to sleep and live. Florida babies die each year as a result of bed-sharing or unsafe sleeping practices and unsafe living environments. Funding for this project will reward 100 low-income mothers-to-be with a safe place for baby to sleep (pack-n-play), following completion of a "safe sleep" education component; 30 low-income mothers with stair/door gates; 30 low-income mothers with door alarms primarily for pool safety, and 100 mothers with flat panel TV harnesses, again all requiring an education component.
- \$5,500 to pay for physician-mandated, higher level sonograms and lab tests needed for low-income, uninsured prenatal women who are at higher risk of poor outcomes.
- \$3,000 for the purchase of diapers, wipes and other "infant essential" pantry items for distribution to low-income area families in need.

## Background Statement

The Healthy Start program was established through legislature in 1991 as Florida's initiative to reduce infant mortality and improve the birth and health outcomes of infants to age 3. The Charlotte County Healthy Start Coalition is a partnership of local public and private providers, healthcare professionals, hospitals, schools, social services agencies and individuals. Coalition members work together to identify local issues that affect pregnant women and their families, develop a system of care for prenatal women and infants determined to be

at risk for poor outcomes, and assure access to risk reduction services.

## Statement from the Board Chair

I have been affiliated with the Charlotte County Healthy Start program for over nine years and as the current Chairman of the Board of Directors I am able to see first-hand how the Healthy Start program services the needs of our most vulnerable residents and I am personally able to assure that best efforts and practices are made locally to reduce infant mortality rates, to improve birth outcomes and optimize child developments by providing access to care before during and after pregnancy.

The Healthy Start program was established through legislature in 1991 as Florida's initiative to reduce infant mortality and improve the birth and health outcomes of infants to age 3. The Healthy Start Coalition is a partnership of local public and private providers, healthcare professionals, hospitals, schools, social services agencies and individuals. Coalition members work together to identify local issues that affect pregnant women and their families and to develop a system of care for prenatal women and infants determined to be at-risk for poor outcomes, and assure access to risk reduction services.

Please help us continue to provide for these at-risk mothers and babies in 2015-16 by making your donation and encouraging others to do the same. Your dollars will mean our babies get the healthy start they so genuinely deserve in life.

Paula M. Wilman, FDC

Board Chair

## Statement from the CEO/Executive Director

Charlotte County Healthy Start staff and board members have worked hard to establish a community-based system of care for women and infants who would not otherwise be served. Monitoring area needs, maternal child health trends, and the availability of resources, the Coalition is in the process of updating the current 5-year Service Delivery Plan aimed at improving health and birth outcomes for area moms and babies.

## Areas Served

FL- Charlotte

Charlotte County Healthy Start Coalition serves all of Charlotte County, Florida

## Service Categories

**Primary Organization Type**

Health Care

**Secondary Organization Type**

Human Services

# PROGRAMS

## Healthy Start

### **Description**

The Healthy Start program provides risk-appropriate services and referrals for pregnant women and infants to age three who have been identified as at-risk for poor birth or health outcomes. Helping to ensure that all babies have a healthy start in life begins with Healthy Start care coordinators, who assess individual needs, provide support and tailor service referrals to reduce the risk of poor outcomes.

Comprehensive services may include:

- Childbirth education
- Infant CPR (Cardio-Pulmonary Resuscitation), provided to entire family and infant care-giver
- Safe Baby Education
- Improved pregnancy assessment
- Short-term mental health counseling
- Smoking cessation support
- Breastfeeding education and support
- Parenting education
- Diabetic nutrition counseling
- Prenatal care for qualified, uninsured women

### **Budget**

\$595,100.00

### **Category**

Human Services, General/Other Case Management

### **Program Linked to Organizational Strategy**

Yes

### **Population Served**

At-Risk Populations Females Children and Youth (0 - 19 years)

### **Short Term Success**

Short term goals vary greatly due to the diversity of issues faced by pregnant women and their families. Today's families need support and assistance in resolving many of these issues. Many are "overwhelmed" with multiple social, economic and environmental stressors. Regardless of the multiple issues faced by today's families, Healthy Start short-term goals are consistent and geared to risk-reduction. Immediate goals for case managers are:  
ENROLLMENT of at-risk mothers and babies  
EDUCATION of participants to optimize health outcomes  
ENGAGEMENT by participants in risk-reduction behaviors  
EMPOWERMENT as positive parents and role-models

## **Long Term Success**

Long term goals directly relate to the mission and vision of the program. Long term goals focus on reducing risk factors to improve birth outcomes and optimize child health and development.

- To secure funding for provision of prenatal care for women who are low income, ineligible for pregnancy Medicaid, and would otherwise not receive services.
- Reduce the rate of prenatal smoking in Charlotte County from 14.5% to 14% in 2019.
- The rate of women who enter prenatal care during their first trimester will increase from 74.5% to 75.5% by 2019.
- The rate of preterm births will be equal to or less than the State average in 2018.

Work will also continue to reduce the incidents of:

- Infant and fetal death
- Repeat births to mothers age 15-19
- Births with inter-pregnancy interval of less than 18 month

## **Program Success Monitoring**

Monitoring and evaluation of program performance and successes is contained in the internal/external Quality Improvement & Quality Assurance Manual. Samples of monitoring tools include:

- Monthly/quarterly performance reports
- Quarterly record reviews
- Annual site visits
- Florida Dept. of Health Vital Statistics
- Satisfaction surveys
- Success stories
- Annual maternal/child health indicator statistics
- Training attendance sign-in sheets
- Activity reports

## **Program Success Examples**

In Charlotte County, according to the Florida Department of Health, Division of Vital Statistics:

- A total of 918 moms and babies received Healthy Start services in the last fiscal year.
- The rate of mothers with no prenatal care (1.8%) dropped below the state average ( 2.0%) in 2016.
- The rate of preterm births (9.8%) remained below the State average (10.1%) for the fourth year in a row.
- The rate of cesarean deliveries in Charlotte County remained below the State average for the 5th year in a row.
- The rate of overweight mothers at the time of pregnancy (24.0%) dropped below the state average of 24.7% in 2016.

## MomCare

<b>Description</b>	Through the MomCare program advisors: <ul style="list-style-type: none"><li>• Ensure that women receiving Pregnancy Medicaid have selected a prenatal care provider</li><li>• Promote early and regular prenatal care</li><li>• Facilitate Healthy Start screening for risks associated with poor birth/health outcomes</li><li>• Refer participants to the Department of Health's supplemental nutrition program for women, infants and children (WIC)</li><li>• Assist participants in navigating the on-line Medicaid ACCESS system</li><li>• Supplies information on area pediatricians and family planning services</li><li>• Distributes educational material on immunizations, infant car seat safety and post-partum depression</li><li>• Collects birth outcome data</li></ul>
<b>Budget</b>	\$32,360.00
<b>Category</b>	Human Services, General/Other
<b>Program Linked to Organizational Strategy</b>	Yes
<b>Population Served</b>	Females Other Economic Level
<b>Short Term Success</b>	<ul style="list-style-type: none"><li>• At least 75% of those participants not responding to telephone or mail contacts will receive a home visit</li><li>• The MomCare advisor will report monthly to the Board on service levels and program issues</li><li>• Facilitates post-partum check ups during post enrollment contact</li></ul>
<b>Long Term Success</b>	<ul style="list-style-type: none"><li>• 90% of Pregnancy Medicaid recipients will be successfully contacted within 5 working days of referral</li><li>• 85% of participants will be enrolled with a prenatal care provider within 30 days of referral</li><li>• 90% of participants will receive information about WIC services.</li></ul>
<b>Program Success Monitoring</b>	Performance is monitored quarterly by the Healthy Start Quality Assurance Manager through record reviews, performance reports and satisfaction surveys. Additionally, the Board of Directors reviews monthly MomCare activity reports and the program is monitored annually by the Florida Dept. of Health through site visit or desk review.
<b>Program Success Examples</b>	Successes for fiscal year 2016-17: <ul style="list-style-type: none"><li>• The rate of participants successfully contacted within 5 days of referral exceeded 98%</li><li>• The rate of participants enrolled with a prenatal care provider exceeded 88%</li><li>• The rate of participants receiving information on nutritional supplement services exceeded 98%</li></ul>

# MANAGEMENT

## CEO/Executive Director

<b>CEO/Executive Director</b>	Mrs. Magi Cooper
<b>CEO Term Start</b>	July 2014
<b>CEO Email</b>	mcooper@cchsfl.org

### Experience

Prior to becoming Executive Director, Magi served as the Quality Assurance and Contract Manager for Healthy Start, overseeing provider contract negotiations and service compliance. Her previous experience in health systems auditing and eye for detail ensures maximization of funds for service needs and quality care for area mothers and babies.

Magi also serves on the local Community Health Improvement Partnership Access to Care committee and chairs the Maternal Child Health Sub-committee. She is an active member of the Florida Association of Healthy Start Coalitions (FAHSC), serving at the Association Treasurer and participates on the FAHSC Board and several statewide committees and work-groups.

## Former CEOs/Executive Directors

Mrs. Nancy T. Kraus  
Feb 2005 - June 2014  
Ms. Bonnie Scates  
Aug 2001 - Feb 2005

## Senior Staff

Mrs. Nancy Kraus  
Finance Manager

## Staff & Volunteer Statistics

<b>Full Time Staff</b>	2
<b>Part Time Staff</b>	2
<b>Staff Retention Rate %</b>	100
<b>Professional Development</b>	Yes
<b>Contractors</b>	0
<b>Volunteers</b>	21
<b>Management Reports to Board</b>	Yes
<b>CEO/Executive Director Formal Evaluation</b>	Yes
<b>Senior Management Formal Evaluation</b>	Yes
<b>NonManagement Formal Evaluation</b>	Yes

## Collaborations

Autism Speaks, Bayfront Health - Port Charlotte, Cathy James, RN, Charlotte Behavioral Health Care, Charlotte County Collective, Charlotte County EMS, Charlotte County Homeless Coalition, Charlotte County Human

Services, Charlotte County Public Schools, Children and Families First, Department of Children and Families, Department of Health in Charlotte County, Dr. Michael Coffey, Dr. Lenita Hanson, Drug Free Charlotte, Early Learning Coalition of Florida's Heartland, Early Steps, Family Services Center, Florida Association of Healthy Start Coalitions, Florida Department of Health, Gulfcoast South Area Health Education Centers, Healthy Families Charlotte, Macedonia Human Services, March of Dimes, Maternal Fetal Medicine of Southwest Florida, Sarah Pope, RN, SOLVE Maternity Home, Pregnancy Careline Center, Punta Gorda Housing Authority, Sunrise Kiwanis Club, The Academy, United Way Charlotte County, V. B. Andes Community Clinic, Zonta Club of Punta Gorda/Port Charlotte, Center for Rape and Abuse Emergencies, Englewood Kiwanis, Golisano Children's Hospital (Lee Memorial Health Systems) Charlotte Community Foundation, Community Foundation of Sarasota County, Charlotte County Quilters Guild, Shaun Reeve - Intelli-Choice, Riverwood Ladies Group



# GOVERNANCE

## Board Chair

<b>Board Chair</b>	Ms. Paula Wilman
<b>Company Affiliation</b>	Punta Gorda Housing Authority
<b>Board Term</b>	Oct 2016 to Oct 2019
<b>Board Chair Email</b>	paula@puntagordaha.org

## Board Co-Chair

<b>Board Co-Chair</b>	Mr. Michael Overway
<b>Company Affiliation</b>	Continuum Care Consulting
<b>Board Term</b>	Oct 2016 to Oct 2019
<b>Board Co-Chair Email</b>	C3hmis@gmail.com

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Karalee Anderson	Community	Voting
Elyse Clark	Community	Voting
Jessica Finncannon	New Day Christian Church	Voting
Andy Herigodt	Catholic Charities	Voting
Janet Lane	Early Learning Coalition of Florida's Heartland	Voting
Steve LeVasseur	LaVasseur Building & Remodeling	Voting
Sarah McWhirter	Dept. of Health - Charlotte County	Voting
Gayle O'Brien	Bayfront Health - Port Charlotte	Voting
Michael Overway	Charlotte Co. Homeless Coalition, Inc.	Voting
Jacquie Stevens	Community	Voting
Sue Todd	C.A.R.E.	Voting
Paula Wilman	Punta Gorda Housing Authority	Voting

## Board Demographics - Ethnicity

<b>African American/Black</b>	1
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	11
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0 0

## Board Demographics - Gender

**Male**

	2
<b>Female</b>	10
<b>Not Specified</b>	0

## Governance

<b>Board Term Lengths</b>	3
<b>Board Term Limits</b>	2
<b>Board Orientation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	11
<b>Board Meeting Attendance %</b>	70
<b>Board Self-Evaluation</b>	Yes
<b>Written Board Selection Criteria</b>	Yes
<b>Percentage of Board Making Monetary Contributions</b>	100
<b>Percentage of Board Making In-Kind Contributions</b>	100
<b>Constituency Includes Client Representation</b>	No

## Standing Committees

By-laws

Finance

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Personnel

Nominating

Education

Community Outreach / Community Relations

# FINANCIALS

## Current Financial Info

<b>Fiscal Year Begins</b>	2017
<b>Fiscal Year Ends</b>	2018
<b>Projected Revenue</b>	\$645,442.00
<b>Projected Expenses</b>	\$636,281.00
<b>Total Projected Revenue includes "in-kind" contributions/ donations</b>	Yes
<b>Endowment Value</b>	\$0.00
<b>Spending Policy Percentage</b>	0
<b>Tax Credits</b>	No

## Capital Campaign

<b>In a Capital Campaign</b>	No
<b>Campaign Goal</b>	0

## IRS Form 990s

Form 990  
990 2015-2016  
990 2014-2015  
Form 990 2013-2014  
Form 990 2012-2013  
990 (for Fiscal Year 2011-2012)  
990  
990  
Form 990  
Form 990

## Audit/Financial Documents

Audit 2016-17  
Audit 2015-2016  
Audit 2014-2015  
Audit 2013-2014  
Audit Financial Review  
Audit \_ Financial Review  
Audit \_ Financial Review  
Audit \_ Financial review

## Solvency

**Short Term Solvency**

Fiscal Year	2017	2016	2015
Current Ratio: Current Assets/Current Liabilities	5.96	6.13	6.74

**Long Term Solvency**

Fiscal Year	2017	2016	2015
Long-Term Liabilities/Total Assets	0%	0%	0%

**Historical Financial Review****Revenue and Expenses**

Fiscal Year	2017	2016	2015
Total Revenue	\$658,480	\$675,560	\$734,401
Total Expenses	\$673,210	\$690,083	\$629,925

**Revenue Sources**

Fiscal Year	2017	2016	2015
Foundation and Corporation Contributions	\$0	\$0	\$0
Government Contributions	\$569,491	\$570,164	\$617,069
Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local	\$0	\$0	\$0
Unspecified	\$569,491	\$570,164	\$617,069
Individual Contributions	\$88,596	\$104,927	\$116,929
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$0	\$0	\$0
Investment Income, Net of Losses	\$393	\$469	\$403
Membership Dues	\$0	\$0	\$0
Special Events	\$0	\$0	\$0
Revenue In-Kind	\$51,540	\$56,946	\$60,567
Other	\$0	\$0	\$0

**Expense Allocation**

Fiscal Year	2017	2016	2015
Program Expense	\$627,460	\$645,834	\$585,859
Administration Expense	\$45,750	\$44,249	\$44,066
Fundraising Expense	\$0	\$0	\$0
Payments to Affiliates	\$0	\$0	\$0
Total Revenue/Total Expenses	0.98	0.98	1.17
Program Expense/Total Expenses	93%	94%	93%
Fundraising Expense/Contributed Revenue	0%	0%	0%

**Assets and Liabilities**

Fiscal Year	2017	2016	2015
Total Assets	\$240,101	\$256,602	\$269,557
Current Assets	\$238,294	\$254,263	\$269,311
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$39,980	\$41,510	\$39,942
Total Net Assets	\$200,121	\$215,092	\$229,615

**Top Funding Sources**

<b>Fiscal Year</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Top Funding Source &amp; Dollar Amount</b>	Government Grants - Unspecified \$569,491	Government Grants - Unspecified \$570,164	Government Grants - Unspecified \$617,069
<b>Second Highest Funding Source &amp; Dollar Amount</b>	Contributions, gifts, grants \$88,596	Contributions, gifts, grants \$104,927	Contributions, gifts, grants \$116,929
<b>Third Highest Funding Source &amp; Dollar Amount</b>	Investment Income \$393	Investment Income \$469	Investment Income \$403

## Comments

### **Financial Comments by Organization**

Decreases in funding and the increased need for risk-reducing services pose monumental challenges for non profit program planning and oversight. This, coupled with the overall reduction in the availability of state-wide funding creates greater competition for existing funding sources. Attempting to "do more with less" like many other agencies, Healthy Start has worked to:

Provide more group services...maximizing services while minimizing costs. Cross-train providers to facilitate more than one type of service. Established a small co-pay for prenatal care services to stretch dollars.

Implement a web-based Learning Management System to make the most of training dollars.

Nancy Kraus, Finance Mgr.

### **Financial Comments by Foundation**

Financial information taken from IRS Form 990 and audit documents. Individual contributions include foundation and corporate support. Federal tax returns and audited financial statements reconcile.

# PLANS, POLICIES & LICENSES

## Plans

<b>Fundraising Plan</b>	No
<b>Communication Plan</b>	No
<b>Strategic Plan</b>	No
<b>Strategic Plan Adopted</b>	Sept 2016
<b>Years Strategic Plan Considers</b>	1
<b>Management Succession Plan</b>	Yes
<b>Continuity of Operations Plan</b>	Yes

## Policies

<b>Organizational Policies and Procedures</b>	Yes
<b>Written Conflict of Interest Policy</b>	Yes
<b>Nondiscrimination Policy</b>	Yes
<b>Directors and Officers Insurance Policy</b>	Yes
<b>Whistle Blower Policy</b>	Yes
<b>Document Destruction Policy</b>	Yes

## Government Licenses

**Is your organization licensed by the Government?** No

## Planning & Policies Comments

**Planning & Policies Comments by Organization**

**Planning & Policies Comments by Foundation**