



*Georgia Department of Public Health*

**Healthy Mothers, Healthy Babies  
Coalition of Georgia  
Annual Meeting & Conference**

**Presented By: Margaret Turner, Director  
Heart of Georgia Healthy Start  
South Central Health District  
Date: October 24, 2017**



*We Protect Lives.*



# WHAT is Healthy Start?

- Federally-funded Initiative
- Emphasis on reducing disparities in maternal and infant health
- Supports women before, during and after pregnancy

# WHO does Healthy Start Serve?

Communities with **Infant Mortality Rates at least 1.5 times the national average**

- ◆ High rates of low birth weight
- ◆ High rates of preterm birth
- ◆ High rates of maternal mortality

# WHO does Healthy Start Serve?

## Women of Reproductive Age

- ◆ Pregnant women





# WHO does Healthy Start Serve?

- ◆ Infants and families from birth to the child's second birthday



*We Protect Lives.*

# Healthy Start Programs

## 100 Healthy Start Sites

### Georgia:

1. Atlanta HS
2. Enterprise HS
3. Healthier Generations HS
4. Heart of GA HS



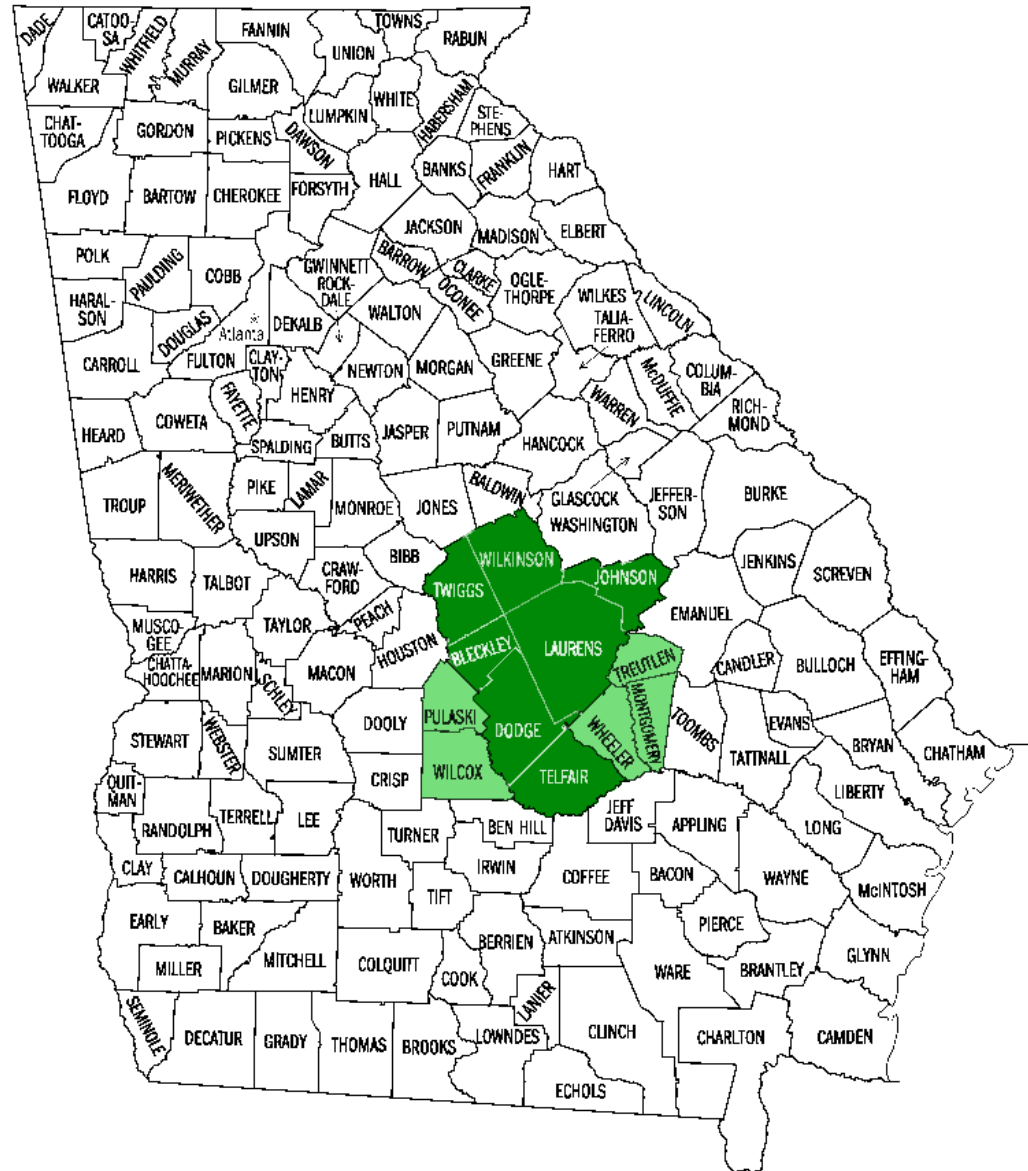
# Heart of Georgia Healthy Start

## South Central Health District

- Bleckley
- Dodge
- Johnson
- Laurens
- Telfair

## North Central Health District

- Twiggs
- Wilkinson





# Community Action Network

## Heart of Georgia Healthy Start Coalition

**Mission: Partnering to promote healthy babies and families in our communities.**





# WHAT does Healthy Start Do?

**Implements evidence-based and innovative strategies to:**

- Improve women's health and well-being
- Improve infant and child health and well-being
- Strengthen family resilience
- Achieve collective impact on the health of our community

# HOW do we do it?

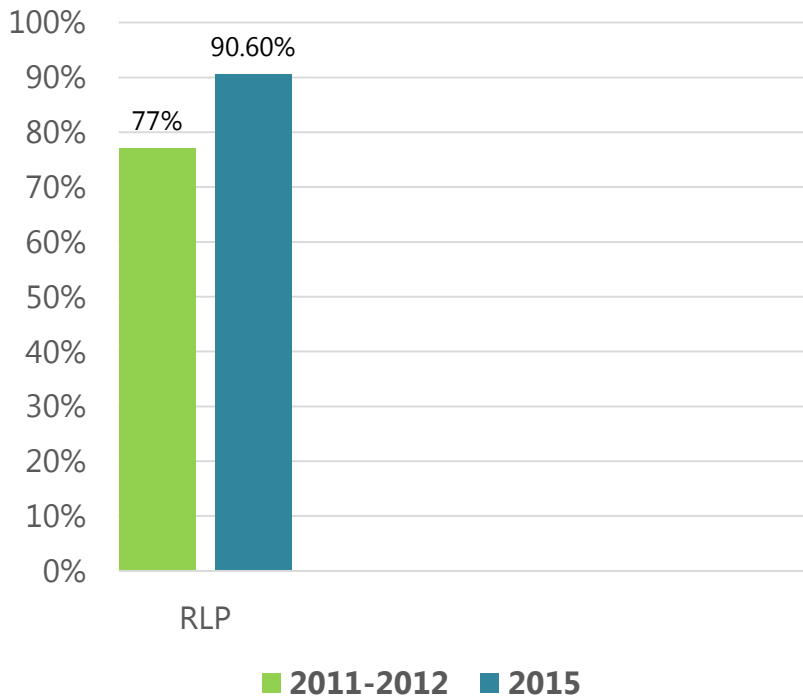
- Case Management
- Health Education
- Parenting Support
- Breastfeeding Support
- Screening & Referral
- Father Engagement
- Resources



# HOW are we doing?

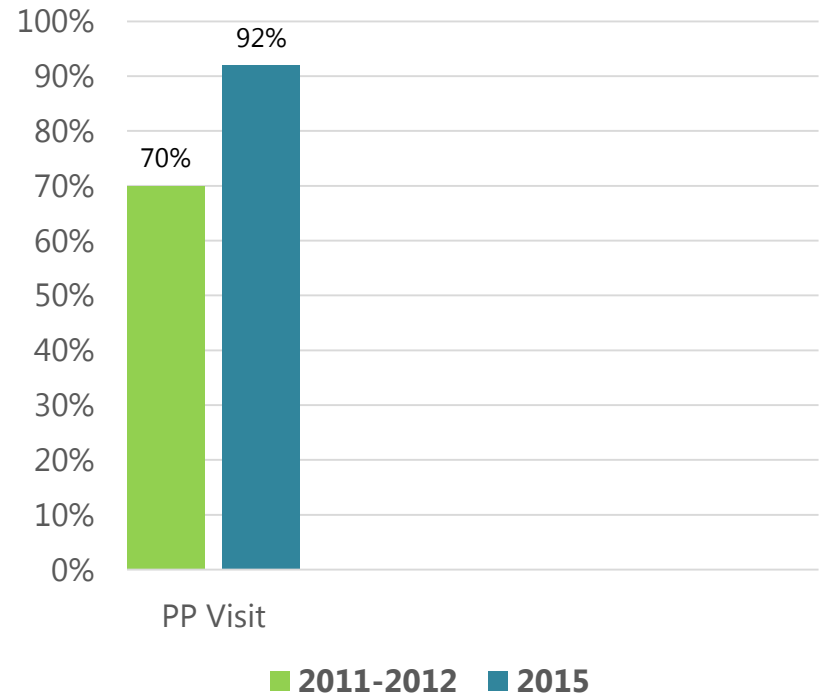
## Reproductive Life Plans

**Benchmark Objective: 90%**



## Postpartum Visits

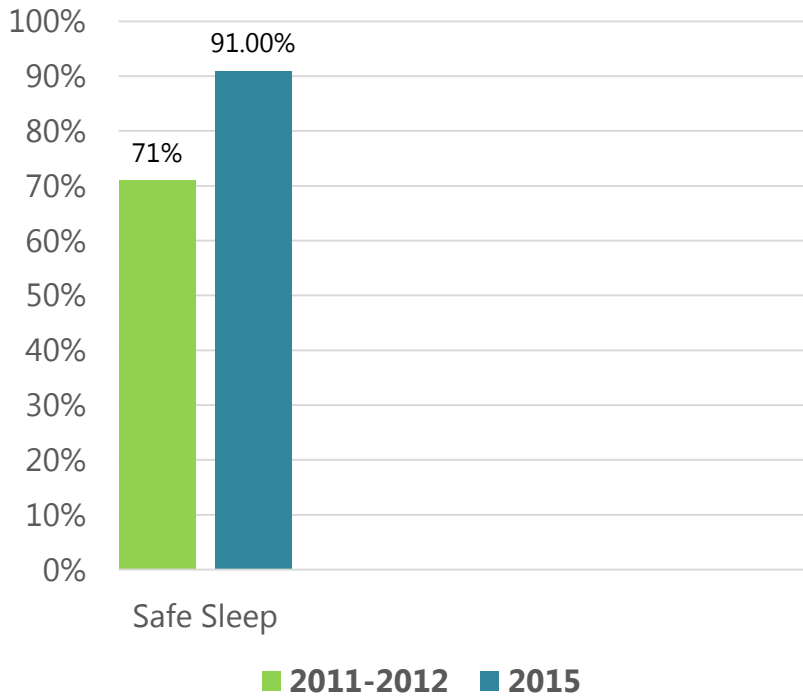
**Benchmark Objective: 80%**



# HOW are we doing?

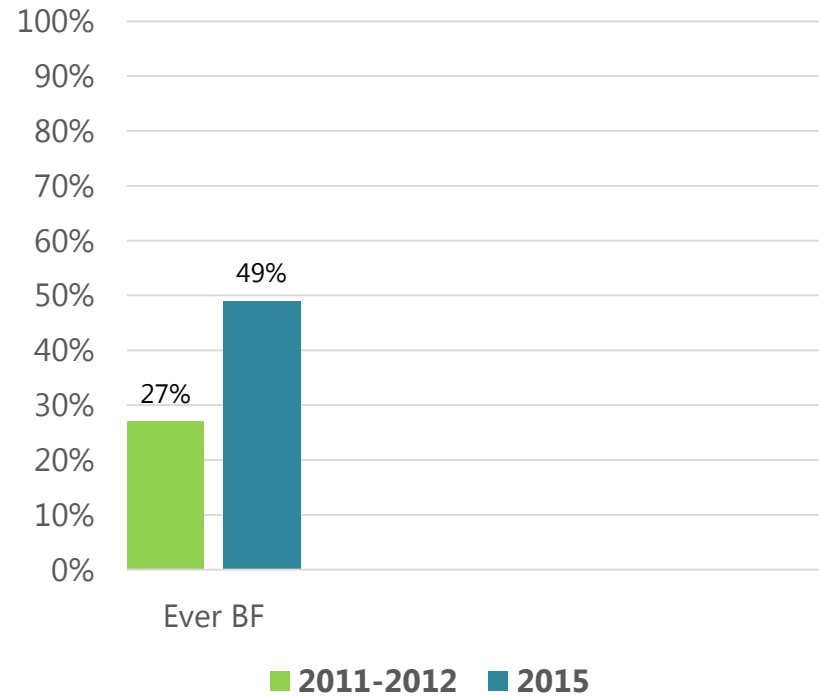
## Safe Sleep

**Benchmark Objective: 80%**



## Ever Breastfed

**Benchmark Objective: 82%**

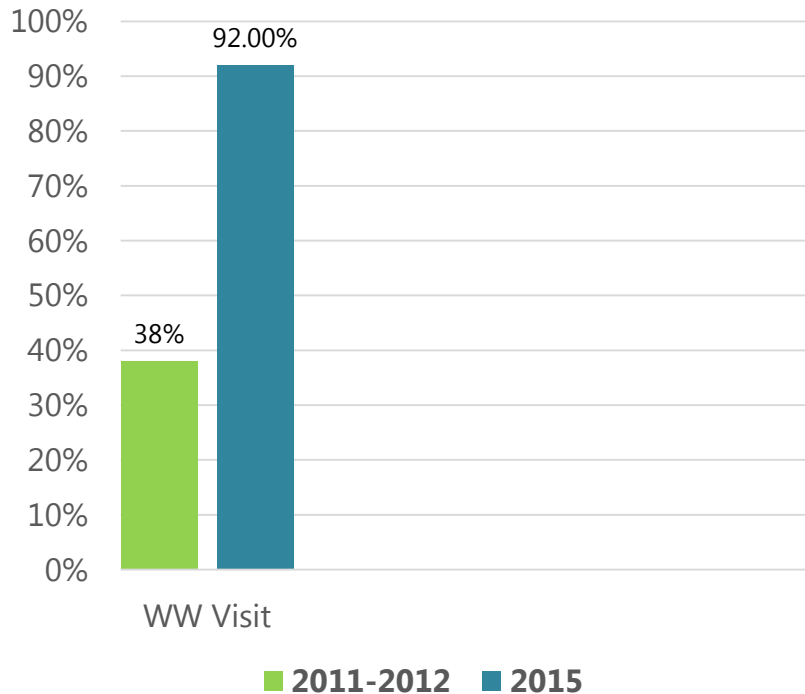




# HOW are we doing?

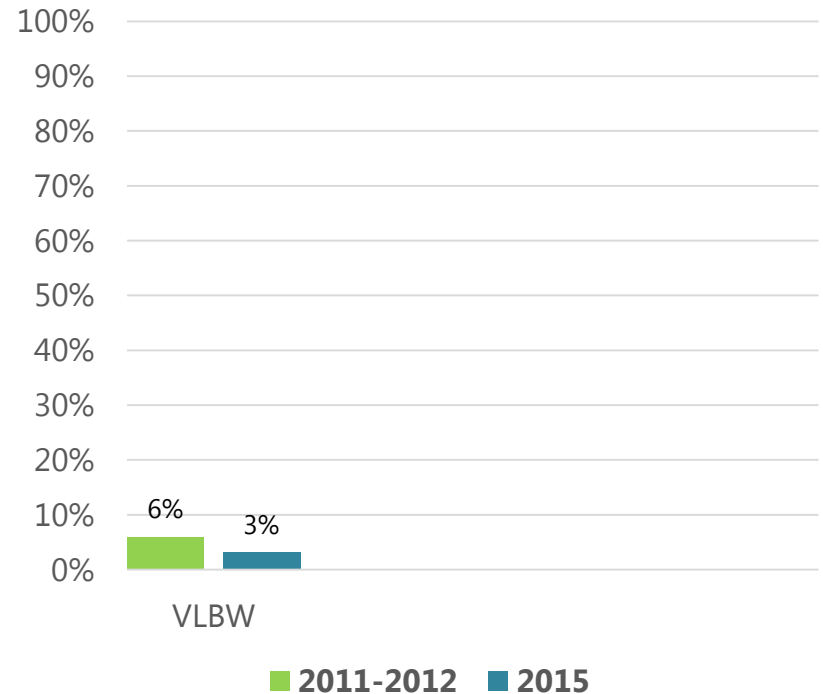
## Well Woman Visit

**Benchmark Objective: 80%**



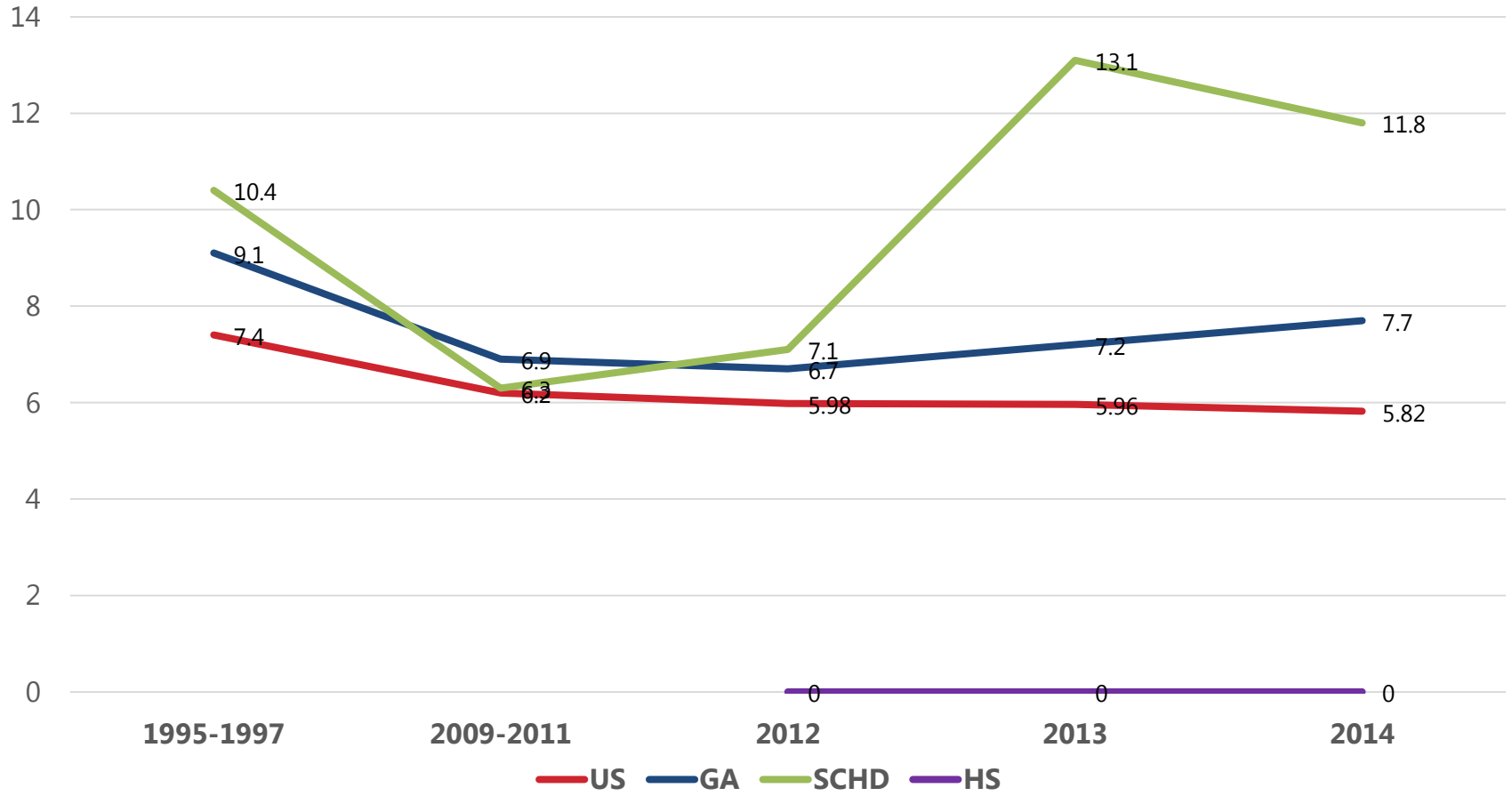
## Very Low Birthweight

**Benchmark Objective: N/A**



# Infant Mortality Rates

(Source: GA Oasis, CDC)







**TIME TO GET RATTLED!**



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