



## COALITION NEWS

FEBRUARY—MARCH 2010



2026 SE Ocean Blvd. Stuart, FL 34996 Phone: 772-463-2888 Fax: 772-463-2896

### Reminders and News:

- Law Forum meets the first Tuesday of each month at the Father & Child Resource Center from 6:30-8:30pm. Free legal advice on issues affecting families and children. Call (772) 463-2888 to reserve your place.
- Baby Basics classes are available by appointment. Call (772) 284-5700 for more information.
- Interconception Counseling and Education services are provided at the Prenatal Outreach Center, at home, and/or at clinic visits. Please call (772) 463-2141 for more information.
- The last Dancing for Babies class—a fundraiser to benefit the Beds 4 Babies Program—will be held on Thursday, March 11th. Call (772) 463-2888 to purchase tickets today!
- The next Coalition Meeting will be held on March 31st at the Prenatal Outreach Center at 3:00pm. For membership information, visit [www.mchealthystart.org](http://www.mchealthystart.org) or call (772) 463-2888.

### LETTER FROM THE EXECUTIVE DIRECTOR

Greetings,

In 2008, 25% of the women who gave birth in Martin County were between the ages of 20-24. 51% of the women giving birth in Martin County were between the ages of 20-29. As the "Millennial" generation becomes the primary demographic of pregnant women—new techniques to advocate early and proper prenatal care are becoming more common.

"Text 4 Baby" is a new initiative of the Healthy Mothers Healthy Babies organization. The program provides free tips via text message every week on your cell phone. Educational messages help to guide women through their

pregnancy and their child's first year of life. For more information on this program, visit [text4baby.org](http://text4baby.org).

The Martin County Healthy Start Coalition is reaching out to this younger population in new ways as well. Our website was launched in 2009, and provides instant information and access to Healthy Start programs. Through the website, we have created an electronic mailing list, and residents who sign up receive our monthly newsletter electronically. We have also utilized social networking, the fastest growing media outlet, by creating a Healthy Start facebook fan page. Followers of the facebook fan page receive coalition

updates, relevant news, and prenatal and infant care tips on a regular basis. They have access to links, photo albums, helpful information and much more! To follow Healthy Start on facebook, search for Martin County Healthy Start in the facebook search bar and become a fan.

As the younger generations enter their child-bearing years, it is essential that we evolve our advocacy practices in order to ensure we are reaching the entire catchment population in Martin County. We look forward to future technological advances and their positive affect on maternal and child health!

Sincerely,  
Lisa Olds, Executive Director

JOHN PIERSON'S  
**Toyota**  
of Stuart

Thank you to John Pierson's Toyota of Stuart for your generous donation to our Beds 4 Babies program—providing safe sleeping cribs to infants at risk in Martin County!



Visit us on the web:

<http://www.mchealthystart.org/>



Every baby deserves a healthy start in life

## Healthy Start Funders



Children's Services Council  
OF MARTIN COUNTY



United Way  
of Martin County



Allegany Franciscan Ministries, Inc.

## NATIONAL BIRTH DEFECTS PREVENTION MONTH

John Pierson, owner of Toyota of Stuart recently donated \$2,500 to Martin County Healthy Start Coalition's "Beds 4 Babies" program. This donation will provide 50 safe sleeping beds for infants at risk of Sudden Infant Death Syndrome (SIDS) and cover the cost of educating their family on safe sleeping practices and Infant CPR.

Infant deaths attributed to Sudden Infant Death Syndrome, or SIDS, occurred at a rate of 123.7 deaths per 100,000 births in Martin County (rolling 3 three year average between 2005-2007). This rate was more than three times as high as the State of Florida average of 37.3. In an effort to reduce the number of SIDS related deaths in Martin County, Martin County Healthy Start Coalition began the "Beds 4 Babies" program



*From left to right: Kim Waser, Community Liaison; Beth Hawn, Board Member; John Pierson, Owner of Toyota of Stuart; Kevin Youngblood, Board Member; Dale Martinez, Board Member; Lisa Olds, Executive Director*

to target the leading cause of SIDS—unsafe sleeping practices for infants.

The "Beds 4 Babies" program provides safe sleeping education and Infant CPR training to the parents of infants at risk. Each family is supplied with a safe sleeping bed for their new infant. Since implementation of the "Beds 4 Babies" program, the community has seen almost instant positive outcomes.

The rate of deaths attributed to SIDS was reduced more than 50% in 2008, with a 3 year rolling average for 2006-2008 of 50.2. 349 family members have participated in the program to

date and 234 beds have been distributed.

Because of the great need in Martin County, the Healthy Start Coalition has struggled to provide "Beds 4 Babies" classes and safe sleeping beds to families at risk. However, thanks to Mr. Pierson's generous donation, 50 infants in Martin County will be directly impacted, preventing their exposure to unsafe sleeping practices and reducing their risk of SIDS.

For more information on John Pierson's Toyota of Stuart, please visit [www.toyotaofstuart.com](http://www.toyotaofstuart.com).

### Pregnant?

**Get Prenatal Care—call 772-463-2141**

The Prenatal Outreach Center can help you find:

- Medicaid Health Insurance
- A Doctor
- A Maternity Care Advisor
- Referrals to WIC
- Referrals to Healthy Start
- Educational Materials

**Prenatal Outreach Center  
3257 SE Salerno Road  
Stuart, FL 34997**



## Dancing for Babies



### Ballroom Dance Instruction

1708 NW Federal Hwy.  
Stuart, FL 34994  
6:00pm-8:00pm  
[www.mchealthystart.org](http://www.mchealthystart.org)

*Your donation provides you the opportunity to learn ballroom dance – from salsa to tango! Proceeds support the “Beds 4 Babies” program, which promotes Infant CPR and Safe Sleeping Practices for families in Martin County.*

- 6:00-6:30 *Meet and Greet & Hors d'oeuvres*

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- 6:30-7:15 *Group Dance Instruction*

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- 7:15-8:00 *Guided Partner Practice*

|                          |                            |
|--------------------------|----------------------------|
| Dance Instruction Dates: | \$50 per couple            |
| December 10th, 2009      | \$25 per individual        |
| January 14th, 2010       | \$125 for all four lessons |
| February 11th, 2010      |                            |
| March 11th, 2010         |                            |

*For more information or to purchase tickets online, visit:*  
[www.mchealthystart.org](http://www.mchealthystart.org)  
*Or call: 772-463-2888*

## Meet Our Staff Dulce Angulo MomCare Advisor



Dulce Angulo joined Martin County Healthy Start Coalition in January 2010 as the MomCare Advisor. The role of the MomCare Advisor is to improve the birth outcomes and infant health for MomCare enrollees, as well as connecting eligible pregnant women to prenatal care and facilitating the completion of the Healthy Start screen.

Dulce was born in Mexico, but grew up in California. She earned her Associate’s degree in Business in Torrance, California and moved to Florida twelve years ago.

For the last ten years, Dulce worked in the

events business. She was an Event Manger at the Palm Beach County Convention Center and also an Event Manager for Home and Art Shows in West Palm Beach, Florida.

Dulce is enjoying her new job in a different field, and feels like she can make a difference.

In her spare time, Dulce loves spending time with her family, friends and her dog Vito!



## Pregnant? A New Mom?

There’s a new FREE service to help you out! Text4baby provides totally free text messages 3 times a week with info to help you through your pregnancy and baby’s first year.

[www.text4baby.org](http://www.text4baby.org)

**Text BABY  
(BEBE para Español)  
to 511411  
to sign up!**



## HOW WELL DO YOU KNOW YOUR CHILD?

There is an old saying that children spell LOVE – T.I.M.E. Drew Brees in the aftermath of the SuperBowl made it clear where his priorities lay and provided a huge inspiration to fathers. The picture above was the most-viewed on the Internet the Monday following the game!

Taking time to talk to your children, and - more importantly - listening to what they say is one of the most basic essentials of being a dad. How well do you know your child. Who is his favorite teacher? What ice-cream flavor does she like? Who are

his best friends? Who does she sit beside at school?

Courtesy of All-Pro Dad here are a few conversation starters:

***What has been the happiest day of your life?***

***If you could change one thing in the world what would you change?***

***What is the one thing you couldn't live without?***

***What is your favorite movie of all time? Why?***

***What cartoon character would you most like to be?***

***What is the best thing about being \_\_\_\_\_ years old?***



For more information on being a dad, contact the Father & Child Resource Center 772 463 2888 or email: [dcardno@mhealthystart.org](mailto:dcardno@mhealthystart.org)

## HEALTHY START SCREENING RATES

Prenatal and Infant Screening Rates are crucial to the success of the Healthy Start Program. Each obstetrical provider serving Martin County residents is tracked on the number of clients who accept Healthy Start services and consent to the Healthy Start screen. Each practice has developed its own way to promote the crucial Healthy Start Program. The following screening rates are for this fiscal year, from July, 2009 through January, 2010.



Featured Healthy Start baby entering screens!

### *Prenatal Screening Results for Martin County Residents*

*2009-2010*

- Martin County Health Department– 274/291, 94%
- Women's Health Specialists– 124/146, 85%
- Physicians to Women– 132/166, 80%
- Women's Health Care of Pt. St. Lucie– 10/10, 100%
- FCHC (Ft. Pierce)- 8/8, 100%
- Palm Beach County– 43/79, 54%
- Broward County–3/3, 100%

*Thank you*

Thank you to all of our providers and those who administer screens for your continued attention to consent rates! You are truly helping every baby have a healthy start!