

MINUTES

Purpose: Engage Okaloosa County community members in a health improvement process through an open, two-way dialogue to reduce infant mortality and racial disparities related to infant and maternal health outcomes.

Attendees: Emily Pickens, Florida Department of Health in Okaloosa County (DOH-Okaloosa); Danie Crowley, DOH-Okaloosa; Lauren Hobbs, DOH-Okaloosa; Amarylis Emrick, Freedom Life Compass and Healthy Start Doula; Miranda Smolen, Healthy Start Okaloosa & Walton Counties; Tonya Gonzalez, Healthy Start Okaloosa & Walton Counties; Teresa Ryan, Northwest Florida State College; Mary Pitts, Head Start; Stephanie Cardona, Head Start; Angela D. Wicks, Head Start; Tammie Baggett, Head Start; Jaqueline Beck, HCA Florida Twin Cities Hospital.

Opening – Emily Pickens

- Emily Pickens opened the meeting and welcomed attendees.
- Minutes from the November 9, 2023, meeting were reviewed and approved.
- Danie Crowley shared Community Engagement Survey results from the previous meeting. Attendees reported their opinions were heard and the meeting met their needs. They requested better engagement with additional partners.

Action Plan Updates – Ardelle Bush

Fetal Infant Mortality Review Community Action Group Updates

- Miranda Smollen shared there were 3 Fetal Infant Mortality Review cases during the recent review session. Two were determined to not be preventable. One was identified as preventable with proper education.
 - She also shared Bethany Guillory left the agency and the Special Projects Coordinator position will be opening.
 - Their Doula Program is currently working on their data system and will share more updates at the following meeting.
 - TEAM Dad is looking to hire a second fatherhood coach.
 - They are also in need of new referrals. Participating dads must sign a form stating they agree to be contacted first.

Recipe for a Healthy Baby Distribution

- Miranda stated Healthy Start continuously distributes Recipe for a Healthy Baby materials to OBGYN offices in Okaloosa County.
 - Healthy Start and Winn Dixie are advertising safe sleep practices for a 3-month period across four sites. They will be shown on screens available at check out.
 - Miranda also reported on the World's Greatest Baby Shower. This is a free event that will be held at the Destin-Fort Walton Beach Convention Center on May 21st.
 - There is no cost to attend. Registration is done onsite before the event.
- Jaqueline Beck shared she would be interested in distributing the Recipe for a Healthy Baby Materials at HCA Fort Walton Beach-Destin Hospital.
- Danie reported sharing Recipe for a Healthy Baby materials in the Breastfeeding Friendly Kits she has been distributing to employers and childcare centers.

- She has also worked to update the Recipe for a Healthy Baby PowerPoint presentation and will begin promoting it to childcare providers.

Maternal Advocacy

- Emily shared they have funds allocated for a paid social media advertisement campaign and would like to focus on maternal advocacy messaging.
 - She asked attendees to provide feedback on whether it should focus on Count the Kicks or HearHER.
 - Miranda reported having seen numerous Count the Kicks advertisements during football games this fall. Attendees discussed whether the message is already saturated in the community.
 - Amarylis promoted the benefits of the HearHER campaign and use of key messaging strategies to reach the public.
 - Attendees agreed both messages are extremely important.
 - Emily will research feasibility of splitting the campaign between both messaging with the Public Information Officer. Ads will begin in March.
- Miranda stated that Healthy Start has an excess of promotional items from Count the Kicks. She is happy to share with anyone interested in distributing them.
- Jaqueline shared she is in the process of creating a Maternal and Baby Mental Health program. This will include women up to one-year postpartum.
 - She hopes to partner with a psychiatrist and other mental health providers. It would allow moms to be able to bring their child with them to appointments and speak with a psychiatrist. This could help reduce barriers that inhibit access to care for both mothers and babies.
 - She shared the program is intended to be approximately 8 weeks. More details will be shared as she recruits providers and develops the scope of work.

Breastfeeding

- Danie shared she has distributed three Breastfeeding in a Box Kits to the Board of County Commissioners, Crestview Courthouse, and the University of West Florida.
 - She has also shared the survey for worksites and childcare providers to be certified as Breastfeeding Friendly sites through the Breastfeeding Coalition.
- Danie and Donna Burns discussed opportunities to partner and provide breastfeeding training to local childcare partners. They will discuss further offline.

Action Items – Emily Pickens

- Danie will continue to promote the Recipe for a Healthy Baby training.
- Emily will investigate opportunities to share both maternal advocacy messages.
- Jaqueline will share details of the maternal and child health program she is developing.
- Danie will work with Donna to provide breastfeeding training to childcare centers.

Open Discussion - ALL

- Miranda shared Healthy Start will be participating in the Women's Health Fair on Eglin Airforce Base on January 18th.



OCHIP Healthy Moms & Babies Meeting and Healthy Start Fetal Infant Mortality Review Community Action Group (CAG)
 Northwest Florida State College Building 310
 100 E College Blvd Niceville, FL 32578 & via Microsoft Teams
 January 11, 2024 3:00 to 4:00 p.m.

- Dr. Ryan reported CALM Village has begun framing and kitchen installation for the new townhouses. There is a chili cook off on January 27th benefitting CALM House at Third Planet Brewing in Niceville.

Closing – Danie Crowley

- Danie thanked attendees for participating and asked them to complete the meeting evaluation form to provide feedback.

Next Meeting – March 14th at NWFSC Building 310 from 3:00 – 4:00 p.m.

Action Items	Owners	Deadline	Status
Promote Recipe for a Healthy Baby training to childcare centers and other partners	Danie Crowley	Ongoing	In Progress
Determine if multiple messages can be shared and begin social media campaign	Emily Pickens, Allison McDaniel	3/1/2024	In Progress
Partner to identify opportunities to provide breastfeeding trainings to childcare centers	Danie Crowley, Donna Burns	Ongoing	Not Started