Estrellita “Lo” Berry, MA
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Mission

To advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families.
Guiding Principles

• Good health is essential to a quality life and all people should have access to quality and affordable health services
• Communities have the capacity and willingness to support and strengthen families in raising competent and caring children
• Families have the inherent and learned strengths and abilities to love, nurture, and protect
• Childbirth and childrearing are opportunities for positively influencing the health and well-being of families, particularly mothers and infants
• Equitable opportunities for education, employment and entrepreneurialism are as are essential to optimal health of families and communities as equitable access to quality and comprehensive healthcare
• Our priorities for investments for health and healthcare must be based on the best scientific evidence
Core Values

- **Accountability:** Assurance of responsible stewardship of organizational resources and assets
- **Collaboration:** Internal and external collaborative relationships and activities
- **Community:** Community leadership and participation in defining and achieving organizational goals
- **Diversity:** The welcoming of diversity of opinion, background, and perspectives and approaches
- **Education:** The sharing knowledge that fosters growth and development for the benefit of community for the benefit of community
- **Excellence:** High quality practice and customer service
- **Innovation:** Thriving on creativity and ingenuity in leading the way to a new and better future
- **Integrity:** Commitment to the highest standards of honesty, fairness and professional and scholarly conduct
- **Respect:** The dignity of individuals with whom we collaborate
- **Social Justice:** Creating social and health equity with compassion for all by making organizational resources available
Competencies

✓ Love of the community served
✓ Leadership
✓ Systems thinking
✓ Communication
✓ The basic public health sciences
✓ Analytical skills applied to public health problems
✓ Public health policy development and program planning
✓ Ethical issues in public health
✓ Professionalism
✓ Financial planning and management
✓ The skills to work in the setting of diverse cultures*
REACHUP’s AIM

• Assess community health problems with a sense of urgency
• Develop evidenced-based response strategies and practices
• Recruit & train competent, passionate & compassionate staff
• Raise public awareness by training community leaders to keep HEALTH EQUITY at the forefront of the Community’s consciousness
• Promote personal and social responsibility (Life Course Perspective and Psychosocial Determinants of Health)
• Effectively communicate epidemiology to the intended audience an influence practice and policy
Theoretical Foundation

• Life Course
• Social Determinants of Health
• Health Equity/Social Justice
• Cultural and Linguistic Competency
Current REACHUP Programs

• **Central Hillsborough Healthy Start (CHHS) Project**
  – US Department Health and Human Services, Maternal and Child Health Bureau, Health Resources and Services Administration
  – Reduce infant mortality disparities

• **Closing the Gap (CTG) in Infant Mortality Project**
  – Allegany Franciscan Ministries and Children’s Board of Hillsborough County
  – Stimulate the development of community-based and neighborhood projects to improve outcomes of racial and ethnic populations
CHHS Unique Features

### 5 Healthy Start

**Direct Practice Core Services**

1. Outreach & Participant Recruitment
2. Home Visitation/Case Management (Registered Nurses, Doula, Licensed Mental Health Counselor, Clinical Social Worker, Mental Health Counselor, Outreach Workers, Intake Specialists, Case Managers)
3. Perinatal and Parental Health Education
4. Maternal Depression Screening & Referral (Edinburgh Postnatal Depression Scale)
5. Interconceptional Care

### 4 Healthy Start

**Systems Building Core Services**

1. Community Consortium
2. Local Health Systems Action Plan (LHSAP)
3. Collaborate with State Title V Agency
4. Healthy Start Sustainability Plan
   - **Male Involvement / Inclusion**
   - **Consumer Involvement**
CTG Unique Features

• Utilizes evidence-based Jackson Hogue Phillips Contextualized Stress Measure
  – Stress significant contributing factor to the onset of postpartum depression in Black/African American women
  – JHP identifies race specific stressors associated with preterm labor and other health problems
• Conducts focus groups & support group trainings to address stress
• Conducts culturally & linguistically appropriate outreach and marketing campaigns focusing on strategies to reduce poor birth outcomes & increase awareness of quality healthcare
Building on Community Strengths and Assets

• Community Power Analysis - charting a community's power structures and identifying places of influence and power, self-interests, constituencies and connections

• Community Asset Mapping - intentionally identifying the human, material, financial, entrepreneurial and other resources: individual, institutional, organizational/governmental/physical & land/cultural

• Facilitate community’s access to resources and control over their lives
University-Community Partnerships

- University immersion in community to develop alliances
- Overcoming mutual suspicion
- Finding unifying factors and vision
- Programmatic, research-based, often long-term relationships
- Providing link to scientific rigor
- Support to develop evidence based practice
- Providing students opportunity to connect theory with practice
- Staff professional & personal development
Community Partnerships

• Formal Partners
  ◆ The Centre
  ◆ Child Abuse Council
  ◆ Tampa General Hospital
  ◆ St. Joseph’s Women’s Hospital
  ◆ Achieve/United Cerebral Palsy of Tampa Bay
  ◆ St. Matthew Missionary Baptist Church
  ◆ St. John Progressive Missionary Baptist Church
  ◆ Northeast United Methodist Church
  ◆ Fruit of Glory Ministries
  ◆ Tampa Smile Center
  ◆ USF College of Public Health/Dept of Community and Family Health and Epidemiology
  ◆ USF College of Nursing*
  ◆ Florida Mental Health Institute*
  ◆ By The Grace of God Ministries

*Not currently formal partners
External Partners

- USF College of Public Health
- USF The Lawton & Rhea Chiles Center for Healthy Mothers and Babies
- Florida Department of Health
- Hillsborough County Healthy Start Coalition
- Children’s Board of Hillsborough County
- Hillsborough County Department of Health
- Allegany Franciscan Ministries
- Florida Mental Health Institute/Department of Training, Research, Evaluation and Demography
- Department of Epidemiology and Biostatistics, College of Public Health
- Tampa Police Dept Community Affairs
- The Salvation Army
- Area Health Education Center (AHEC)
- Coordinating Office (DACCO)/ Substance Abusing Mothers and Infants
- 100 Black Men
- Hispanic Services Council
Engaging Community Stakeholders

- Identify key grass root persons who are visionaries, task masters, movers and shakers and those who “walk on water” and share your vision with them
- Address hidden agendas
- Know and court your adversaries
- Strategically place staff members on community task forces
- Participate in local fundraisers/projects
- Openly discuss “What’s in it for me?”
Community Strategy Session
Capacity Building

• Assisting communities to attain the resources, infrastructures, relationships, and operations that enable it to be healthy
  – Focused on gainful and creative employment
    • Hired and trained more than 60 indigenous nurses, doulas, outreach workers, and clerical staff

• Provided technical assistance to grassroots community organizations
  - Grant writing, Board development, communications strategies, strategic plan development, grant administration
  - Promoted professional growth and development of staff, particularly paraprofessionals/lay professionals
    • Lay professionals received Family Development Credential at HCC
    • Professional staff received MPA at USF

• Put dollars in community through subcontracts
Faith Based Initiative

• Community Pastors involved in original design of the CHHS Project

• Churches focal point of almost any movement for change in African American communities

• Serve as satellites for service provision, meeting, support groups, etc.

• Provide transportation to medical and related appointments & project meetings & support groups

• Conduct classes and educational activities

• Cadre of volunteers as mentors and other “helpers”
Church Transportation
Male Involvement

- Supporting men & their relationship with their children, families, and communities a critical component in improving perinatal outcomes
  - Attitude of inclusion - Capture interest of men to participate in programs; create father-friendly environment & materials; address time constraints; adopt models & methods to include fathers in all aspect of work
  - Marketing – Create messages that communicate the value of fathers
  - Service Provision – Support group and other activities, focus on leadership development
  - Research – Conducting robust research and evaluation on current programs
Impact Evaluation

• Struggle to create successful evaluation team
  – Competent and passionate researchers
  – Director to hold researchers accountable (need not be epidemiologist or biostatistician)

• University-community partnership leading to robust database linked to Florida Department of Health
  – Validated and rigorous statistical approach
  – Analysis of program effectiveness (Salihu, Mbah, Jeffers, Alio, & Berry, 2009)

• All programs evaluated with scientific rigor

• Research presentations to and by community leading to greater understanding of evidence-based practice
Influencing Policy & Practice

• Assure policymakers are among community partners
• Provide policymakers with critical data & community-driven recommendations
• Help community members become advocates

• Black Infant Health Practice Initiative (FY 2007-2008, HB 1269, 383.2162, F.S)
  • To create a practice collaborative to examine racial disparities in infant mortality
Governor Crist Signs HB 1269 in Tampa

Monday, July 2, 2007, 10:00 am, College Hill Branch of the Tampa-Hillsborough County Public Library (currently C. Blythe Andrews, Jr. Public Library)
Influencing Policy & Practice (cont.)

• Black Infant Health Practice Collaborative
  — Kellogg Foundation funded to develop African American leadership

• Racial and Ethnic Health Disparities Action Institute
  — CDC: spark social movement in public health to address health disparities, promote health equity, serve as vehicle to develop capacity & galvanize local communities
  • Undoing Racism Workshops
  • Windshield Tours

• Equal Health for All Education Committee
  — Achieve health equity through action on the social determinants of health and social justice in Florida
Publications
Translating practice into research & research into practice


The Bottom Line

1. Collaboratively building knowledge that in turn improves practice ultimately translates into stronger communities overall.

2. Developing stronger partnerships takes time, investment, and hard work.

3. Resolving the need to achieve different agenda while retaining a commitment to scientific rigor and socially responsible research and practice is the foremost challenge.

4. Each partner must learn to *navigate* the other's customs and procedures in order to embark on and complete successful partnership voyages.
Contact Information

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