

Healthy North Carolina 2020
EVIDENCE BASED STRATEGIES

FOCUS AREA	Maternal and Infant Health
OBJECTIVE	2. Reduce the infant mortality rate.

EBS PROGRAM DESCRIPTION	Healthy Start Baby Love Plus and Healthy Beginnings
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EBS LEVEL <i>CDC Ranking</i>	Healthy Start Baby Love Plus: L = Leading Healthy Beginnings: L= Leading
REFERENCE/CITATION <i>Data Supporting Level/Ranking</i>	Healthy Start National Evaluation

PROGRAM ATTRIBUTES	
Influence Level <i>Population/Individual</i>	Healthy Start: Individual, Community Healthy Beginnings: Individual, Community
Intervention Setting	Healthy Start: Health Department, community, participant's home Healthy Beginnings: Health Department, community, participant's home
Target Population	Healthy Start: women of childbearing age 15-44 years; African American and American Indian women of childbearing age 15-44 years (disparity group) Healthy Beginnings: women of childbearing age 15-44 years; African American and American Indian women of childbearing age 15-44 years (disparity group)
Key Measures	Healthy Start: number of women enrolled in Interconceptional care coordination; number of infants weighing less than 5.5 lbs (low birth weight); number of infants weighing between 2.0 lbs. and 5.5 lbs (very low birth weight); number of women breast feeding six months after delivery Healthy Beginnings: number of women enrolled in program services; number of women breastfeeding
Cost	Healthy Start-moderate cost Healthy Beginnings-moderate cost
Time to Implement	Healthy Start <u>Organization:</u> 6-9 months; <u>Patient/Client:</u> up to 2 years per client Healthy Beginnings <u>Organization:</u> 6-9 months; <u>Patient/Client:</u> up to 2 years per client
Difficulty to Implement <i>Resource Intensity</i>	Healthy Start: High level of resources (money, staff time, supplies, health department and community referral partners and buy-in) Healthy Beginnings: Moderate level of resources (money, staff time, supplies, health department and community referral partners and buy-in)
ROI <i>if known</i>	Unknown

PROGRAM CONTACT INFORMATION	
Organization	Division of Public Health-Women's Health Branch
Contact Person	Healthy Start: Shelby Weeks Healthy Beginnings: Belinda Pettiford
Email / Telephone	Healthy Start- Shelby.Weeks@dhhs.nc.gov Healthy Beginnings: Belinda.Pettiford@dhhs.nc.gov
Web Site	publichealth.nc.gov

CURRENT NC-DPH SUPPORT	
T.A. – Yes/No Specific group? Other limitations?	Yes Health departments, community agencies
T.A. Contact	Healthy Start: Shelby Weeks, 919-707-5707; Shelby.Weeks@dhhs.nc.gov Healthy Beginnings: Belinda Pettiford, 919-707-5699; Belinda.Pettiford@dhhs.nc.gov
Funding – Yes/No Specific group? Other limitations?	Yes Healthy Start: 14 local health departments and community agencies Healthy Beginnings: 12 health departments and community agencies
Funding Contact	Healthy Start: Shelby Weeks, 919-707-5707; Shelby.Weeks@dhhs.nc.gov Healthy Beginnings: Belinda Pettiford, 919-707-5699; Belinda.Pettiford@dhhs.nc.gov

EBS PROGRAM IMPLEMENTED BY / NC EXAMPLES	
#1 – Organization Name / Contact Information	Healthy Start-Pitt County Health Department Dionne Dockery dldockery@pittcountync.gov ; 252-902-2300
#2 – Organization Name / Contact Information	Healthy Beginnings-Forsyth Co. Department of Public Health Carrie Worsley worsleca@forsyth.cc
#3 – Organization Name / Contact Information	

OTHER COMMENTS / NOTES