

ACIMM

ADVISORY COMMITTEE ON
INFANT MORTALITY
U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES

Missouri Bootheel
Regional Consortium, Inc.

Missouri Bootheel
Healthy Start

April 2, 2024

St Louis, MO

Cynthia Dean, CEO

Project Director



Presentation Outline

-
- Introduction
 - Program Services
 - Case Management-Data
 - Marketing Platforms
 - Recommendations to the AICMM Committee



Missouri Bootheel Healthy Start Rural Service Region



**Healthy Start Region Border States:
Kentucky, Illinois, Tennessee, Arkansas**

HISTORY

Currently 2 HS Sites in Missouri
Missouri Bootheel Healthy Start
(MBHS)

Southeast (**Bootheel**) Missouri
Kansas City, Missouri

1997-2005- MBHS

Grantee in St. Louis, MO

2003 – Missouri Bootheel Regional
Consortium, Inc. (**MBRC**)

Non-Profit Community-Based
Organization **Born** from the
MBHS Regional Councils

2005- MBHS Transitioned from St.
Louis Grantee to **Missouri
Bootheel Regional Consortium,
Inc. MBRC Grantee- Current**



MBHS Program Services

Case Management

“FLY-First Love Yourself
Support Group”- Behavioral
Health

Community Action Network
(CAN)

Male Engagement

Maternal Mortality

Community Doulas

Preeclampsia Cuff Kit

Medicaid Expansion

Leadership Training/Health
Equity

Featured in PBS Birthing Justice
Documentary

Annual Low Birth Weight
Conference



2023 Case Management Data Action Plan

**Missouri Bootheel Healthy Start operates
entirely digitally through**

- Virtual visits with clients
- Fully customized online database
- Digital Curriculum/Screenings
- Provide smartphones to clients in need
- Information is available in customized data based for each client
- Referrals, education.
- Upload all required forms



Case Management Benefits of Program Digitalization:

Quality Improvement for Data

- Better tracking for Healthy Start clients- visits increased by 60% over pandemic
- A fully customizable database has been built to our current needs
- System contains builder tools to meet the needs of the future
- We have complete control of our information, giving us short data turnaround and quick reporting capabilities
- Provide total information for each clients – referrals, education



- ⚙️ Admin >
- 👥 Staff >
- 👤 Clients >
- 📄 Reports >
- 📁 Form Manager >

👤

ACTIVE CLIENTS

4

[👁️ VIEW ALL](#)

📁

INTERVENTIONS

34

[👁️ VIEW ALL](#)

🕒

PENDING FORMS

68

[👁️ VIEW ALL](#)

⚠️

HIGH RISK CLIENTS

5

[👁️ VIEW ALL](#)

YTD Summary

Children	Men	Pregnent Women	Discharged	Total Served
17	0	10	0	0

Active Clients By County

Dunklin	Mississippi	New Madrid	Pemiscot	scott
200	200	200	200	200

Active Client By Race

Black	White	Other
50%	50%	0%

Active Client Type

Prenatal	Intercontepual
50%	50%

Risk Assesment

High	Mid	Low
50%	50%	0%

Case Manager Details

Case Manager	County						Risk Level		
	Dun	MS	NM	Pem	SCO	Total	High	Med	Low
Jhon Doe	3	35	1	12	12	12	10	5	35
Sarah Doe	3	3	10	12	12	12	10	10	3
Michel Doe	3	3	10	12	12	12	10	10	3
Callista Doe	3	3	10	12	12	12	10	10	3

Pending Forms

Client Name	Date	Form name	
Aruna Tennekoon	03/01/2022	Risk Apprasal	👁️
Aruna Tennekoon	03/01/2022	Risk Apprasal	👁️
Aruna Tennekoon	03/01/2022	Risk Apprasal	👁️
Aruna Tennekoon	03/01/2022	Immunization Form	👁️
Aruna Tennekoon	03/01/2022	Immunization Form	👁️



Women's Support Group



Groups are facilitated by a state licensed and nationally certified LCSW and PhD

The FLY Support Group is just for women!

You will learn:

- Goal Setting
- Readiness for Change
- Dimensions of Wellness
- Communication Styles & Strategies
- Coping Skills and Stress Busters
- Anger Management
- Self-Esteem
- Self-Awareness

Participants Receive:

- Tote Bag
- Journal
- Class Materials
- Gift card for class attendance-\$25
- 15 Incentive points to spend in the Stork's Nest
- Child care reimbursement (\$12 per hour for up to 2 children)
- Mileage reimbursement of 60 cents per mile OR Transportation to and from event with 3 days notice

Participants must be 18 years or older and will be asked to sign a confidentiality agreement
Contact your Healthy Start case manager to sign up today!

Serving Scott, Mississippi, Dunklin, Pemiscot, and New Madrid Counties

For more information, contact our office!

903 S Kingshighway, Ste A PO Box 947
Sikeston, MO 63901 573-471-9400

Toll Free: 888-317-4949 www.mbrcinc.org



Facilitated by State Licensed and Nationally Certified LCSW /Ph.D. Veterans Administration Counselor

FLY LOGO Designed and Selected by Support Group Participants

FLY Article accepted and published by the Journal of Medicine

Vision Board
Personal Goals
Graduation

Follow-up/Providers



STRENGTHEN FAMILY RESILIENCE EDUCATION & EMPOWERMENT FLY-CAN SUCCESS STORY



FLY Success Story
Lakadra Brown – Leadership, Health & Wellness, Career Path



Healthy Start Community Doula Program

Facilitator

Chastity Mays CD(DONA)

Black Mother Baby Committee Member

Certified Birth Doula

Hathor Doula Services



MBHS HS Doula Training Team



Toni Curtis
Black Mother-Baby
Committee Chairperson
CD(DONA), CCE
Founder & Director
BirthWise Doula
Services, LLC



Evonna Christmon
Black Mother-Baby Committee
Member
Birth Doula and
Community Counselor in
the West Atlanta area.



Isis Rose is a student midwife, doula
and is currently a student at
Commonsense Childbirth School of
Midwifery with plans to become a
certified professional midwife

MBHS Community Doula Training

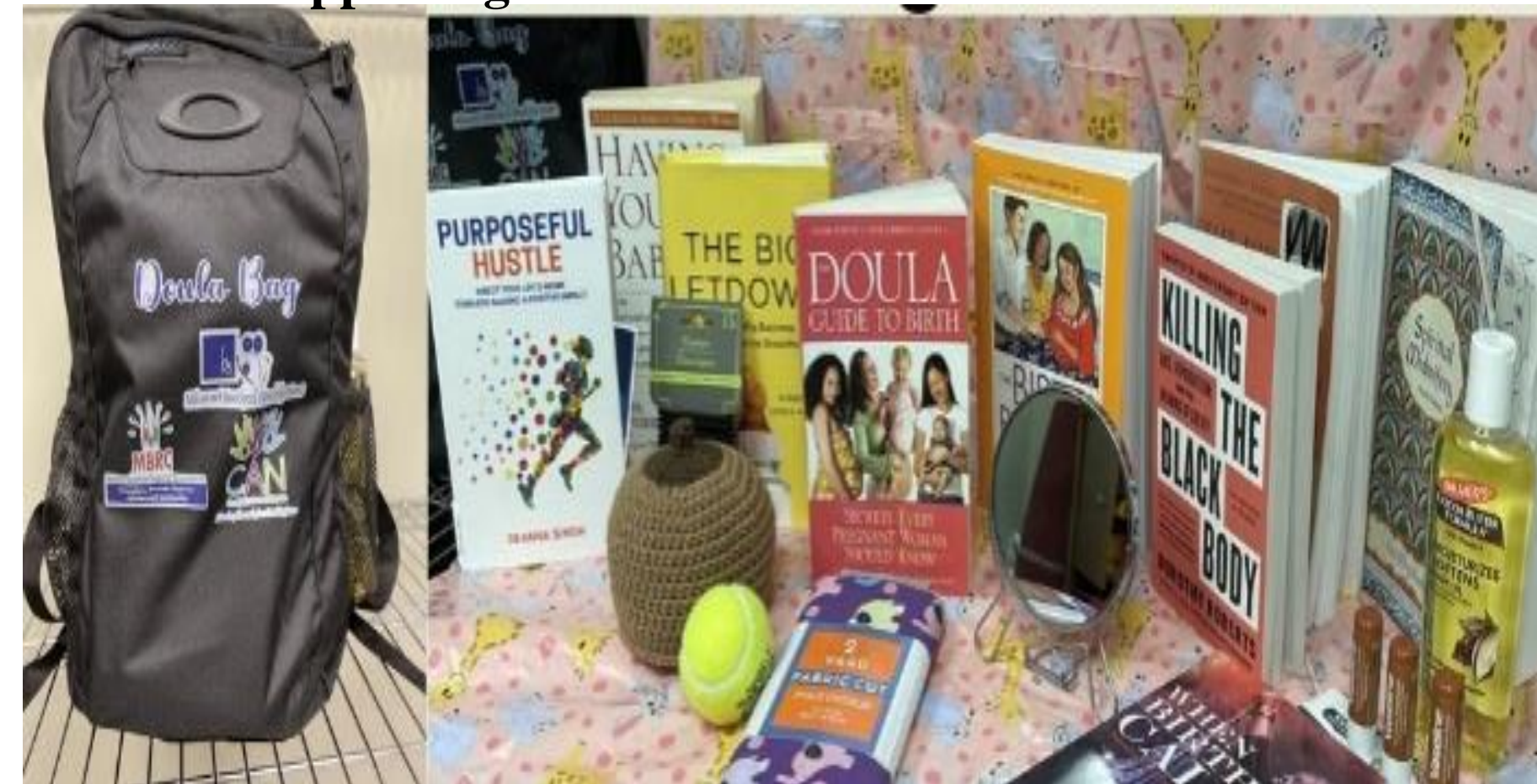
Custom Doula Starter Bag

Currently Enrolled -10 Program Participants

CM Clients-CAN Volunteers – Doula Logo Pending

MBRC-- Among Founding Partners with Mo. Community Doula

Council – Supporting Doula Medicaid Reimbursement



Items Included

- ❖ All Required Books
- ❖ Rebozo
- ❖ Tennis Ball
- ❖ Mirror
- ❖ Massage Oil
- ❖ Chapstick
- ❖ Teaching Crochet Breast
- ❖ Hair Ties
- ❖ Colored Pencils
- ❖ Coloring Book
- ❖ Chrome Book

Male Empowerment March 2023 Fatherhood Graduates



CAN Community Interventions



- ❖ Start with the clients and have in-depth and frequent opportunities for them to tell their own stories
- ❖ Use client-based information along with data to develop programs that help them and allow area health care providers and agencies to SEE the clients and their desire to be the best they can be for themselves and the infant/infant-to-be
- ❖ Work with area leader to explain why reducing infant mortality and maternal mortality are beneficial to them now and in the long term

HEALTHY START COMMUNITY BABY SHOWERS/CASE

MANAGEMENT GRADUATION



MBRC vaccinated 8, 000 plus July 2021- June 2023



LOCAL COMMUNITY-BASED WORKFORCE TO INCREASE COVID-19 VACCINE ACCESS

JUNETEENTH CELEBRATION
109 W. PECAN STREET WEST SIDE PARK
MARSTON MO, 63867
JUNE 20TH, 2022 1:00 PM-4:00PM
VACCINE CLINIC AGES 5 & UP RECEIVE A \$50 GIFT CARD ON SITE
JB SMALL FROM NEW MADRID PHARMACY WILL BE ADMINISTERING PFIZER OR MONDERNA

100% OF THE REVENUE FROM THIS CELEBRATION WILL GO TO THE LOCAL COMMUNITY-BASED WORKFORCE TO INCREASE COVID-19 VACCINE ACCESS

MISSOURI BOOTHEEL REGIONAL CONSORTIUM, INC.
903 S. KINGHIGHWAY WEST, SUITE A
SIKESTON, MO 63801
TOLL FREE: 1-888-317-4949
WWW.MBRC.ORG



**MALE EMPOWERMENT NOW
ADULT RE-ENTRY PROGRAM**



PSYCHOTHERAPY ANXIETY HELP
DISEASE IN ANXIETY
ANTIDEPRESSANT
ILLNESS
FRUSTRATION
NO TREATMENT
SICK
TRAUMA
BRAIN
HEALTHCARE
PSYCHOLOGICAL
DOCTOR
SADNESS
HEALTHCARE
PSYCHOLOGICAL
DOCTOR

MENTAL HEALTH

PSYCHOTHERAPY
MIND
disease
disorder
help
brain
HEALTHCARE
PSYCHOLOGICAL
DOCTOR

Topic Discussion:

"Beyond Trauma-Informed Care"

WEDNESDAY, MARCH 29, 2023

10:00 am - 11:00 am

TRAINERS

Shonda Hemphill, MA, CRADC, SQP, MARS • Melissa Vogelsang, MA, LPC,
NCC Certificate of Completion will be provided

TO REGISTER AND RECEIVE ZOOM LINK CONTACT:
hemphills@gibsonrecovery.org
by Monday, March 27, 2023



For More Information about Re-Entry and other programs:
Phone: (573) 471-9400 / Fax: (573) 471-9401 / Toll Free: (888) 317-4949 / 903 S. Kinghighway, Suite A / PO Box 947 / Sikeston, MO 63801

For more information about Re-Entry and other programs visit our WEBSITE: www.mbrinc.org
(This program is funded by the United States Department of Justice and Second Chance Act of 2007)

MBRC
Missouri Bootheel Regional Consortium Inc.
**Strengthening, Promoting
Empowering Families**
1-888-317-4949 www.mbrinc.org

DSW SIGNS

Welcome to the World, Ma'Layiah and Ma'Lani!

These precious twins were born on May 11th, 2022 at 8:16am. Ma'Layiah weighed 5lbs 11oz and was 18 and 1/2 inches long. Ma'Lani weighed 6lbs and was 18 and 3/4 inches long.

Congratulations, Tanjineika and Roderick, on the birth of your precious baby girls!



EVERY MOTHER DESERVES A HEALTHY BIRTH
MATERNAL WELLNESS WORKSHOP
MARCH 24, 2023
9 AM - 1 PM
Lunch Provided
This workshop is FREE of charge

CLINTON BUILDING
501 Campanella Dr.
Sikeston, MO

Partnership Resources Available from the Following:
Bootheel Perinatal Network, Bootheel Babies & Families, Healthy Blue, SEMO Health Network, New Madrid County Resource Center, Missouri Delta Medical Center

SPEAKERS INCLUDE

(Virtual) Dr. Dwayne Proctor, President and CEO Missouri Foundation for Health	Chastity Mays, MS Doula Facilitator Certified Birth Doula CD(DONA) Assistant Director, A Gift of Love Charity, Inc. Carbondale, Illinois	Lynne Chambers, JD, MSW CEO/Principal Chambers and Associates, LLC Grand Chain, IL
Kathleen Holmes, RN, MPH, Vice President of Strategic Initiatives Missouri Foundation for Health - St. Louis, MO	Barb Gleason RN, MSN Rebecca Bargar RN, BSN Susan Kondig, JD, WHNP-BC, FAANP Bootheel Perinatal Network Cape Girardeau, MO	• Transportation Provided for Healthy Start Clients & Volunteers • Mileage Reimbursement • \$60 a mile for Case Management • Participants & CAN Volunteers • Child Care Reimbursement for up to 2 children of \$12 per child under the age of 12 • RSVP for transportation by March 21, 2023
Missouri Bootheel Healthy Start MBRC Staff Sikeston, Missouri		
Vaida Boyd Ford, MPH, MS, RN CEO, Center for Human Diversity High Point, North Carolina		

Target Audience:
• Healthy Start Program Participants • Healthy Start Community Action Network Volunteers
• Case Managers • Family Planning Agencies • Nurses • Physicians • Health Department and FQHC Staff • Educators
• Social Services • Mental Health Providers • Community Health Workers • Faith-Based Leaders • Bootheel Perinatal Network
• Bootheel Babies & Families • New Madrid Resource Center • DAEOC • Community Caring Councils • Business Leaders

FOR MORE INFORMATION CONTACT MBRC CENTRAL OFFICE 373-471-9400 or Toll Free 1-888-317-4949
903 South Kinghighway, Ste. A | Sikeston, MO 63801 | www.mbrinc.org | Like us on Facebook



Breast milk helps keep your baby healthy!

- It supplies all the necessary nutrients in the proper proportions.
- It protects against allergies, sickness, and obesity.
- It protects against diseases, like diabetes and cancer.
- It protects against infections, like ear infections.
- It is easily digested – no constipation, diarrhea or upset stomach.
- Babies have healthier weights as they grow.
- Breastfed babies score higher on IQ tests.

Helpful Tips!

- Breastfeed soon after birth and frequently 8 to 12 times in a 24 hour period.
- Hold your baby skin-to-skin.
- Keep your baby with you in the hospital.
- Do not give a pacifier or bottle until breastfeeding is well established.
- Give only

WHAT IS PREECLAMPSIA?

PREECLAMPSIA IS WHEN A WOMAN WHO PREVIOUSLY HAD NORMAL BLOOD PRESSURE SUDDENLY DEVELOPS HIGH BLOOD PRESSURE AND PROTEIN IN HER URINE AFTER 20 WEEKS OF PREGNANCY.

- ### SYMPTOMS
- A HEADACHE THAT WILL NOT GO AWAY
 - CHANGES IN VISION, INCLUDING BLURRY VISION, SEEING SPOTS, OR HAVING CHANGES IN EYESIGHT
 - PAIN IN THE UPPER STOMACH AREA
 - NAUSEA OR VOMITING
 - SWELLING OF THE FACE OR HANDS
 - WEIGHT GAIN

SOME WOMEN HAVE NO SYMPTOMS OF PREECLAMPSIA, WHICH IS WHY IT IS ESPECIALLY IMPORTANT TO VISIT YOUR HEALTH CARE TEAM REGULARLY DURING PREGNANCY.



HAVE YOU HEARD ABOUT BIRTH SPACING?

To reduce the risk of complications for you and your little ones, it is recommended to wait 18 months between your pregnancies.

RISKS FOR

MOTHERS	BABIES
• Premature birth	• Increase risk of sudden infant death syndrome
• Increased stress and postpartum depression	• Small for gestation age
• Increase potential for uterine rupture	• Low birth weight for the baby
• Potential increase in	

WHAT IS IT?

Birth spacing is the time from one child's birth until your next pregnancy.

High Blood Pressure

During Pregnancy Can Cause Complications For Both Mom and Baby

How to prevent or Manage High Blood Pressure

- Get early and regular prenatal care
- Talk to your doctor about any medicines you take and which ones are safe.
- Choose healthy foods-limit sodium
- Keep a healthy weight
- No smoking
- Manage stress
- If possible, keep track of your blood pressure at home with a home blood pressure monitor. Contact your doctor if your blood pressure is higher than usual or if you have symptoms of preeclampsia.

Check Your Blood Pressure

More information on class schedules, program events, and how to enroll, visit www.mbrcinc.org or call us toll-free at 1-888-317-4949.

NUTRITION AND BREASTFEEDING

A MOTHER'S NEED FOR NUTRIENTS LIKE IODINE AND CHOLINE INCREASES DURING BREASTFEEDING

MAKE YOUR HEALTH A PRIORITY DURING THIS SPECIAL TIME!

- A NUTRITIOUS DIET INCLUDES
 - FRUITS
 - VEGETABLES
 - WHOLE GRAINS
 - PROTEIN FOODS
 - LOW-FAT/FAT-FREE DAIRY MILK/ YOGURT
- MAKE SURE YOU HAVE A VARIETY OF PROTEIN FOODS
- LIMIT FOODS AND BEVERAGES HIGHER IN ADDED SUGARS, SATURATED FAT, AND SODIUM.

Marketing Podcast Project

Recently launched on SPOTIFY

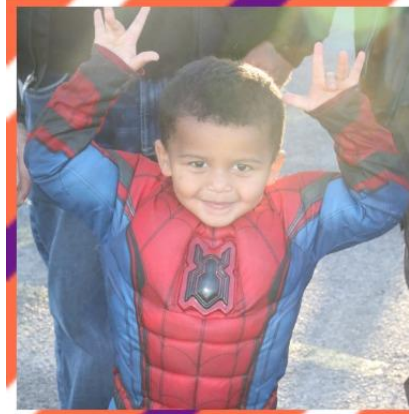


CAN COMMUNITY PARTNERSHIP EVENT

CO SPONSOR
MOMMY'S MUNCHKINS
MEDICAID EXPANSION

FEATURING:
ADRASTOS

MOTORCYCLE CLUB
"DADS RIDING FOR
HEALTHY BABIES"







Missouri Bootheel Healthy Start Has Gone Viral!

Demonstrating Resilience and Strength
throughout the Pandemic

Missouri Counties
Served

Scott
New Madrid
Mississippi
Dunklin
Pemiscot



Missouri's infant mortality
rate was 6.4 per 1,000 births
from 2009-2019



Marketing & Social Media

YouTube Twitter Facebook Instagram

Interstate Billboards
Social Media Pages
Birthing Justice Documentary
Healthy Mothers, Healthy
Babies, Healthy Communities
Podcast




Community Service & Health Education

Community Action Network
COVID Vaccine Clinics
COVID Education
Medicaid Expansion Enrollment
Virtual Low Birth Weight Conference
Doula Services
Virtual Trauma Training
Juneteenth Celebration
Community Baby Showers
Fishing Clinic
Maternal Wellness Workshop
Virtual FLY Support Group








Staying Connected

12% of Healthy Start
Clients have been issued
a smart phone with
unlimited data and
talk/text allowing them
to participate in visits



With delivery as an
option, Incentive
Distribution has
doubled every year
since 2020

WATCH
PBS
PBS Broadcasts premiere on
April 10, 2023



VIRTUAL
FATHERHOOD WORKSHOP
FRIDAY, JUNE 18, 2021 | 9AM-1PM
REGISTER ONLINE: mbrcinc.org/events
- CERTIFICATE OF COMPLETION
- COMPLETE EVALUATION FOR A CHANCE TO WIN A \$1000 GIFT CARD
- LOCAL, STATE, & NATIONAL SPEAKERS

For more information
call 573-471-9400



Need health insurance?
We can help.

MISSOURI
MEDICAID
EXPANSION



Recording Data

MBRC
Case Management

- Dashboard
- Clients



New, Fully
Customized
Database



Successful visits
increased by 60%
over pre-pandemic
using Telehealth



fly
First Love Yourself

Missouri Bootheel Healthy Start
fatherhood



Healthy Mothers
Healthy Futures
Program Component of Missouri Bootheel
Healthy Start Maternal Mortality

MBRC
Missouri Bootheel Regional Consortium Inc.
Strengthen, Promote, Empower
Families and Communities




Recommendations to ACIMM COMMITTEE

- Successes
- Lessons Learned
- Improve Birth Outcomes
- 1-3 Recommendations



Successes

- Incentives- Value and Respect Time
- Trust
- Transportation- No Transit System in Rural region
- Program provides transportation and prevents hardship of delays and being late for appointments
- Supports Program Retention
- Traditional/Non-Tradition Community Partnerships
- Male Engagement
- Education Campaigns- Community Events



What Work/Success

Social Media Digital Platforms

s

- Face Book, Tik Tok
You-Tube
- Instagram
- Podcast
- Billboards/Webinars/Blogs
- GEO Mapping
- Healthy Start Song
- Flyers
- Text Messaging Boards
- Virtual Workshops Trainings
- Support Groups
- Safe Space for Listening
Sessions-Transparency



Lessons Learned

- Health Equity integrated with Policies for systemic change
- Lack of Systemic Representation in the Health Care System
- Participants Perceptions and Experience – Structural Issues
- Impact of Economic Instability of Fragile Rural Communities
- Increase Food Insecurity Partnerships
- Post- Partum Care should continue until the next birth of a child- Women Wellness
- Social Factors,- Housing, Substance Misusage; play a key role in social determinants of health
- Location Matters-culture of communities
- Staff Development and Training



Improve Birth Outcomes

- Communication
- Empowerment
- Technology
- Increase Awareness/Education
- Partnership/Collaborations
- Sharing Resources – Expertise
- Advocate for Policy Change
- Support Community Based Interventions
- Life Stressors- Emotional Health
- Doula Support



Recommendations

Recognize the impact and delay of not addressing unconscious bias in health and quality of care

People need to know their voice and opinions matter

Increase capacity to advance Health Equity

Healthy Babies begin with Healthy Parents





Thank You

cdean@mbrcinc.org

