

32

COMMUNITY LEADERS

1

SHARED PURPOSE

FIRST 1,000 DAYS SARASOTA COUNTY



A mother and daughter have a pretend tea party at a playgroup offered by a First 1,000 Days partner. Creative play and bonding time promote social, emotional and intellectual growth during the critical period of rapid brain development that occurs during the first 1,000 days of life.

A M E S S A G E F R O M

CHARLES & MARGERY
BARANCIK
foundation

The earlier the investment, the greater the return. This is Barancik Foundation's philosophy on the life-changing importance of investing in prenatal care and early childhood development.

This philosophy is what drove us to spend more than a year, alongside 32 partners, exploring how our community can better provide families with the foundational support they need during babies' critical early years. We are most grateful to our partners for their hard work and passion. Today we are pleased to unveil **First 1,000 Days Sarasota County**, a collaborative initiative dedicated to supporting the health and wellbeing of mothers and families so all children have the opportunity to thrive.

The need is staggering and troubling: more than half of all babies in Sarasota County are born into poverty. These newest members of our community leave the hospital and arrive home to families struggling with financial need, addiction, homelessness, unemployment, violence and depression — and lacking the skills and resources they need to fully nurture their babies' rapidly growing bodies and brains. Some of these families' stories are told on the pages of this report.

But there is hope and reason to celebrate. We celebrate the resilience of a mother determined to change the trajectory of her life and her child's future. There is hope in the many high-quality community programs and services available to families and babies. There is hope in the First 1,000 Days Sarasota County plan presented here to increase access to care, the coordination of services and outreach to pregnant mothers and families in need.

The Barancik Foundation believes in the power of philanthropy to shape our world and enrich the lives of all people. First 1,000 Days Sarasota County is this belief in action — making a lasting difference in the lives of the families and children we call neighbors.

We also have hope in you. We hope the stories, science and strategy of First 1,000 Days Sarasota County will inspire you to join us in this cause. Because we believe an investment in our future generations is one of the best investments you can make.

Teri A Hansen, President | CEO

FIRST 1,000 DAYS SARASOTA COUNTY

Safely delivering babies into the world.
Safely delivering families into the community.

Our Vision & Mission



Our Vision: We envision a safe, healthy, caring and culturally sensitive community that supports families and helps newborns thrive and children to achieve their potential.

Our Mission: To improve the access and coordination of services for families and babies.

“The research is clear on what babies need during the critical early years of life to achieve their full developmental potential. We are inspired by the dedication of our partners, the courage of the families we serve, and the commitment of our community to give all babies the best start in life.”

Kelly Romanoff | Charles & Margery Barancik Foundation

OUR PARTNERS

**FIRST 1,000 DAYS IS AN INITIATIVE FORMED
BY 32 COMMUNITY PARTNERS.**

All Faiths Food Bank

All Star Children's Foundation

Charles & Margery Barancik Foundation

Children First

Coastal Behavioral Healthcare

Community Health Centers of Sarasota County

Early Learning Coalition of Sarasota County

Easter Seals of Southwest Florida

First 1,000 Days Florida

First Step of Sarasota

Florida Department of Children & Families

Florida Department of Health

Forty Carrots Family Center

Florida State University Center for Prevention
and Early Intervention

Gulf Coast Community Foundation

Harvest House

Healthy Start of Sarasota County

Jewish Family & Children's Service

Manatee County Action Agency

March of Dimes

Planned Parenthood of Southwest
and Central Florida

Sarasota County Health and
Human Services

Sarasota County Libraries

Sarasota County Schools

Sarasota Medical Pregnancy Center

Sarasota Memorial Hospital

Sarasota YMCA Safe Children's Coalition

Sarasota County Openly Plans
for Excellence (SCOPE)

Suncoast Partnership to End Homelessness

The Florida Center for Early Childhood

The Glasser/Schoenbaum Human
Services Center

United Way Suncoast

Facilitated by Bill Little

WHY 1,000 DAYS

From the third trimester of pregnancy through babies' second birthday, human brains undergo a period of rapid growth. During the first 1,000 days of life, children are hardwired in ways that have lifelong consequences.

Babies who have healthcare, good nutrition, stable homes, loving relationships and early childhood education start life with a strong foundation for success.



Pregnancy:

The physical and mental health of the mother affects the health and development of her baby.



Mothers who live in poverty are more likely to have babies with low birthweight and medical complications. These babies are at higher risk for lifelong problems with attention and learning, as well as chronic health conditions.

Prenatal care, education and support can catch problems early and promote a healthy birth.



Birth:

Babies are born with all the neurons they will ever have in their brains. But the connections between neurons are still developing - at a rate of 1 million per second.



These neural connections are the physical building blocks of learning and memory. Neural connections that are not strengthened by stimulation will be lost by adulthood.

Parental education and support, including supportive housing and nutrition, help create the healthy relationships and stable environments infants need to develop physically, emotionally and intellectually.



Year 1:

Babies' brains have doubled in size and the cerebellum has tripled in size. Development in the frontal lobe, responsible for thought and self-regulation, takes off.



The brain is most "plastic" or open to change at this early stage in life.

The emotional and physical health, social skills and cognitive-linguistic capacities that develop at this age are critical for success in school and later in the workplace and community.



Year Two:

A baby's brain reaches 80% of its adult size



Babies' most rapid brain development has now occurred. Developmental gaps may be addressed later in life, but with more difficulty.

Children living without adequate resources or with significant early adversity often have poorer nutrition, are exposed to fewer words, and experience less stable relationships.

First 1,000 Days Sarasota County levels the playing field by providing programs and services that help babies develop to their full capacity.



Year Five:

By the time most children begin formal schooling, 90% of brain development has already occurred. Babies with a strong foundation in early childhood start school ready to learn and thrive.

52%

THE STATISTIC THAT GOT US STARTED.

In Sarasota County, 52% of babies are born into families living in poverty. Many of these babies start their lives at an immense disadvantage. Their families often lack stable housing, food, healthcare, and other resources key to babies' foundational physical, emotional and intellectual development.

First 1,000 Days Sarasota County partners are working together to create a continuum of care that will meet the comprehensive needs of our families.

“The only way I knew how to get help was to go to jail.”

Sarasota mother struggling with substance abuse



In 2015, Labrea was pregnant, fighting a substance use disorder and unable to provide a stable home for her children. With the help of First 1,000 Days partners, she is reunited with her children, plans to become a community health nurse, and continues to live drug free.

“Where I come from, you really don't have much help or opportunity, so for those people to be there, to help me out and steer me... it gave me strength to be a woman, to stand up and be a mother to my kids, and I'm thankful for that.”

4 KEY AREAS OF NEED

Sarasota County has a rich array of community resources for pregnant women, new parents and children. In January 2017, the Barancik Foundation gathered community leaders to ask: **why do so many new families fall through the cracks?**

In the year that followed, 32 partners committed to fully understanding the problem and identifying effective solutions. The partners formed cross-sector work groups, conducted research, and gathered expert insights. Together, they identified four key barriers to providing a continuum of care for families in need.



Prenatal Care

Last year, Sarasota Memorial Hospital had 215 “walk-in” births — women who had no prenatal care during pregnancy, putting them and their babies at risk.



Education

Many families in need of services are unaware of the programs available and how to access them. Additionally, many people in the Sarasota County community don't understand the barriers pregnant women and new mothers face, and the impact deficiencies have on babies' brain development.



Access to Healthcare

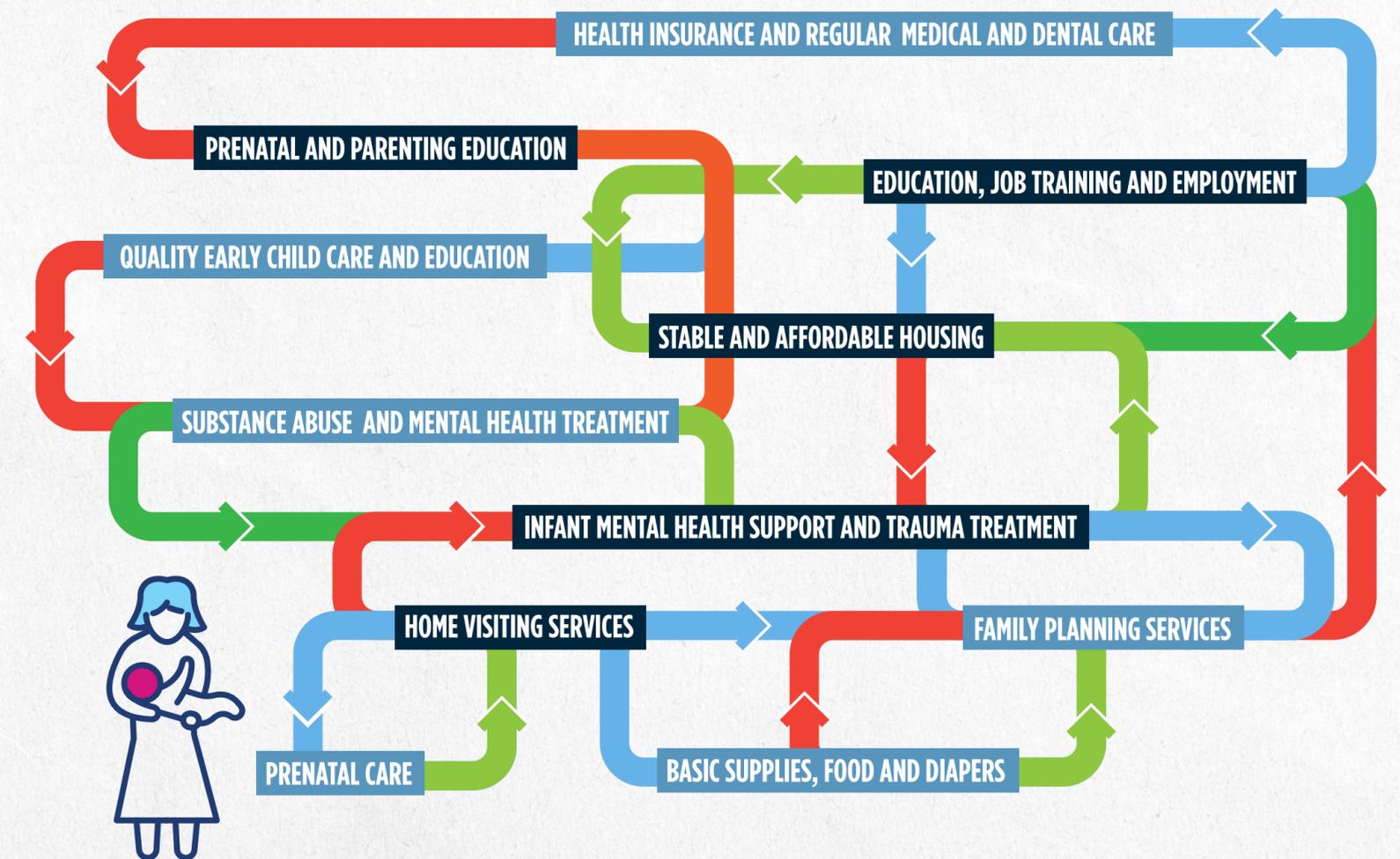
Medicaid is a major source of healthcare for pregnant women, infants and children. However, both patients and clinical providers face barriers in this system. Patients often have difficulty becoming Medicaid eligible and, once eligibility is established, they may face assignment to different Medicaid Managed Medical Assistance plans over time. This makes accessing needed specialty services difficult for patients and providers. Providers also receive low reimbursement rates for their services and have difficulty resolving denied claims.



Data

Data-informed decision making is key to investing resources wisely and tracking success. While a number of data resources exist that can support creating and measuring innovative solutions, data often is not shared and is therefore analyzed in silos.

A MAZE OF RESOURCES



“I knew there were resources in the community, but my anxiety made me feel so overwhelmed that I couldn't even search the Internet for them.”

Sarasota mother

FOUR STRATEGIC SOLUTIONS

After more than one year of collaborative work, our 32 partners joined forces to launch First 1,000 Days Sarasota County. Our goal is to create a tightly woven social safety net to catch every family and child. This improved system of care will find and connect families to the array of services they need to raise healthy, thriving children.

In the coming year, First 1,000 Days Sarasota County will roll out four investable strategic solutions:



Coordination of Services

First 1,000 Days partner Sarasota Memorial Hospital will employ Patient Navigators to help patients access care, as well as Care Coordinators to communicate and align services at the systems level.



Outreach and Education

First 1,000 Days will change behavior through exchange and engagement with families and the wider community to tell stories, share information on children's brain development, and connect families to resources available to support their health and wellbeing.



Medicaid Summit

First 1,000 Days will convene service providers, the Florida Agency for Health Care Administration and Medicaid Managed Medical Assistance plans to discuss ways to improve access to care by becoming collaborative partners to improve outcomes.



Data Sharing

First 1,000 Days partners will work to establish data-sharing agreements and processes. As a first step, Sarasota Memorial Hospital and the Florida Department of Health in Sarasota County conducted a five-year retrospective study of "walk-in" births. The study will review health outcomes for women who did not receive prenatal care, and their children.

A SYSTEM OF CARE



HEALTH INSURANCE AND REGULAR MEDICAL AND DENTAL CARE

INFANT MENTAL HEALTH SUPPORT AND TRAUMA TREATMENT

SUBSTANCE ABUSE AND MENTAL HEALTH TREATMENT

EDUCATION, JOB TRAINING AND EMPLOYMENT

QUALITY EARLY CHILD CARE AND EDUCATION

PRENATAL AND PARENTING EDUCATION

BASIC SUPPLIES, FOOD AND DIAPERS

STABLE AND AFFORDABLE HOUSING

FAMILY PLANNING SERVICES

HOME VISITING SERVICES

PRENATAL CARE

"I wasn't judged. I was just accepted with my situation and who I am and what I'm going through. In the future, I hope to further my education, I want to be a nurse practitioner, I want to be more stable financially, and I want to keep making goals for myself. It made a huge difference in my life and my daughter's life."

Crystal,

Sarasota mother, helped by partners of the First 1,000 Days Initiative



Alessandra had just arrived from Brazil and had a limited support system. First 1,000 Days partners helped her quit smoking, get prenatal care, and successfully breastfeed when baby David was born. Her husband, Rodolfo, attended Sarasota Memorial Hospital's Boot Camp for New Dads.

“Boot Camp for New Dads gave me the opportunity to meet with other fathers and see that I’m not the only one on this new journey. I knew that I was supported and I realized that I’ve got what it takes to be a better person for me and for my family.”

Rodolfo,

Sarasota father, helped by partners of the First 1,000 Days Initiative

WE CAN HELP EVERY FAMILY THRIVE

OFFERING JUDGMENT-FREE HELP

When a woman leaves the hospital with her newborn child, statistics show her own financial circumstances predict her child's future. To break the generational cycle of poverty, First 1,000 Days Sarasota County is ensuring every new family in our county has access to the resources needed so their children can flourish.

It takes courage to reach out and ask for help. Pregnant women and new mothers coping with issues such as mental health problems, homelessness, substance abuse disorders and poverty face severe social stigma that can prevent people from seeking help. First 1,000 Days Sarasota County offers judgment-free help that respects the courage and hard work of our families.



"All of mom's health history impacts the baby's life history. Depending what those medical issues are and the gestational age that the baby is born, that in turn will create a whole new history for that baby as that baby grows and develops."

Judy Cavallar,
*Clinical Manager, Labor & Delivery/
Mother-Baby Units
Sarasota Memorial Hospital*



"A good day for me is a healthy, happy mother with a healthy and happy child - and knowing that once that mother and child discharge from the hospital, they are put in place with resources outside of the hospital for success in the community."

Nicholas King,
*Psychosocial Case Manager
Sarasota Memorial Hospital*



"The key for us is to have patients understand that we are nonjudgmental about whatever their social condition may be. We're there to take care of them."

Joseph Singer MD,
*Obstetrics and Gynecology
Florida Department of Health -
Sarasota County*



"We are helping not just a pregnant woman but the whole family prepare to have a child come into their lives, from a health standpoint and an emotional standpoint. That's why we do what we do."

Maralilian Cunha,
*Care Coordinator,
Healthy Start of Sarasota County*

Our Promise: Every baby born in Sarasota County can reach their full potential.

We believe the best way to guarantee fewer families and babies struggle to access care is to catch them sooner and hold their hand as they navigate the landscape of programs and services. This will involve a Patient Navigator Program at Sarasota Memorial Hospital and an outreach and education campaign.

We estimate three years of this intense one-on-one work will cost \$1,000,000.

The pilot concept for the Patient Navigator Program is to place two highly-trained professionals at the hospital to identify families in need of support at the time a baby is born and to create a comprehensive care plan. They will personally guide families to the organizations delivering the care they need. This extra level of service and compassion will build the key ingredient of trust necessary to help families summit their mountain of obstacles.

We also believe it is critical to proactively reach out to families with messages on the importance of prenatal care, early childhood development and the many resources available. No longer will mothers with babies struggle alone because they will know there is a community whose single purpose is to care for them and their well being.

**Sarasota County has a clear problem — and a simple solution.
By connecting women in need to available resources, we can commit to giving
every child in our community the opportunity to thrive.**

WE NEED YOUR HELP TO MAKE THAT PROMISE A REALITY.



HERE'S WHAT YOU CAN DO TODAY.

**Donate to First 1,000 Days Sarasota County Funds
at either Gulf Coast Community Foundation or
Community Foundation of Sarasota County.**

Learn more at BarancikFoundation.org



WHY your financial contribution is needed



HOW to join the initiative as a partner organization



WHO the partner organizations are and more about their missions

CHARLES & MARGERY
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1000
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