

What We Do and Why It Matters: Inside the WellFlorida Council

JEFF FELLER, CHIEF EXECUTIVE OFFICER, WELLFLORIDA COUNCIL
EXECUTIVE DIRECTOR, HEALTH COUNCIL OF EAST CENTRAL FLORIDA

JUNE 27, 2025

What is a Local Health Council?

Formed in in 1982 under Florida Statutes ([F.S. 408.033](#))

Eleven (11) Councils Serve All 67 Counties in Florida

All Councils Are 501c-3 Nonprofit Agencies

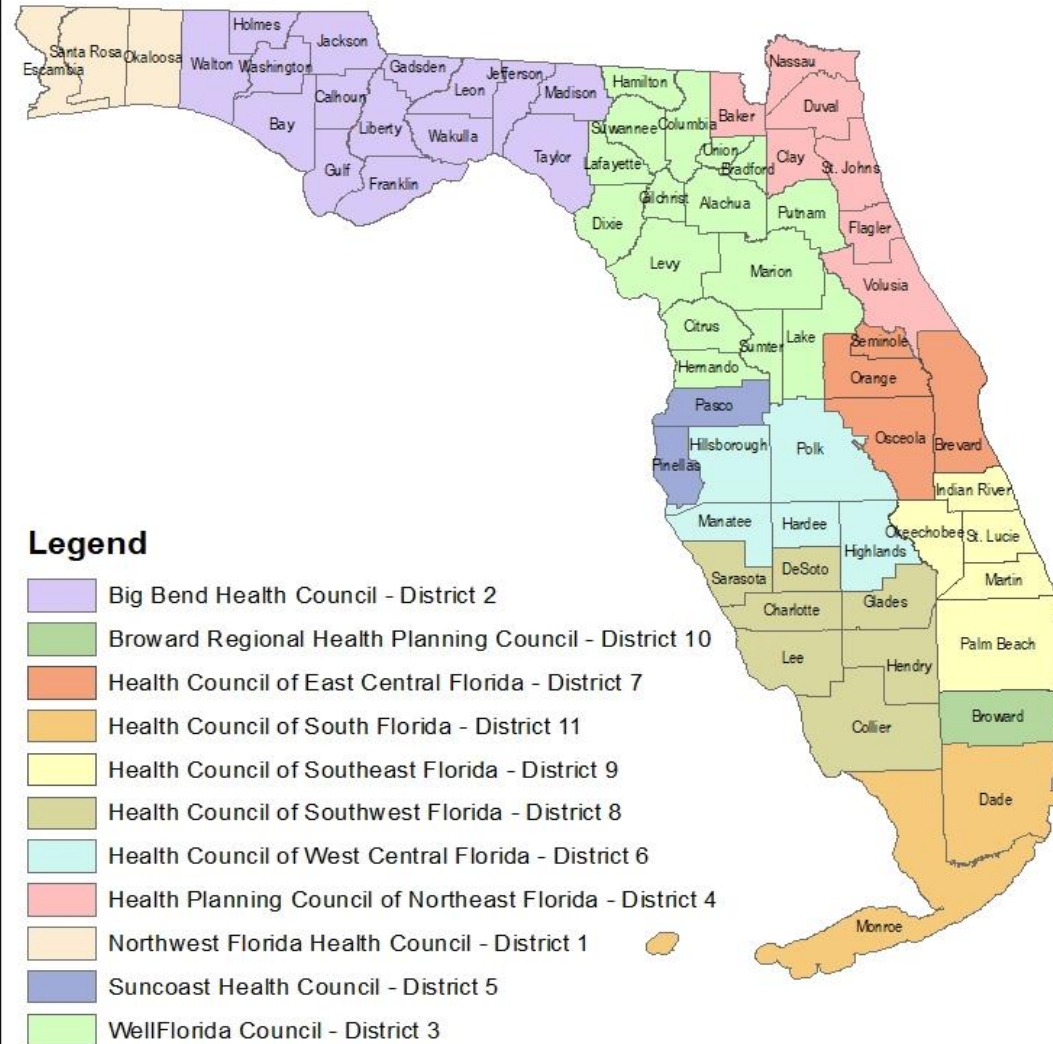
All Councils Have Boards of Directors (Consumers, Purchasers and Providers) Appointed by Boards of County Commissioners

Base funding for local health councils is provided for in FS. 408.033. Certain health care facilities pay a per bed fee, with the total fee capped at \$500 or \$150 per year, based upon the type of facility. All other facilities pay a \$150 per year fee. The Legislature appropriates the funds each year, which is evenly disbursed

Purpose:

- A network of non-profit agencies that conduct regional health planning and implementation activities.
- Local health councils study the impact of various initiatives on the health care system; provide assistance to the public and private sectors in understanding health issues; implement and operate programs that improve community health; and create and disseminate materials designed to increase their communities understanding of health care issues and insights on how to address those issues.

Local Health Councils of Florida





Board of Directors

24 volunteer members serve as the governing Board

Appointed by each of the 16-county BOCC's

Represent providers, purchasers and consumers

Ability to appoint 6 non-voting board members

WFC Board of Directors

Thomas Cappello	Alachua	Consumer	
Jon Cherry	Alachua	Provider	Immediate Past President
Cindy Prins	Alachua	Consumer	Treasurer
Amie Oody	Bradford	Provider	
Rebecca Martin	Citrus	Consumer	
Bradley Ruben	Citrus	Provider	
Diana Duque	Columbia	Provider	New Member
Karen VanAernam	Dixie	Consumer	
Anita Rembert	Gilchrist	Provider	President
Vacant	Hamilton	Provider	Vacant
Linda McKenna	Hernando	Provider	Secretary
James Blaisdell	Hernando	Consumer	At Large
Michael “Shawn” Jackson	Lafayette	Consumer	
Monica Wofford	Lake	Consumer	
Hugh Gravitt	Lake	Purchaser	
Vacant	Lake	Provider	Vacant
Jacqueline Martin	Levy	Consumer	New Member
Jennifer Martinez	Marion	Consumer	
Jeremiah Alberico	Marion	Provider	
Matt McClain	Marion	Purchaser	
Nelson Green	Putnam	Consumer	Vice President
Tom Chase	Sumter	Provider	At Large
Kerry Waldron	Suwannee	Provider	
Tentatively Filled	Union	Consumer	Tentatively Filled

Our Statutory Mandate

We may, depending on the local directives of our Boards:

1. Develop a [district] area health plan that permits each local health council to develop strategies and set priorities for implementation based on its unique local health needs.
2. Advise the agency (AHCA and DOH) on health care issues and resource allocations.
3. Promote public awareness of community health needs, emphasizing health promotion and cost-effective health service selection.
4. Collect data and conduct analyses and studies related to health care needs of the district, including the needs of medically indigent persons, and assist the agency and other state agencies in carrying out data collection activities that relate to the functions in this subsection.
5. Monitor the onsite construction progress, if any, of certificate-of-need approved projects and report council findings to the agency on forms provided by the agency.

Our Statutory Mandate (cont.)

6. Advise and assist any regional planning councils within each district that have elected to address health issues in their strategic regional policy plans with the development of the health element of the plans to address the health goals and policies in the State Comprehensive Plan.
7. Advise and assist local governments within each district on the development of an optional health plan element of the comprehensive plan provided in Chapter 163
8. Monitor and evaluate the adequacy, appropriateness, and effectiveness, within the district, of local, state, federal, and private funds distributed to meet the needs of the medically indigent and other underserved population groups.
9. In conjunction with the Department of Health, plan for services at the local level for persons infected with the human immunodeficiency virus.
10. Provide technical assistance to encourage and support activities by providers, purchasers, consumers, and local, regional, and state agencies in meeting the health care goals, objectives, and policies adopted by the local health council.
11. Provide the agency with data required by rule for the review of certificate-of-need applications and the projection of need for health facilities in the district.

Strategic Focus

- Each Council's Board of Directors are appointed by their County Commissioners
- Vision, Mission and Strategic Planning are determined by the Board of each Council
- Councils share resources and best practices to achieve efficiencies and reduce overhead.
- LHC Executive Directors participate on various committees and boards; engage in activities for the betterment of our communities
- Health Councils participate in the Florida Association of Health Planning Agencies
<https://www.flhealthplanning.org/>
- Focus: health planning; community health assessment; community health improvement planning; program analysis; program development; program evaluation; support for regional planning organizations
- Leverage relationships and measure return on investment

Key Capacity

- LHCs are nimble, flexible and have the ability to partner and collaborate on statewide projects and grants:
 - Responsive to emerging needs or evolving issues in our community: Opioid Epidemic, HIV, Behavioral Health, etc.
- Innovative leaders in each respective district(s) allows for understanding of community gaps and needs
- Content experts in planning, assessment, development, and evaluation
- Trusted community agencies providing bridges to local health departments, local governments, municipalities, and other non-profit agencies
- LHCs provide trusted data to other funders, local foundations and community agencies to assist them in their health-related missions and goals in the community
- Quasi-Governmental agencies (allows for sole sourcing)

Collective Impact

- In 1982 LHC's established under Florida Statutes
- By working through the Association, the local health councils identify and meet government, industry and community-based organization needs for new services: health planning; data analysis, program evaluation and support for regional planning organizations
- Florida Association of Health Planning Agencies is a statewide collaborative
 - A minimum of four meetings a year which allows for sharing of best practices, resources, policy procedures and mentoring
- New grant projects are shared among LHCs for the possibility of implementing in their service delivery areas
- Neutral and non-judgmental with the ability to get proximate to issues
- Significant experience and longevity in the communities we serve
- Examples:
 - 2024-2205 consultancy with FDOH on statewide rural health needs assessment and strategic plan
 - 2023-2028 Florida State Health Improvement Plan Community Input (Surveys and Focus Groups)
 - 2021 needs assessment for all seven (7) DCF Managing Entities that coordinate behavioral health services funding from DCF



Mission Statement

To forge partnerships in planning, research and service that build healthier communities.

Vision

WellFlorida will be recognized as a leader in health planning.



Core Services

Needs Assessments

Health Policy Analysis

Grant Writing

Evaluations

Direct Services through our **Community Partners**

Fiscal Management and Oversight of Nonprofits

Quantitative and Qualitative Data Gathering and Analysis

Staff and Administer State and Federally Funded **Community Partners**

Survey Design and Analysis

Quality Assurance

Grant Administration

Strategic Planning

Core Programs

Healthy Start Coalitions

- Central Healthy Start – 4 counties
- Healthy Start of North Central Florida – 12 counties

Rural Health Partnership

- 8 Rural counties and rural Alachua
- Physicians, providers, hospitals, community health centers, health departments, EMS, citizens

Community Initiatives

HOPWA

North Central Florida Trauma Agency (NCFTA)

HIV High Impact Prevention (ending in June 2025?)

North Central Florida Cancer Control Collaborative (ending in June 2025?)

A New Partnership in Central and North Central Florida

- On May 1, 2024, the Health Council of East Central Florida and WellFlorida Council entered into a management partnership agreement with WellFlorida providing management oversight while essentially merging the capacities of the two organizations.
- Care-a-Medix and Mobile Medix Plus, the community integrated medicine, aka community paramedicine services, spun off into their own entities, though the HCECF and Mobile Medix Plus have current and potential upcoming partnerships on a variety of projects.
- The WellFlorida and HCECF partnership now encompasses twenty (20) counties and nearly eighty (80) employees.
- The current focus is to provide the same local level engagement on projects of impact with our twenty (20) county service region.

Overview of Current and Recent Projects and Services in District 3 (WellFlorida Council)

Housing Opportunities for Persons with AIDS (HOPWA) (Jeff Feller)

Rural Health Partnership of North Central Florida (Jeff Feller)

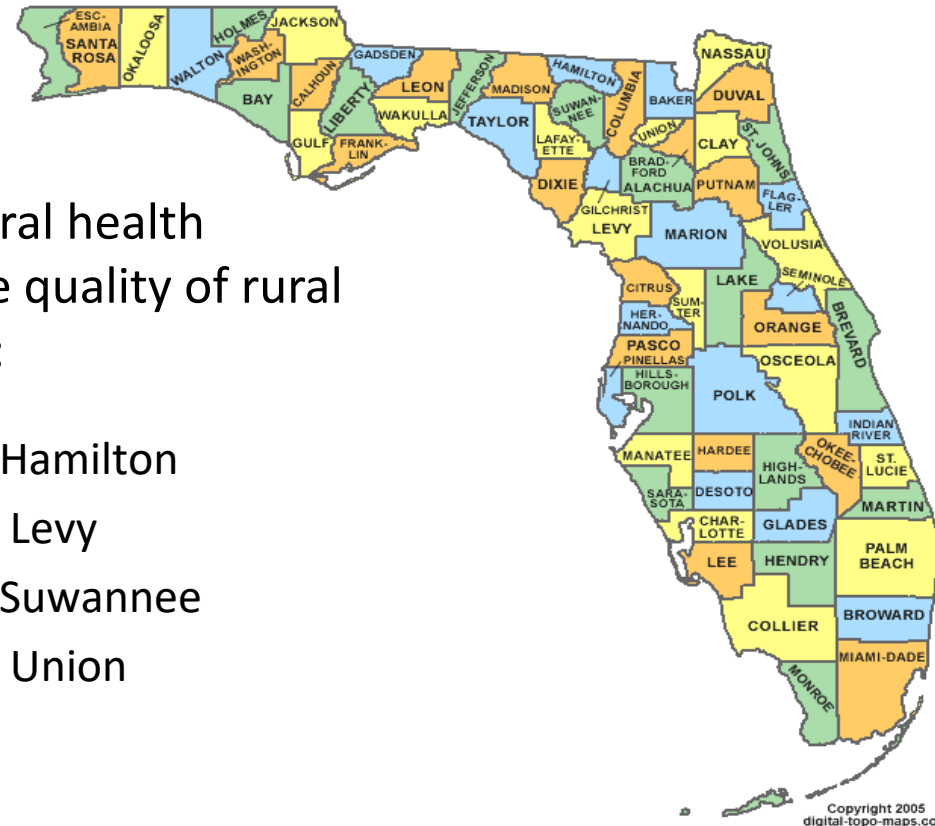
Maternal and Child Health Programs (Julie Moderie)

Community Initiatives (Lindsey Redding)

Rural Health Partnership of North Central Florida

We are one of nine state-certified rural health networks. We are responsible for the quality of rural health in the following communities:

- Alachua (rural areas)
- Bradford
- Columbia
- Dixie
- Gilchrist
- Hamilton
- Levy
- Suwannee
- Union



Rural Health Partnership of North Central Florida (RHP)

The RHP is one of Florida's nine certified rural health networks. The purpose of RHP and all rural health networks is to strengthen the community-based network of providers in rural counties. Recent projects have included:

- Provider Credentialing Training
- Billing and Coding Training Boot Camp for Rural Health Centers, Federally Qualified Health Centers, Critical Access Hospitals, Local Health Departments, and Behavioral Health Facilities
- Billing and Coding Training for Behavioral Health Centers
- Physician and Provider Billing and Coding Practice Alignment Training
- Rural HPV Vaccine Uptake Research
- Regional Community Health Worker Needs Assessment

North Central Florida Trauma Agency (NCFTA)

The NCFTA is one of only six state-certified (by FDOH-BEMO) trauma agencies. The NCFTA is comprised of EMS agencies, county emergency management personnel, local physicians, hospitals, and trauma centers and members work to create a pathway to communitywide partnership for performance improvement within our regional trauma services system.

During the past year the NCFTA has focused on the following:

- Outreach on the multimodal EMS-hospital communications system Pulsara
- Establishing guidelines for geriatric trauma cases
- Education on artificial blood replacement products
- Review of national mass casualty incidents and lessons learned for this region
- Analysis of traumatic injury trends in north central Florida



HOPWA

The Housing Opportunities Program for Persons With AIDS (HOPWA) is a federally funded housing program. It offers HIV-positive persons assistance with maintaining stable, affordable housing. Locally, we call it the HOP program.

WellFlorida has been the only project sponsor for north central Florida since the program was initially funded in 1993.






We serve 15 of the 16 counties in WellFlorida's service area. Last year, we served 502 clients (17% of state HOPWA clients).

Our partners in HOPWA is Catholic Charities.



North Central Florida
CARE Consortium
.....
A WellFlorida Community Partner

HOPWA **Funded Service Categories**

-  Rent
-  Utilities
-  Mortgage
-  Security Deposits
-  Case Management

Up to 147 days
(5 months) per
year of eligibility

Discussion

If you have worked or partnered with the WFC in the past, is there anything that you would like to share? Where do you think or how do you think we could be of more benefit to you?

If you are just learning about the WFC, how do you believe the HCECF could best serve you or what opportunities do you believe might there be for partnership between WFC and your organization?

What's Next?

All participants will receive a copy of today's Powerpoint.

Participants will soon be emailed a link to a brief survey

Contact Information

Jeff Feller, Chief Executive Officer of WellFlorida Council

Email: jfeller@wellflorida.org

Phone (call or text at any time): (352) 214-2164

Healthy Start of North Central Florida Coalition and Central Healthy Start Coalition

Julie Moderie

6/27/2025



**Healthy
Start**
Central & North Central
Healthy Start Coalitions

Map of Healthy Start Coalitions



**Healthy
Start**

Healthy Start of North
Central Florida Coalition



**Healthy
Start**

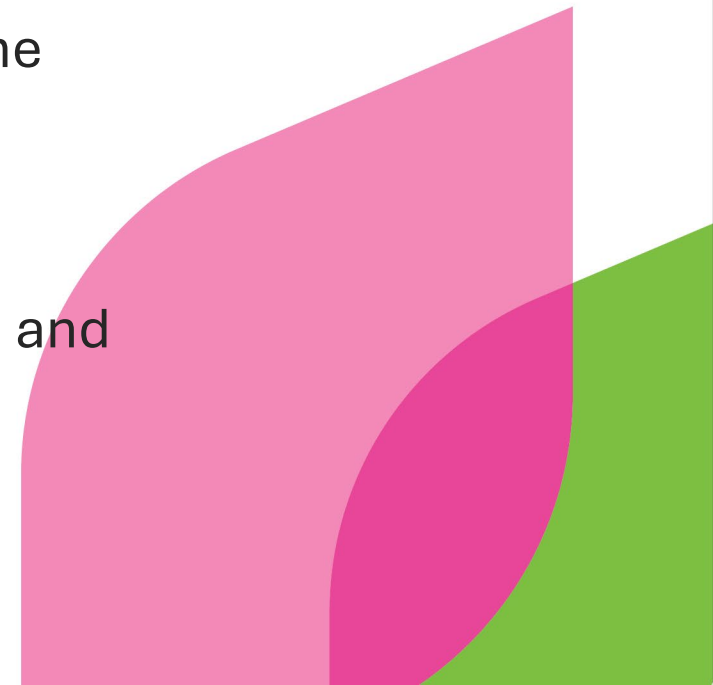
Central Healthy
Start Coalition



Healthy Start Coalitions

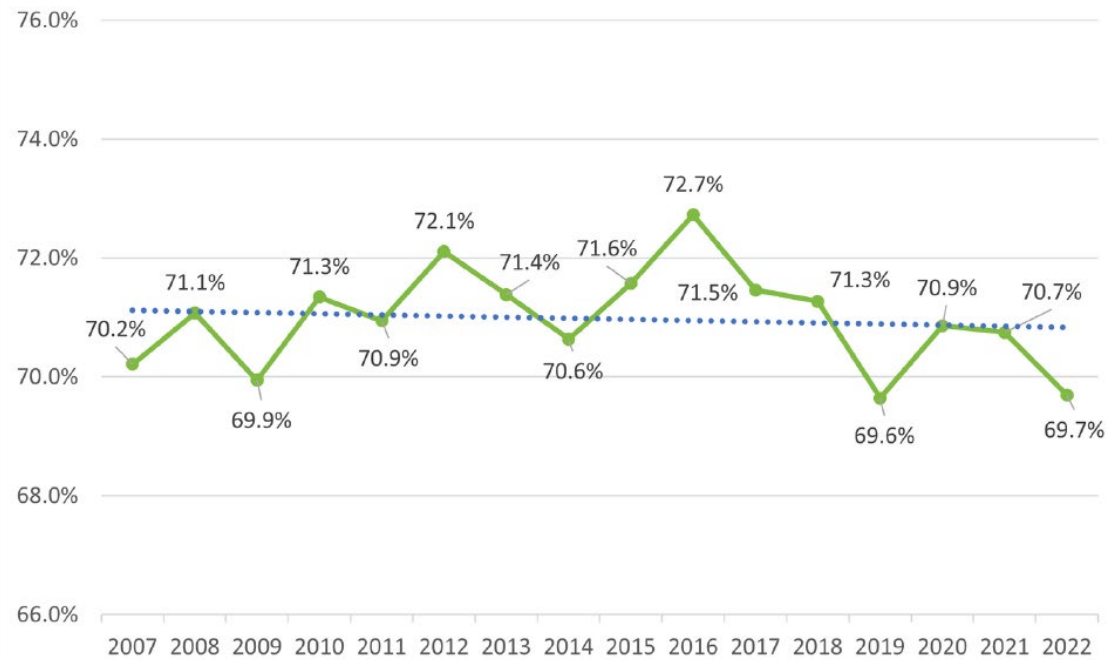
- Responsibilities

- Develop a comprehensive plan to address local needs for maternal and child health care
- Leverage dollars to improve programs and services for families
- Serve as advocates for pregnant women, children and families
- Keep the community engaged and informed of issues impact the health of our mothers and babies
- Educate prenatal care providers and birthing facilities on risk screening requirements
- Contract for the provision of home visiting services for mothers and infants identified by the universal risk screen
- Monitor access and quality of services in the local community

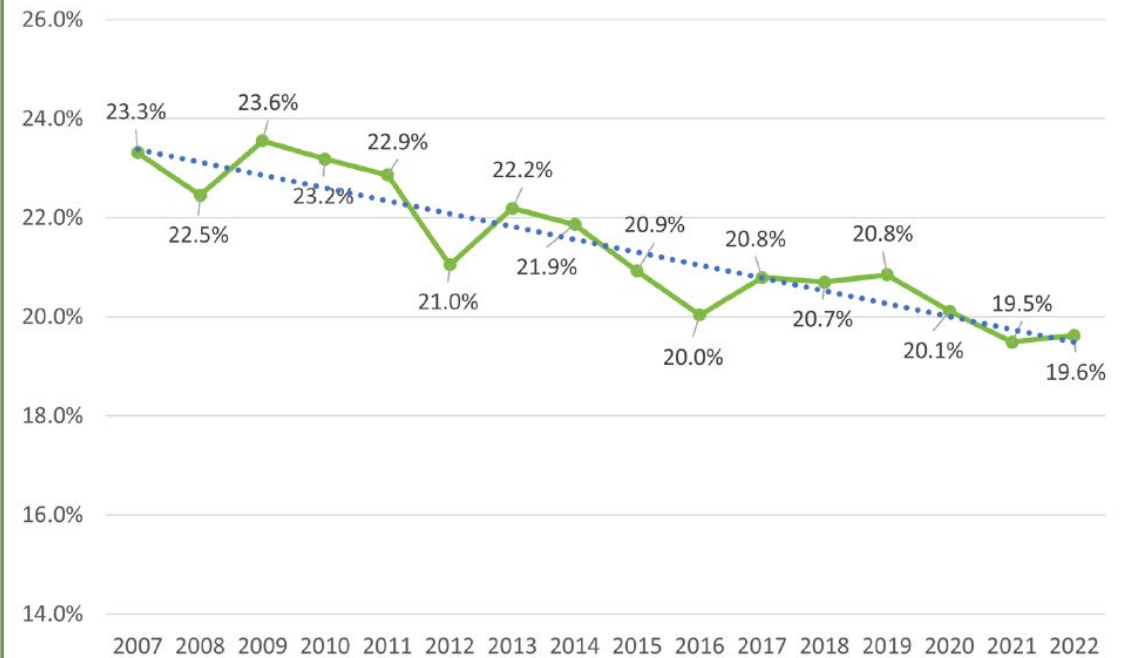


Entry Into Prenatal Care

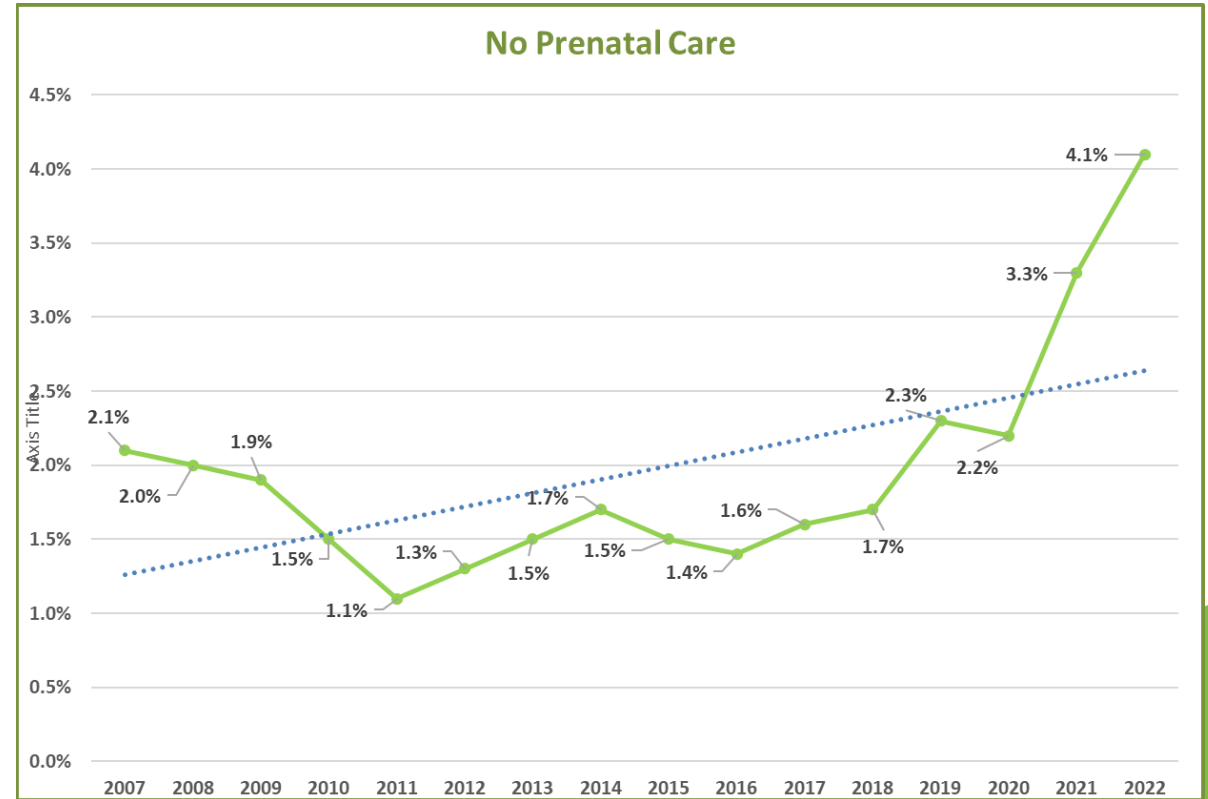
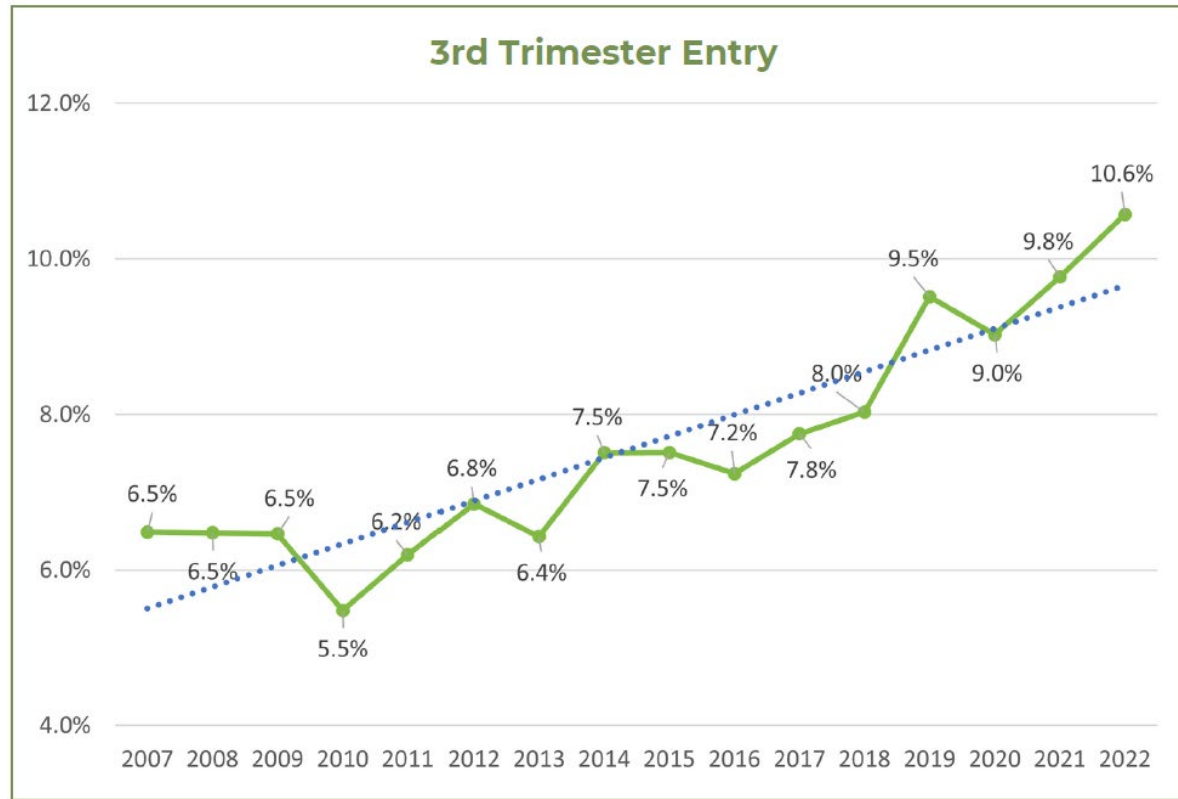
1st Trimester Entry



2nd Trimester Entry



Entry Into Prenatal Care

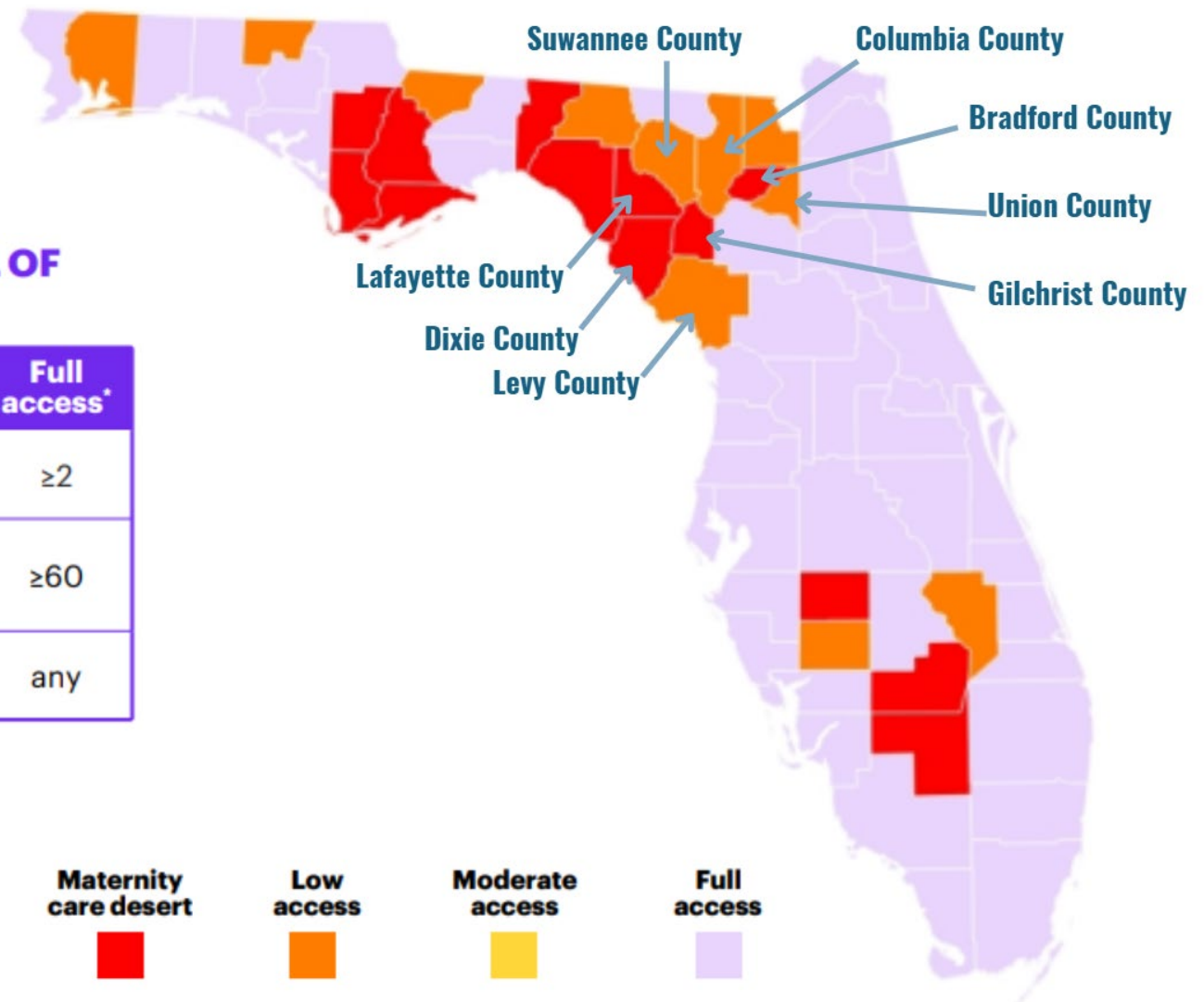


Entry Into Prenatal Care

DEFINITIONS OF MATERNITY CARE DESERT AND LEVEL OF MATERNITY CARE ACCESS

Definitions	Maternity care deserts	Low access	Moderate access	Full access ^a
Hospitals and birth centers offering obstetric care	zero	<2	<2	≥2
Obstetric providers (obstetrician, family physician ^a , CNM/CN per 10,000 births)	zero	<60	<60	≥60
Proportion of women 18-64 without health insurance	any	≥10%	<10%	any

“Where you live Matters: Maternity Care in Florida”, March of Dimes, 2023



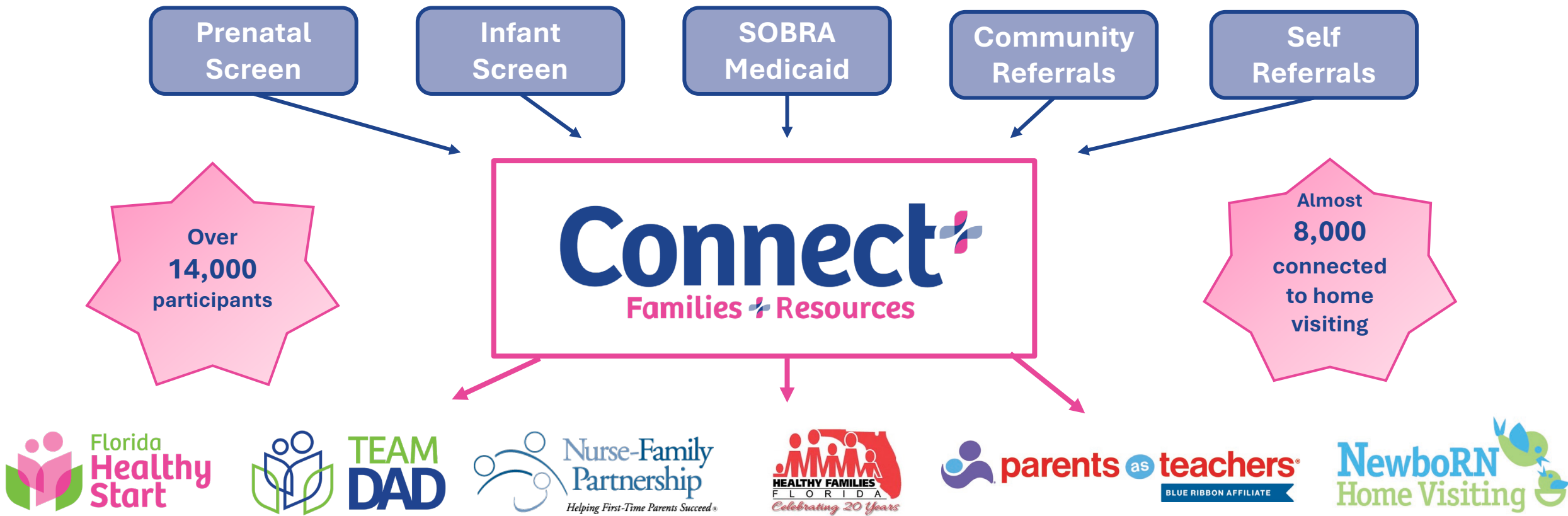
Home Visiting Programs



Benefits of Home Visiting

- Moms and babies are healthier
- Children are better prepared for school
- Children are safer
- Families are more self-sufficient
- Home visiting programs save money





Coordinated intake and referral program, helps pregnant women, caregivers and families with young children by providing a one-stop entry point to home visiting programs and needed resources.

Connect Referral Form



- **Counties:** Alachua, Bradford, Citrus, Columbia, Dixie, Gilchrist, Hamilton, Hernando, Lafayette, Lake, Levy, Marion, Putnam, Sumter, Suwannee, Union
- **About:** Healthy Start is a home visiting program that provides one-on-one support throughout a woman's pregnancy and is there for mom and family after baby is born and during early childhood. This free program is designed to meet the needs of each participant to ensure that every baby has a healthy start.
- **Services:** Education and support in childbirth, newborn care, breastfeeding, child development, nutrition, family planning, help to quit smoking, infant safety and more.
- **Who is eligible?** Pregnant women, infants and families with children up to age 3 who are at-risk for poor birth outcomes and need help with healthy child development.



Over 2,400
participants

Over 16,000
home visits



Infant CPR Kits

Blood Pressure
Monitoring Kits



42%
lower infant
mortality
rate

35%
lower
preterm
birth rate



- **About:** TEAM Dad is a free program that equips fathers with the self-awareness, compassion and sense of responsibility that every good parent needs. TEAM Dad is about *Teaching*, *Empowering*, *Advocating* for and *Mentoring* men on their fatherhood journey.
- **Goals** of the program are to:
 - Increase awareness and knowledge about the elements to being a good father
 - Increase capacity or skills to carry out what is learned
 - Increase pro-fathering habits
 - Increase self-worth as a man and father
- **Services:** A dedicated fatherhood Educator, who is an experienced father and/or who has received extensive training in the 24/7 Dad® curriculum, meets with fathers for 12 sessions. Sessions are held at a time and place that is convenient for the participant. Topics for the sessions include the father's role, discipline, children's growth, communication, working with mom and co-parenting, and more.
- **Who is eligible?** Expecting fathers and fathers with a child under age 5

Over **70**
fathers
served

Over **350**
sessions
completed

20 fathers
graduated

25
babies
born





Over **150**
women
served

Over **350**
home
visits

- **Counties:** Alachua, Bradford, Citrus, Columbia, Dixie, Gilchrist, Hamilton, Hernando, Lake, Lafayette, Levy, Marion, Putnam, Sumter, Suwannee, Union
- **About:** Nurse-Family Partnership™ is a national model for keeping children healthy and safe, and improving the lives of moms and babies. Our focus is to provide home visiting and outreach services to at risk pregnant women and their infants affected by substances. The needs of the entire family will be assessed and addressed including other children in the home. Pregnant women are partnered with a specially trained and experienced registered nurse early in pregnancy and continue with individualized ongoing home visits until the child's second birthday.
- **Services:** Home visiting with experienced Registered Nurses; education and support in prenatal and newborn care, breastfeeding, parenting, health and wellness; infant safety planning and assessment; tobacco cessation; referrals to community service providers; developmental screenings and support activities; and more.
- **Eligibility** is based on the following:
 - Pregnant at enrollment
 - Lives within the counties served
 - Women who are eligible for WIC and/or Medicaid services and all teenage mothers
 - Substance use (either current or history of). Substances include both prescribed narcotic medications and illegal/illicit substances, MAT medications, "medical marijuana," synthetic opioids, alcohol and tobacco, and more

NIA'S STORY



Nia recently attended Florida's legislative day as an NFP advocate with baby Ava.

As a mom of three kids, Nia regularly makes dinner with her nine-month-old daughter, Ava, strapped to her chest, her 16-month-old son, Anthony, on her hip and seven-year-old daughter, La'Mya, waiting to be fed. "It takes a lot of juggling!" she said. While motherhood is not new to Nia, each child brought their own joy and challenges. She said, "I was going through a breakup when I had my first child, and I was alone when I had my second child. But for my third child, I had nurse April from Nurse-Family Partnership."

“““

AVA LOVES APRIL - IN FACT, ALL MY KIDS DO! NFP WAS THE BEST THING I EVER DID.

-NIA



Nia's kids, Ava, Anthony and La'Mya all look forward to nurse April's visits!



April continued, "In addition, our program specifically supports moms with a history of substance use." Nia fit the criteria and April was eager to meet her.

Nia recalled, "I got my second DUI right after I had my second child. I wasn't handling my emotions properly and as a result was abusing alcohol." With her first DUI charge, Nia paid the fines but after her second DUI, she was sentenced to 15 days in jail. When she served her time, she was already four months pregnant with her third child.

"That was my turning point. I missed my kids so much." Nia said with a lump in her throat, "I knew then that I had to do better so I could be the best version of myself for them."



Nurse April and NFP mom, Nia, worked together on setting small, realistic goals for the mom of three.



- **Counties:** Alachua, Bradford, Columbia, Hamilton, Marion, Putnam
- **About:** Parents as Teachers is a free program that equips parents and caregivers with the knowledge, skills and tools they need to help their children be healthy, safe and ready to succeed in school.
- **Services:** Regular developmental screenings during visits to make sure children are healthy, safe, and developing on track; one-on-one parenting support; connection with other parents and resources; and fun activities to encourage school readiness and school success.
- **Who is eligible?** Parents and caregivers with children from birth to age 3 with enrollment by 12 months of age in Alachua and Marion counties. In Bradford, Columbia, Hamilton and Putnam counties, the program serves children from birth to age 5 with enrollment by 24 months of age.
- Parents as Teachers is available to parents and caregivers with children whose lives are impacted by these family stressors:
 - Low-income
 - Teen parent
 - Low educational attainment
 - Child abuse or neglect
 - Substance use
 - Intimate partner violence
 - Tobacco use in the home
 - Military family
 - Children with developmental delays, disabilities or chronic health issues
 - Recent immigrant or refugee family
 - Court appointed legal guardian
 - Incarcerated parent
 - Parent with mental health issue
 - Death in the immediate family







- **Counties:** Alachua
- **About:** NewboRN Home Visiting is a free program offered to all Alachua County women who give birth in the county. Within a week after baby is born, a registered nurse visits the family at home to see how they are doing, share information and connect them to services and resources.
- **Services:** A registered nurse provides a physical and health assessment on baby and mom, and education on topics such as how to care for baby, infant safety tips, safe sleep and family planning options. NewboRN Home Visiting nurses are trained to help new moms breastfeed and address breastfeeding concerns. They also work with families to connect them to needed resources such as clothing, financial assistance and transportation. Infant CPR and choking prevention classes are available for free to families participating in the program.
- **Who is eligible?** All Alachua County women who give birth at a hospital, birth center or home within the county.



Infant CPR and Choking Community Classes



Projected to
serve over
850 newborns
& families in
Alachua



CHILDREN'S TRUST
OF ALACHUA COUNTY

Fetal and Infant Mortality Review



2/2023 – 6/2025	# of Cases Reviewed	% of Cases Reviewed
Citrus	15	20%
Hernando	17	23%
Lake	35	47%
Sumter	7	10%
Coalition	74	

Top 5 Contributing Factors

1. Preterm Birth = 23.6%
2. Premature Rupture of Membranes = 18.1%
3. Preterm Labor = 16.7%
4. Congenital Anomaly = 16.7%
5. Unsafe Sleep Location = 13.9%

Top 5 Present Factors

1. No Home Visiting = 83.3%
2. Lack of WIC = 59.7%
3. Low Income = 56.9%
4. Unintended Pregnancy = 48.6%
5. No Birth Control = 43.1%

2023 - 2024

Fetal Deaths = 89

Infant Deaths = 97

Fetal and Infant Mortality Review



**Healthy
Start**
Healthy Start of North
Central Florida Coalition

2/2023 – 6/2025	# of Cases Reviewed	% of Cases Reviewed
Alachua	18	18%
Bradford	4	4%
Columbia	10	10%
Dixie	3	3%
Gilchrist	2	2%
Hamilton	3	3%
Lafayette	3	3%
Levy	9	9%
Marion	24	23%
Putnam	14	14%
Suwannee	9	9%
Union	2	2%
Coalition	101	

Top 5 Contributing Factors

1. Preterm Birth = 23.6%
2. Congenital Anomaly = 19.1%
3. Preterm Labor = 14.6%
4. Premature Rupture of Membranes = 18.1%
5. Unsafe Sleep Location = 11.2%

Top 5 Present Factors

1. No Home Visiting = 88.8%
2. Low Income = 70.8%
3. No Birth Control = 59.6%
4. Unintended Pregnancy = 56.2%
5. Obesity = 48.3%

2023 - 2024
Fetal Deaths = 150
Infant Deaths = 131

Milk Bank Depot

Become a donor!

Your Breast Milk Can Save Lives



MOTHERS'
MILK BANK
OF FLORIDA



THE MILK BANK DEPOT IN GAINESVILLE, FL

Why donate?

- Newborns who are premature and/or sick and cannot get milk from their mothers often need breast milk to survive and thrive.
- Human milk helps a baby's immune system, provides ideal nutrition for growth and development, and can help repair a pre-term baby's intestines should they become infected.
- Your breast milk will go to the babies who are most at need in hospital neonatal intensive care units—babies who are seriously ill or pre-term. Donor milk is dispensed by prescription only.

1 OUNCE
of breast milk
provides up to
3 FEEDINGS
for pre-term babies



Who can donate?

You may be eligible to donate if you are:

- A recent mother and have excess milk.
- A bereaved mother who wishes to donate her breast milk to help another baby.
- In good general health.
- Free from smoking, illegal drug use and regular alcohol use.



MILK GUIDELINES

Frozen < 8 months | Heat = 0
No warming, scalding, boiling or thawing

Here's how:

First Register

Then Schedule a drop-off
CALL OR TEXT 352-647-6275

Deliver your breast milk to
the local milk bank



HEALTHY START / WELLFLORIDA
1785 NW 80TH BLVD., GAINESVILLE
EVERYBABYDESERVESAHEALTHYSTART.ORG

Register in 4 easy steps

1



Call Mothers' Milk Bank
of Florida for a short
phone interview:
407-248-5050

2



Complete a secure
online health
questionnaire.

3



Complete a free
blood screening.

4



Provide permission
to Mothers' Milk Bank
of Florida to contact
healthcare providers.

Over
15,000
ounces
collected

THANK YOU!



What is a Doula?

A doula is a non-medical professional trained to support mothers and families with physical, emotional, and evidence-based support and information before, during, and after birth.

Doulas help ensure that parents and baby achieve the healthiest, most rewarding birth experience possible.

What kind of care do doulas provide?

Doulas use a variety of evidence-based techniques to prepare a mother for birth. From massages and patterned breathing to reduce pain, to suggesting position changes to aid in fast delivery, doulas offer committed support and care throughout a woman's pregnancy.



Healthy Start Doula Program



**Alachua County Training
August 2023**

17 Certified Doulas





Healthy Start Doula Program



**Marion County Training
November 2023**

16 Certified Doulas





Healthy Start Doula Program



**Central Training
April 2024**

18

Certified Doulas



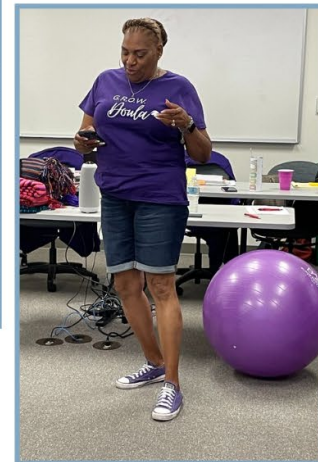


Healthy Start Doula Program



**North Central Training
May 2024**

11 Certified Doulas



Safe Sleep

Over 300 Pack N Plays provided to families with no safe place for their infant to sleep



Is your baby sleeping safely?
Give your baby a healthy start by following these safe sleep guidelines.

Remember the ABCs of safe sleep.

A *Alone*

B *on Back*

C *in Crib*

Always place baby on their back to sleep, for naps and at night, to reduce the risk of SIDS.

Use a firm and flat sleep surface covered by a fitted sheet with no other bedding in the crib.

Share your room with baby. Keep baby in a crib close to your bed for the first 6 months. Do not fall asleep holding baby.

Do not put soft objects, toys, crib bumpers or loose bedding anywhere in baby's sleep area.

Connect with Healthy Start:
ConnectHealthyStart.org | HealthyStartWFO.org | 877-678-5555



Child Passenger Safety

IS YOUR CAR SEAT THE REAL DEAL?

Your car seat may seem fine, but it could be a fake!
Knock-off car seats are being sold at major online stores. Fake
seats DO NOT meet the standards for car seat safety in the U.S.

Here's what to look for to make sure your seat is the real deal:

1 Warning Labels and Manufacturer's Information

Car seats must be labeled with:

- Model name or number
- Company's name and contact info
- When and where the seat was made
- The statement: "This child restraint system conforms to all applicable Federal motor vehicle safety standards."
- If the seat is safe to use on planes
- Height and weight limits



2 5-Point Harness

Your seat should have shoulder belts, lap and crotch belts, a chest clip, and a crotch buckle.



3 Manual and Recall Card

Your seat should come with a user manual and a recall card.

4 Branding

Your seat should have a real company logo in a few places.

Tips for choosing a safe seat:



Do your Research
Find info about car seats at healthychildren.org.



Shop In-Store
Shop in-person or buy from the company's website.



Buy New
There's no way to know if a used seat is safe. Don't buy used from someone you don't know.

Have a Fake? Replace and Report!

Knock-off car seats are NOT safe. If you think you have a fake, **REPLACE** it as soon as you can. Then **REPORT** it at NHTSA.gov.

Need More Help?

Find a Certified Child Passenger Safety Technician (CPST) at SafeKids.org.



Healthy Start
Central & North Central
Healthy Start Coalitions

EveryBabyDeservesAHealthyStart.org

Sources: www.strong4life.com, www.lvhn.org



Over 350
car seats distributed

Over 700
car seats installed/checked

BUMP 2 BABY EXPO



HOSTED BY THE CENTRAL HEALTHY START COALITION

Healthy Start's Bump2Baby Expo is a **FREE** maternal and infant health and safety event for families who are expecting or who already have a baby 12 months of age or less.

My Healthy Start App

Powered by YOMINGO®

My Healthy Start App is a free pregnancy and postpartum app brought to you by our Central Healthy Start and Healthy Start of North Central Florida Coalitions. Powered by YoMingo®, **My Healthy Start App** provides you with tools and resources anytime, anywhere to support you during every stage of your pregnancy and beyond.

My Healthy Start App gives access to:

- ✓ Weekly milestones
- ✓ Immunization log
- ✓ Kick counter
- ✓ Evidence-based information
- ✓ Contraction timer
- ✓ Diaper log
- ✓ Personal journal
- ✓ Appointment log & more
- ✓ Feeding log

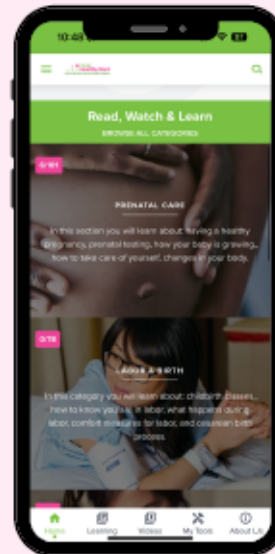


STEP 1: SCAN THE QR CODE TO REGISTER

STEP 2: CHECK YOUR EMAIL

STEP 3: DOWNLOAD THE YOMINGO® APP

<https://wellfl.info/MyHSAApp>



Available on the
App Store

Available on
Google Play



Disclaimer: The information in YoMingo® is NOT intended to take the place of a health care provider or any information that your health care provider has discussed with you about your own personal health. By creating an account in YoMingo® you have verified that you have read and agree to this disclaimer.

Thank you !

Julie Moderie

jmoderie@wellflorida.org

www.EveryBabyDeservesAHealthyStart.org



**Healthy
Start**
Central & North Central
Healthy Start Coalitions

Community Initiatives

A Year in Review

Projects and Programs

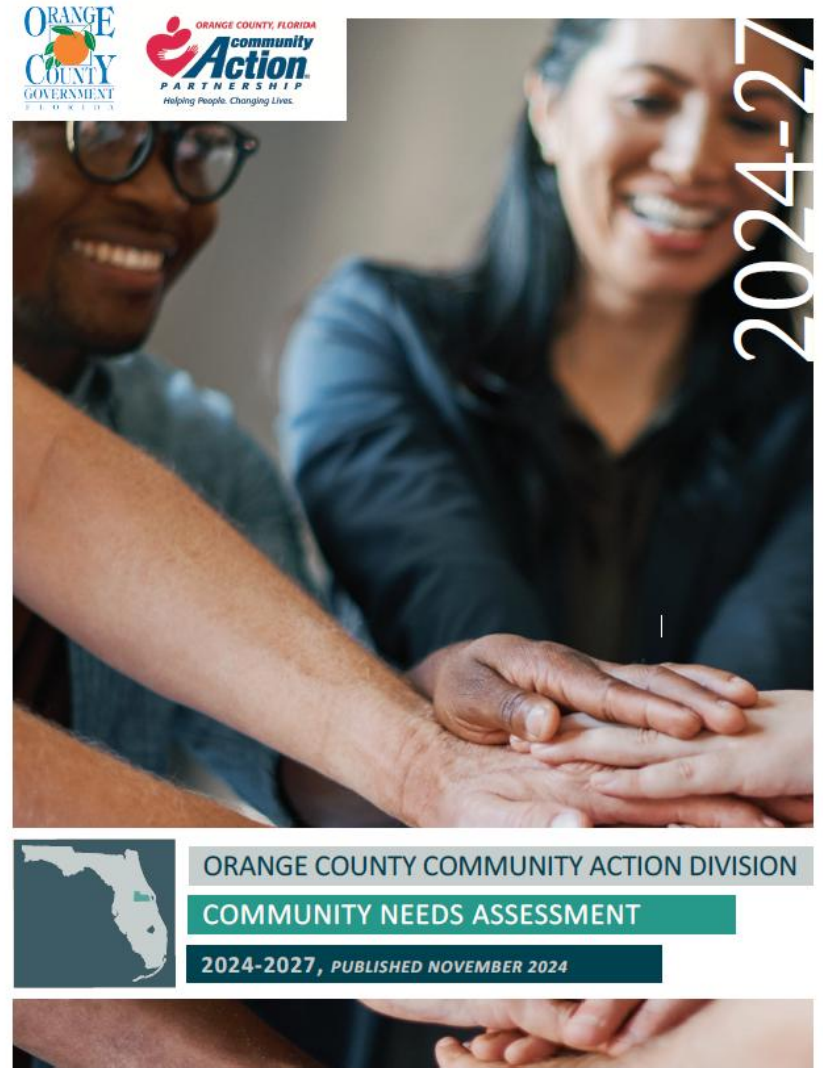
- ☐ Orange County Community Action Division Needs Assessment
- ☐ Comprehensive Review and Analysis – FDDC
- ☐ Florida Association of Healthy Start Coalitions Needs Assessment
- ☐ Behavioral Health Needs Assessment – LSF Health Systems
- ☐ Power Up Program – Florida Blue Foundation
- ☐ High Impact Prevention (HIP) - FDOH
- ☐ North Central Florida Cancer Control Collaborative (NCFCCC) – FDOH

FY 2024 - 2025

Projects

Orange County Community Action Division Community Needs Assessment

- Provides services to individuals and families with low incomes to develop skills to obtain employment with the goal of achieving economic self-sufficiency
- Nearly 1.5 million people live in Orange County which includes a 24% increase in population since 2010.
- Secondary data (demographics, health outcomes and conditions, social behaviors and factors, civic engagement, asset building) and Primary data (focus groups, key informant interviews, and surveys).
- Timeline: August 16 – January 31, 2025
- Strategic Planning to begin in July 2025



Comprehensive Review & Analysis FDDC

- The Developmental Disabilities Assistance and Bill of Rights Act of 2000, also known as the “DD Act” required each state to establish and maintain a developmental disability Council. Councils must develop a data informed plan every five years.
- Estimated I/DD prevalence in Florida:
 - 439,049 using widely accepted prevalence rate of 6.99 of non-institutionalized population
 - 351,468 using required ITACC prevalence rate of 1.58 of total population
- Secondary and Primary Data collected and analyzed, followed by strategic plan development with the Council board and staff
- Timeline: August 1, 2024 – July 31, 2026



Florida Association of Healthy Start Coalitions Needs Assessments

- Florida Association of Healthy Start Coalitions issued a competitive process to bid on the development of a nearly statewide needs assessment for Healthy Start. The assessment includes the development of primary data collection tools, collection of secondary data, and the development of needs assessment templates to be used by individual coalitions throughout Florida.
- Timeline: February 2025 – September 2025



**Healthy
Start**
Florida Association of
Healthy Start Coalitions

Behavioral Health Needs Assessment – LSF Health Systems

- LSF Health Systems is the managing entity for a 23-county region of Florida including Alachua, Baker, Bradford, Citrus, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Hernando, Lake, Lafayette, Levy, Marion, Nassau, Putnam, St. Johns, Sumter, Suwannee, Union and Volusia counties.
- Needs assessment includes primary, secondary, quantitative and qualitative data collection and analysis.
- Timeline: February 2025 – September 2025



SURVEY PARTICIPANTS NEEDED
Let your voice be heard!

DO YOU:

- ☒ Live in Florida?
- ☒ Struggle with mental health or substance misuse, or care for someone who does?

GET MORE INFORMATION OR TAKE THE SURVEY AT
bit.ly/43st5eB

WellFlorida Council
Working Together for Healthy Communities

LSF HEALTH SYSTEMS
FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES
MYFLFAMILIES.COM

LSF Health Systems is a managing entity contracted with the Department of Children and Families.
Sponsored by the State of Florida Department of Children and Families.

TAKE THE SURVEY ON ANY DEVICE!

The poster features a smartphone displaying a man holding his head in his hand, suggesting mental distress. The background is teal with a white torn-paper effect separating the survey details from the logos and disclaimer.

FY 2024 - 2025

Programs

Power Up Program

- Florida Blue Foundation supported partnership with Florida Gateway College, Meridian Healthcare, Richardson Community Center, and WellFlorida Council
- Power Up League: esports recreation league with Botvin Lifeskills Training (self-esteem, decision-making, smoking, advertising, dealing with stress, communication skills, social skills, assertiveness)
- Power Up Teens – teen Mental Health First Aid



HIV High Impact Prevention Program (HIP)

- Funded by the Florida Department of Health
- Services in 15 north central Florida counties
- Major Components:
 - HIV Testing and Outreach (includes education)
 - Popular Opinion Leader Intervention
 - Business Responds to AIDS (BRTA)
 - Condom Distribution
 - Linkage to Care and Adherence with HIV Positive Clients
 - Social Media and Marketing



HIP By The Numbers

<u>Deliverable/Service</u>	<u>Units or Number Served</u>
HIV Testing	422
Outreach/Education	4,192
Condom Distribution	46,954
Business Responds to AIDS Partners	26
Link and Stay (Adherence Program for Persons who are HIV+)	49
Popular Opinion Leaders Trained	32
HIV Prevention Messages on Social Media	68
Impressions Generated from Social Media	143,059
Digital Ads Impressions	585,259
Radio Impressions – Spots*	680
Out-of-Home Impressions*	2,066,875

*Estimates as these numbers are not yet available.

NCFCCC and the Small-Town Giant Colon Experience



**North Central Florida Cancer
Control Collaborative**
One Community Fighting Cancer



Services

- Needs Assessments
 - General, Special Populations, County, Regional, Statewide
 - Primary Data Collection and Analysis
 - Surveys
 - Focus Groups
 - Key Informant Interviews
 - Secondary Data Collection and Analysis
- Community Health Improvement Planning
- Data Mapping
- Grant Writing
- Strategic Planning Facilitation
- Consumer Feedback Surveys
- Evaluations of Programs
- Nursing Home Utilization Data
- Hospital and Emergency Department Utilization Data
- Quality Assurance and Quality Improvement Projects

Need More Information?

[WellFlorida Reports](#)

Lindsey K. Redding, MPH

Director of Community Initiatives

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352-538-2988



NORTH CENTRAL FLORIDA COUNTY HEALTH PROFILES

KEEPING CITIZENS AND COMMUNITY LEADERS INFORMED – 04|2025



COUNTIES	Population					Socioeconomics					Lifestyle			Access to Care	
	Total Population	Population 65+ (%)	Black Population (%)	White Population (%)	Hispanic Population (%)	Median Household Income (\$)	Persons Below Poverty (%)	Persons Below 200% Poverty FPL (%)	Persons 25+ with H.S. Diploma or Higher (%)	ALICE Households (%)	Adults with Diagnosed Diabetes (%)	Adults Who Are Current Smokers (%)	Adults Who Are Overweight or Obese (%)	Non-Elderly Uninsured (%)	Medicaid Eligible (%)
ALACHUA	281,751	14.9	19.4	62.7	12.2	59,659	19.7	36.5	94.2	31.0	11.2	11.4	57.3	10.2	14.5
BRADFORD	27,888	18.1	18.6	73.9	4.9	59,740	19.1	39.3	82.7	33.0	12.3	27.1	66.2	12.5	23.5
CITRUS	158,693	36.3	2.2	88.8	6.5	55,355	15.5	35.3	90.9	36.0	16.7	19.8	67.5	13.2	18.3
COLUMBIA	70,755	20.0	16.5	72.8	7.4	55,070	17.0	39.5	85.5	35.0	16.5	23.9	73.4	13.6	26.7
DIXIE	16,952	23.6	6.6	85.1	4.5	47,655	19.3	43.9	82.3	48.0	12.9	29.5	69.9	14.8	27.5
GILCHRIST	18,494	20.2	3.2	89.1	7.5	61,070	11.2	32.7	85.5	36.0	19.0	19.3	77.7	14.1	23.4
HAMILTON	13,445	19.6	32.2	58.7	11.0	47,696	27.3	54.1	78.3	27.0	16.3	20.2	73.6	14.5	27.5
HERNANDO	201,512	26.6	5.0	78.7	16.1	63,193	12.0	32.1	90.1	38.0	14.6	21.5	68.3	14.1	19.6
LAFAYETTE	8,035	20.1	17.7	76.8	11.9	60,692	17.8	40.9	80.0	41.0	10.4	26.4	77.8	18.3	18.8
LAKE	398,696	26.6	10.1	70.6	17.9	69,956	9.5	26.8	90.9	36.0	12.6	15.9	64.4	12.6	15.4
LEVY	44,276	25.0	8.4	82.2	9.9	53,805	17.2	42.1	87.8	35.0	15.0	22.6	73.6	17.0	23.3
MARION	387,697	28.7	12.6	71.7	15.9	58,535	14.6	37.1	89.6	37.0	16.8	18.3	66.8	15.6	21.4
PUTNAM	74,235	23.5	15.3	73.0	10.9	47,256	23.9	50.4	82.2	36.0	18.1	26.9	69.7	16.8	29.6
SUMTER	137,536	57.8	6.8	86.3	6.1	73,297	9.1	22.8	93.2	30.0	18.5	11.7	71.4	10.7	7.8
SUWANNEE	44,484	21.1	10.0	77.0	11.3	55,479	14.2	41.1	84.5	42.0	15.6	25.4	75.3	15.7	26.7
UNION	15,551	17.2	16.2	73.2	5.1	64,922	18.7	41.9	78.3	29.0	11.6	32.4	74.8	10.6	16.7
REGION	1,900,000	27.5	11.2	74.1	13.1	–	14.3	34.1	89.9	–	–	–	–	13.4	18.3
FLORIDA	21,928,881	21.1	15.3	59.9	26.7	71,711	12.6	30.7	89.6	33.0	11.7	14.8	64.6	13.9	18.3

Maternal & Infant Health				Health Status										
Teen Birth Rate 15-17 Years of Age ¹	Low Birthweight Babies (%)	Late or No Prenatal Care (%)	Infant Death Rate ²	New Cancer Incidence Rate ³	New HIV Diagnosis Rate ³	Preventable Hospitalizations <65 ⁴	Dental ER Visits Rate ⁵	Mental Health ER Visits Rate ⁵	Disparity: Black/White Mortality Rates ⁶	Heart Disease Mortality Rate ⁷	Cancer Mortality Rate ⁷	CLRD Mortality Rate ⁷	Unintentional Injury Hospitalization Rate ³	Unintentional Injury Mortality Rate ⁷
5.8	10.2	6.4	7.3	473.7	15.1	838.4	14.4	78.8	36.9	130.2	145.7	29.6	581.6	59.8
11.0	12.6	7.0	4.4	523.1	3.7	1,234.1	24.2	116.5	(22.0)	169.8	179.7	73.9	749.9	75.0
5.6	8.0	9.3	7.7	541.5	7.5	1,168.5	10.7	55.9	(7.5)	202.9	180.1	62.5	1,017.1	117.6
8.2	10.4	10.2	10.9	510.9	2.7	1,274.4	19.6	86.0	2.6	196.5	201.5	73.2	771.6	77.6
22.9	11.1	10.6	2.2	545.9	5.8	1,701.1	6.5	81.2	(28.4)	197.6	206.9	82.9	1,001.6	129.0
8.5	8.0	8.1	6.5	452.9	5.2	966.9	4.6	68.3	(22.8)	191.7	187.5	51.1	774.0	103.8
25.0	13.6	15.6	15.4	490.2	29.4	948.4	6.5	72.8	16.4	218.2	184.9	54.0	668.1	112.0
5.5	8.6	6.9	6.0	554.2	7.9	1,281.1	8.3	56.0	(7.6)	199.4	173.2	54.7	898.9	98.3
6.9	8.8	11.5	8.8	288.9	–	347.5	4.6	65.7	(12.6)	166.8	184.8	62.2	626.0	91.8
6.2	8.9	7.4	5.2	534.1	8.0	1,031.9	8.3	60.5	(1.9)	156.0	149.1	36.0	789.5	82.4
12.6	9.3	8.4	5.7	515.0	8.9	1,331.2	5.8	89.4	5.0	205.2	197.5	58.5	928.5	107.0
8.8	9.0	11.6	6.8	550.9	12.4	1,229.7	14.7	82.3	1.1	223.6	171.3	42.0	942.2	118.8
13.5	10.6	10.9	8.3	480.1	6.7	1,266.7	18.1	106.1	7.1	189.2	202.8	78.3	894.4	113.0
6.7	9.3	9.2	5.5	387.3	4.0	1,028.7	5.3	51.2	12.3	125.5	124.2	20.2	913.7	93.5
12.9	8.5	12.0	9.2	481.1	8.8	1,220.6	16.6	95.2	(3.9)	212.1	190.6	58.5	841.3	101.9
12.0	7.7	6.8	6.4	1,178.9	12.7	1,665.7	16.2	69.1	20.7	266.0	427.8	47.6	1,178.9	67.6
7.8	9.3	8.8	6.7	–	8.9	1,116.1	11.6	71.5	7.5	179.2	163.6	43.6	839.9	92.3
5.4	9.1	8.7	6.0	471.0	20.8	838.2	7.4	55.9	17.1	141.9	136.5	30.8	613.9	68.4

All counties listed above are in District 3A and 3B of Florida's Agency for Health Care Administration
■ Counties are located within Florida's First Judicial District ■ Counties are located within Florida's Fifth Judicial District
 Factors that contribute to health inequities
North Central Florida County Health Profiles is produced by WellFlorida Council. Available online at www.WellFlorida.org.

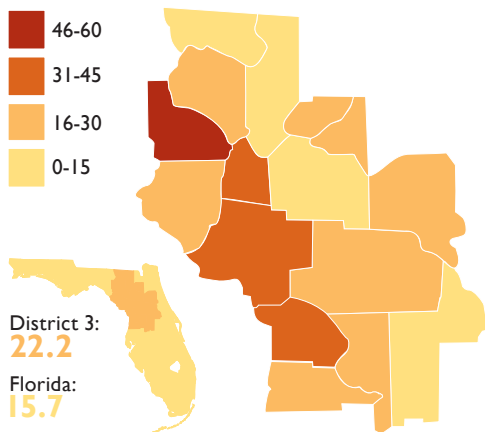
1. Per 1,000 females 15-17 years of age. 2. Per 1,000 live births. 3. Crude rate per 100,000. 4. Crude rate per 100,000 under age 65.
5. Crude rate per 1,000. 6. Percent difference between the age-adjusted mortality rate. 7. Age-adjusted rate per 100,000.
Sources and notes for the above data are available at www.WellFlorida.org/sources-and-notes, or scan the QR code using a smartphone.
North Central Florida County Health Profiles is produced by WellFlorida Council. Available online at www.WellFlorida.org.



Suicide Rates by County

Crude Rate Per 100,000 Total Population (2023)

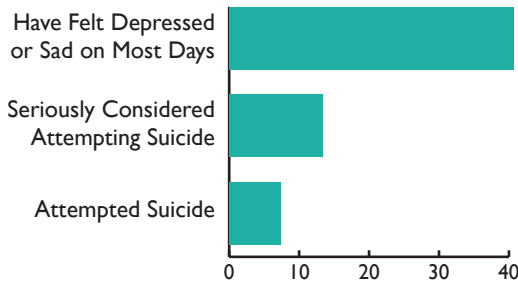
(Source: Florida Charts, accessed 3/27/25)



Statewide Youth Mental Health

Percent of surveyed Florida middle school and high school students who reported experiencing symptoms of depression, suicidal ideation, or suicidal behavior, 2024

(Source: 2024 Florida Youth Substance Abuse Survey)



26.9%
"All in all, I am inclined to think that I am a **failure**."

39.3%
"At times I think I am **no good** at all."

26.9%
"Sometimes I think that life is **not worth it**."

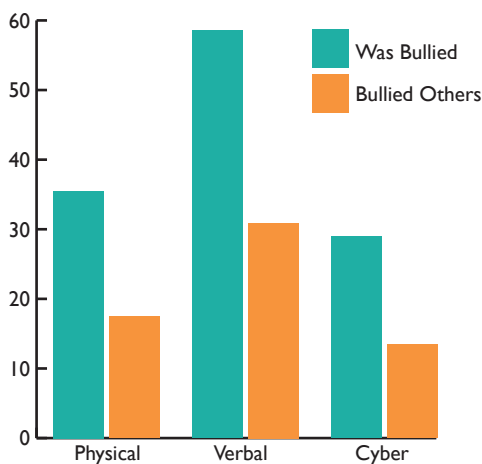
50% of all lifetime cases of mental illness begin by age 14

(source: floridahealth.gov)

Bullying in Florida Youth

Percentage of surveyed Florida middle school and high school students reporting involvement in bullying behavior (2024)

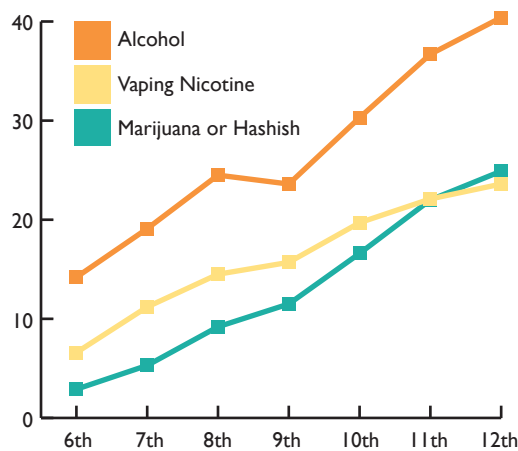
(Source: 2024 Florida Youth Substance Abuse Survey)



Substance Use By Grade Level

Percentage of surveyed Florida middle school and high school students who have reported substance use during their lifetime, 2024

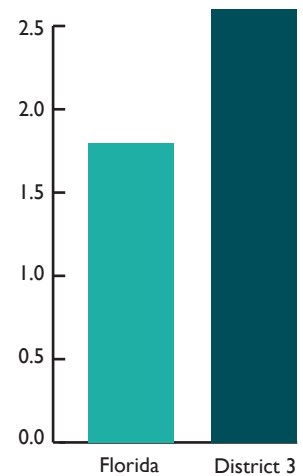
(Source: 2024 Florida Youth Substance Abuse Survey)



Youth Suicide Rate

Crude Rate Per 100,000 Total Population Age 0-17 (2023)

(Source: Florida Charts, accessed 3/27/25)



Florida youth need better access to mental health resources. To help meet this need in Columbia County, WellFlorida has developed two new community programs – **Power Up League** and **Power Up Teens**. Partners in the programs include Richardson Community Center, Meridian Healthcare, and Florida Gateway College. The Power Up programs are supported through funding by Florida Blue Foundation.

Power Up students learn the Botvin LifeSkills Curriculum, which has been proven to help kids make better decisions, handle stress, and reduce drug use and violence.

Contact jgifford@wellflorida.org to **Power Up** your community!

