

FLORIDA HEALTHY BABIES

END OF YEAR REPORT

JULY 1, 2025 - JUNE 30, 2026

Pinellas County

Improving health outcomes for moms and babies

*Through targeted efforts to reduce
infant mortality, improve well
woman care, and ensure oral
health services.*



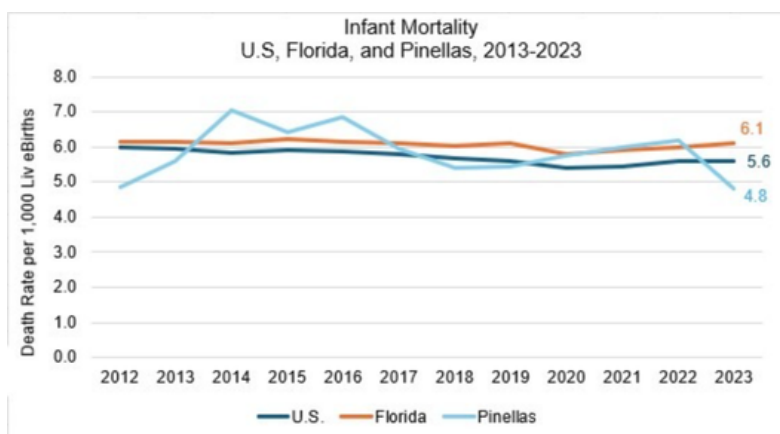
Florida
HEALTH



Florida Healthy Babies

INFANT MORTALITY

Focus: Reduce infant mortality in Pinellas County.



2023 INFANT MORTALITY RATE

- Pinellas County: 4.8%
- Florida: 6.1%
- United States: 5.6%

DATA SOURCE

Local and State: Florida Health Charts
National: CDC's WONDER Tool

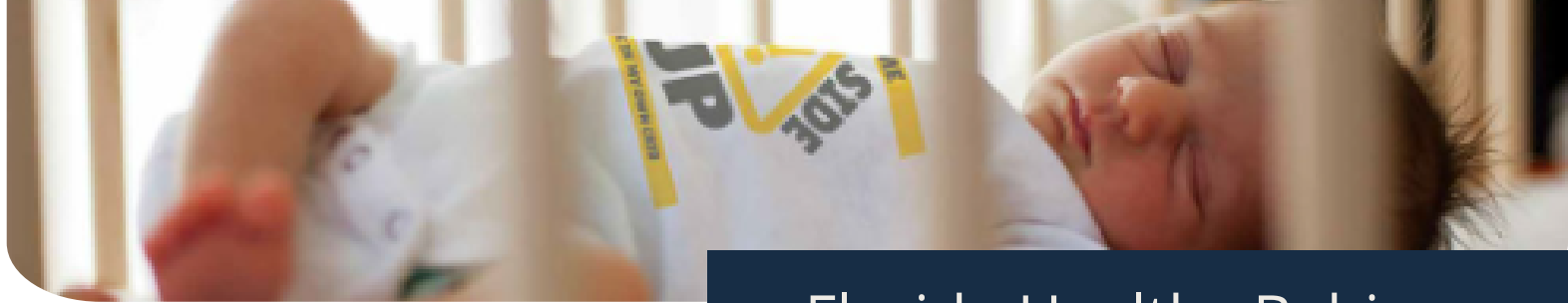
FIVE AREAS OF FOCUS

Key drivers impacting infant mortality

- 1 Safe Sleep**
Increase safe sleep education
- 2 Breastfeeding Duration**
Promote *any and all* breastmilk through baby's first year
- 3 Breastfeeding Gaps**
Reduce barriers in initiation and duration
- 4 Water Safety**
Increase water safety education and resources
- 5 Nutrition**
Increase nutritional education and resources

IMPROVING HEALTH OUTCOMES FOR MOMS AND BABIES

Through targeted efforts to reduce Infant Mortality, improve well woman care, and ensure oral health services.



STRATEGIES

1. Educate a minimum of **175** caregivers on safe sleep per quarter through DOH-Pinellas Maternal and Child Health programs: Healthy Families (HF), Healthy Start (HS), and Nurse Family Partnership (NFP). *Education must include distribution and demonstration of a pack-n-play.*

- **4,056** caregivers were educated and given a pack-n-play demonstration for infant safe sleep.
- **Quarter 1: 399** **Quarter 2: 1,446**
- **Quarter 3: 958** **Quarter 4: 1,253**

2. Conduct a minimum of **4** safe sleep outreaches per quarter: HF Safe Baby Workers (SBW) and NFP.

- **41** Safe Sleep outreaches were conducted successfully
- **Quarter 1: 10** **Quarter 2: 10**
- **Quarter 3: 10** **Quarter 4: 11**

3. Track safe sleep education efforts with birthing mothers through the JWB Sleep Baby Safely campaign.

- **5,720** safe sleep bags distributed with education in the birthing hospitals
- **Quarter 1: 1,500** **Quarter 2: 1,120**
- **Quarter 3: 1,500** **Quarter 4: 1,600**

4. Track education and outreach efforts of the Healthy Start Coalition's Beds for Babies program to ensure that safe sleep education is occurring outside of home visiting programs.

- **6** partner trainings, **15** outreaches, and **96** caregiver education sessions
- **Quarter 1: 2** training, **4** outreaches, **26** sessions
- **Quarter 2: 1** training, **2** outreaches, **38** sessions
- **Quarter 3: 2** training, **5** outreaches, **16** sessions
- **Quarter 4: 1** training, **4** outreaches, **16** sessions

5. Increase the promotion of safe sleep to fathers at a minimum of **2** community events per quarter: HS (Team Dad) and HF (Gold Medal Dads and SBW).

- **10** outreaches conducted
- **Quarter 1: 2** **Quarter 2: 2**
- **Quarter 3: 2** **Quarter 4: 4**

Florida Healthy Babies

SAFE SLEEP

Infant Mortality Goal 1

Quarter 1: July 1- September 30 & Quarter 2: October 1- December 31

GOAL

Increase the number of caregivers educated on safe sleep: placing infants on their backs, on a separate approved sleep surface, without soft objects or loose bedding.

JUSTIFICATION

To increase the number of caregivers educated on safe sleep; placing infants on their backs, on a separate approved sleep surface, without soft objects or loose bedding.

BASELINE DATA

2024-2025: **4,601** caregivers received safe sleep messaging and guidance from Healthy Families' Safe Baby Workers.

CURRENT DATA

As of June 30, 2026, **4,056** caregivers were educated:

- **Quarter 1: 399** **Quarter 2: 1,446**
- **Quarter 3: 958** **Quarter 4: 1,253**

DATA SOURCE

HF: HFF Ounce of Prevention

PARTNERING AGENCIES





Florida Healthy Babies

BREASTFEEDING DURATION

Infant Mortality Goal 2

GOAL

To increase the percent of WIC infants who receive any amount of breastmilk at 6 months by promoting any and all breastmilk through the baby's first year.

JUSTIFICATION

Healthy People 2030 Objectives: (MICH)-16 Increase the proportion of infants who are breastfed at 1 year

BASELINE DATA

2024-2025: From July 1, 2024 - June 30, 2025, an average of **41.39%** of breastfed infants in WIC were receiving some amount of breastmilk at 6 months.

CURRENT DATA

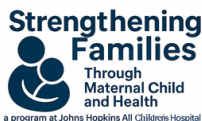
From July 1, 2025 - June 30, 2026, **43.17%** of breastfed infants in WIC were receiving some amount of breastmilk at six months.

- **Quarter 1: 44.07%** **Quarter 2: 42.27%**
- **Quarter 3: 1,500** **Quarter 4: 1,600**

DATA SOURCE

WIC: FL-Wise

PARTNERING AGENCIES



STRATEGIES

1. Educate and support caregivers through WIC's breastfeeding program and Baby Café each quarter, by providing a minimum of **150** peer counselor (PC) contact hours, and educating a minimum of **60** caregivers with breastfeeding classes.

- **3,685** PC contact hours provided and **143** unique caregivers attended Baby Café and breastfeeding classes
- **Quarter 1: 917** contact hours and **29** caregivers
- **Quarter 2: 917** contact hours and **53** caregivers
- **Quarter 3: 965** contact hours and **29** caregivers
- **Quarter 4: 886** contact hours and **32** caregivers

2. Promote any and all breastfeeding through baby's first year at a minimum of **4** BF-specific outreaches per quarter: WIC, NFP, HS, and HF.

- **31** BF outreaches conducted
- **Quarter 1: 3** **Quarter 2: 5**
- **Quarter 3: 9** **Quarter 4: 14**

3. Track the distribution of bf educational materials by WIC and JWB to providers and parents along with the incoming calls to the WIC BF support line.

- As of December 31, 2025 a total of **40,212** distributions and **355** incoming calls to the WIC breastfeeding support line
- **Quarter 1: 150** by WIC, **1,000** by JWB, and **108** calls
- **Quarter 2: 42** by WIC, **1,120** by JWB, and **84** calls
- **Quarter 3: 17,400** by WIC, **1,500** by JWB, and **69** calls
- **Quarter 4: 17,400** by WIC, **1,600** by JWB, and **94** calls

4. Increase promotion of how fathers can support breastfeeding at a minimum of **6** father events per quarter: HS (Team Dad) and HF (Gold Medal Dads).

- **12** father-specific outreaches conducted
- **Quarter 1: 3** **Quarter 2: 4**
- **Quarter 3: 2** **Quarter 4: 3**



STRATEGIES

1. Conduct a minimum of **5** breastfeeding outreaches per quarter to underrepresented families and caregivers: WIC and HF.
 - **17** BF outreaches conducted
 - **Quarter 1: 3** **Quarter 2: 5**
 - **Quarter 3: 4** **Quarter 4: 5**
2. Increase the number of doula referrals made to the Healthy Start Coalition (HSC) by MCH programs: NFP, HF, and HS.
 - **98** doula referrals received by the HSC
 - **Quarter 1: HS: 8, HF: 9, NFP: 4, PAT+: 6**
 - **Quarter 2: HS: 7, HF: 7, NFP: 2, PAT+: 0**
 - **Quarter 3: HS: 9, HF: 4, NFP: 2, PAT+: 1**
 - **Quarter 4: HS:10, HF:1, NFP:17, PAT+: 11**
3. Collaborate with HSC, and the Mace Anthony Williamson (MAW) Foundation to track doula utilization.
 - **162** underrepresented moms served by HSC and **197** served by MAW foundation
 - **Quarter 1: 38** HSC and **25** MAW
 - **Quarter 2: 56** HSC and **67** MAW
 - **Quarter 3: 30** HSC and **38** MAW
 - **Quarter 4: 38** HSC and **67** MAW
4. Promote Best Practice training opportunities to Pinellas County childcare providers serving underrepresented families and support those that enroll.
 - 28 childcare providers received GoNAPSACC training invitations along with breastfeeding educational materials
 - **Quarter 1: 10** **Quarter 2: 12**
 - **Quarter 3: 2** **Quarter 4: 4**
5. Increase the percentage of underrepresented families enrolled in home visiting (HV)/case management services by **20%**. Baseline in June 2025 was **46%** (244 of 534).
 - Average of **56%** from July 1- December 31, 2025
 - **Q1: 65%** (720 of 1,116) **Q2: 45%** (725 of 1,598)
 - **Q3: 57%** (383 of 673) **Q4: 56%** (375 of 666)

Florida Healthy Babies BREASTFEEDING BARRIERS *Infant Mortality Goal 3*

GOAL

Increase breastfeeding initiation and duration for underrepresented families.

JUSTIFICATION

Agency Strategic Plan and Healthy People 2030 Objectives: (MICH)-15 and (MICH)-16 (Increase breastfeeding duration).

BASELINE DATA

2024-2025 (Quarter percentage of represented over underrepresented gap): **5.3%** initiation, **13.01%** any amount of breast milk at 6 months.

CURRENT DATA

From July 1, 2025- June 30, 2026, the initiation gap was **5.09 %** and the duration gap was **23.55%**.

- **Quarter 1: 6.01%** initiation and **26.16%** duration
- **Quarter 2: 4.98%** initiation and **26.33%** duration
- **Quarter 3: 4.48%** initiation and **20.56%** duration
- **Quarter 4: 4.89%** initiation and **21.13%** duration

DATA SOURCE

WIC: FL-Wise

PARTNERING AGENCIES





Florida Healthy Babies

WATER SAFETY

Infant Mortality Goal 4

GOAL

Increase water safety education and access to home safety resources for prenatal and postpartum caregivers.

JUSTIFICATION

Healthy People 2030 Objectives: (MICH)-02 (Reduce the rates of infant deaths).

BASELINE DATA

2024-2025: **1,436** prenatal caregivers and **1,451** postpartum caregivers educated on Water Safety: Healthy Start, WIC, and Nurse Family Partnership

CURRENT DATA

As of June 30, 2026, **882** caregivers educated on Water Safety:

- **Quarter 1: 321** caregivers educated
- **Quarter 2: 320** caregivers educated
- **Quarter 3: 77** caregivers educated
- **Quarter 4: 164** caregivers educated

DATA SOURCES

HS: Well Families, WIC: FL-Wise, NFP: Changent

PARTNERING AGENCIES



STRATEGIES

1. Educate a minimum of **350** caregivers per quarter on infant water safety/bath time: WIC and HF (SBW):

- **882** caregivers educated
- **Quarter 1: 321** **Quarter 2: 320**
- **Quarter 3: 77** **Quarter 4: 164**

2. Participate in a minimum of **4** community activities per quarter that promote water safety to partners and community members: WIC, HF, and NFP.

- Participated in **29** community activities
- **Quarter 1: 11** **Quarter 2: 5**
- **Quarter 3: 7** **Quarter 4: 6**

3. Educate a minimum of **400** caregivers per quarter on infant water safety through DOH HV/case management using the "Home Safety Checklist."

- **1,459** caregivers educated by DOH-Pinellas
- **Quarter 1: 424** **Quarter 2: 425**
- **Quarter 3: 277** **Quarter 4: 333**

4. Increase the number of swim voucher applicants for infants (0-12 months). Baseline in 2024-2025 was 10 infants out of 144 applicants.

- **34** applications for 0-12 months
- **Quarter 1: 22** **Quarter 2: 0**
- **Quarter 3: 8** **Quarter 4: 2**

*Q2 result due to application period closed until spring/summer.



STRATEGIES

1. Educate a minimum of 200 pregnant women per quarter on optimal nutrition for good birth outcomes, through DOH-Pinellas MCH Programs: WIC, NFP and HS.

- **1,548** pregnant women educated
- **Quarter 1: 418 Quarter 2: 337**
- **Quarter 3: 311 Quarter 4: 482**

2. Educate a minimum of **250** postpartum caregivers per quarter on optimal nutrition for baby's first year: WIC, NFP and HS.

- **2,776** postpartum women educated.
- **Quarter 1: 663 Quarter 2: 613**
- **Quarter 3: 878 Quarter 4: 622**

3. Develop a minimum of **3** culturally sensitive recipes per quarter for income strained families to include optimal nutrition for pregnant women and infants.

- **10** recipes developed by WIC staff
- **Quarter 1: 0 Quarter 2: 3**
- **Quarter 3: 3 Quarter 4: 4**

*Q1 result due to strategy development

4. Promote a minimum of **4** nutritional training opportunities to Pinellas County child care providers through DOH-Pinellas.

- **38** trainings promoted and/or conducted
- **Quarter 1: 12** promoted, **5** conducted
- **Quarter 2: 10** promoted, **2** conducted
- **Quarter 3: 2** promoted, **1** conducted
- **Quarter 4: 4** promoted, **2** conducted

5. Participate in a minimum of **15** collaborative events and initiatives for improving access to quality nutrition. Baseline for FY 2024-2025 was 50 total for all MCH programs.

- MCH participated in **35** collaborative events
- **Quarter 1: 13 Quarter 2: 6**
- **Quarter 3: 12 Quarter 4: 4**

Florida Healthy Babies

NUTRITION

Infant Mortality Goal 5

GOAL

Increase nutritional counseling and access to healthy foods for prenatal and postpartum caregivers.

JUSTIFICATION

Healthy People 2030 Objectives: (MICH)-02 (Reduce the rates of infant deaths) and (MICH)-07 (Reduce preterm births).

BASELINE DATA

2024-2025: **1,436** prenatal caregivers and **1,451** postpartum caregivers educated on nutrition: Healthy Start, WIC, and Nurse Family Partnership.

CURRENT DATA

As of June 30, 2026, **1,548** pregnant women received nutrition education; **2,776** postpartum women educated.

- **Quarter 1: 418** prenatal and **663** postpartum
- **Quarter 2: 337** prenatal and **613** postpartum
- **Quarter 3: 311** prenatal and **878** postpartum
- **Quarter 4: 482** prenatal and **622** postpartum

DATA SOURCES

HS: Well Families, WIC: FL-Wise, NFP: Changent

PARTNERING AGENCIES



Florida Healthy Babies

WELL WOMAN CARE



OVERVIEW

Healthy babies start with healthy moms, ensuring that women receive appropriate care before their baby is born, is key.

AREAS OF FOCUS

Key drivers impacting Well Woman Care

Well Woman Exam

Preventative care to ensure women of childbearing age (18-44) are healthy.

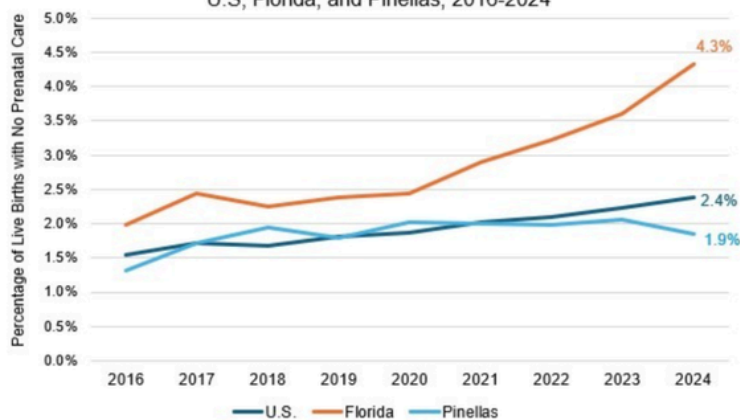
Gonorrhea/ Chlamydia Testing

Critical testing to minimize pregnancy risk



Pictured (Left to Right) – Dyemy Dumerjuste, Michelle Espeland, Sandra Watts, Lillian Rivera & Maria Martinez are some of the Clearwater Clinic staff helping to achieve our FHB goals.

Births to Mothers With No Prenatal Care, U.S, Florida, and Pinellas, 2016-2024



2024 NO PRENATAL CARE

- Pinellas County: 1.9%
- Florida: 4.3%
- United States: 2.4%

DATA SOURCE

Local and State: FLHealthCHARTS
National: CDC's WONDER Tool

IMPROVING HEALTH OUTCOMES FOR MOMS AND BABIES

Through targeted efforts to reduce Infant Mortality, improve well woman care, and ensure oral health services.

Goal 1

WELL WOMAN EXAM



GOAL

Increase the number of Clearwater clients between the ages of 18-44 that receive a well women exam.

JUSTIFICATION

National Performance Measure

BASELINE DATA

From July 1, 2024 - June 30, 2025, **72.3%** of clients with a nurse only visit received a well women exam.

CURRENT DATA

As of June 30, 2026 **79.74%** of clients with a nurse only visit received a well women exam.

- **Quarter 1: 75.39%** received an exam
- **Quarter 2: 86%** received an exam
- **Quarter 3: 84%** received an exam
- **Quarter 4: 80%** received an exam

DATA SOURCE

- HMS Reports

STRATEGY

For FY 2025-26, increase the percentage of women ages 18-44 that receive a well women visit after a nurse only visit from **72.3%** to **78%**.

- An average of **79.74%** of women received an exam from July 1- December 31, 2025
- **Quarter 1: 75.39%** received an exam
- **Quarter 2: 86%** received an exam
- **Quarter 3: 84%** received an exam
- **Quarter 4: 80%** received an exam



Pictured (Left to Right)
Maria Martinez, Dr. Leena Hancock, and Sandra Watts.



Goal 2

GONORRHEA/ CHLAMYDIA TESTING

STRATEGY

For FY 2025-26, increase the number of sexually active women who get tested for gonorrhea and chlamydia during a nurse only visit at the Clearwater location from **86.3% to 90%**.

- An average of **84%** women received testing from July 1- December 31, 2025
- **Quarter 1: 83.3% Quarter 2: 85.4%**
- **Quarter 3: 83% Quarter 4: 83%**

GOAL

Increase the number of Clearwater clients between the ages of 18-44 that receive gonorrhea and chlamydia testing during a nurse only visit.

JUSTIFICATION

National Performance Measure

BASELINE DATA

From July 1, 2024 - June 30, 2025, **86.3%** of the clients receiving a nurse only visit were tested for chlamydia and gonorrhea.

CURRENT DATA

As of June 30, 2026 **84%** of clients with a nurse only visit were tested for chlamydia and gonorrhea.

- **Quarter 1: 83.28%** received testing
- **Quarter 2: 85.35%** received testing
- **Quarter 3: 83%** received testing
- **Quarter 4: 83%** received testing

DATA SOURCE

- HMS Reports



Florida Healthy Babies DENTAL

Focus: Oral health for Mothers and Children



OVERVIEW

Maintaining good oral health during pregnancy is essential for both mom and baby. Hormonal changes can increase the risk of gum disease, which has been linked to preterm birth and low birth weight. Regular dental checkups, daily brushing and flossing, and a healthy diet all support a healthier pregnancy. Taking care of your smile is one more way to care for your growing baby.

AREAS OF FOCUS

Key drivers impacting oral health services

Oral Health for Pregnant Women

Education and services to encourage pregnant woman to receive dental care.

Sealant Program

Increase dental sealants for school aged children.

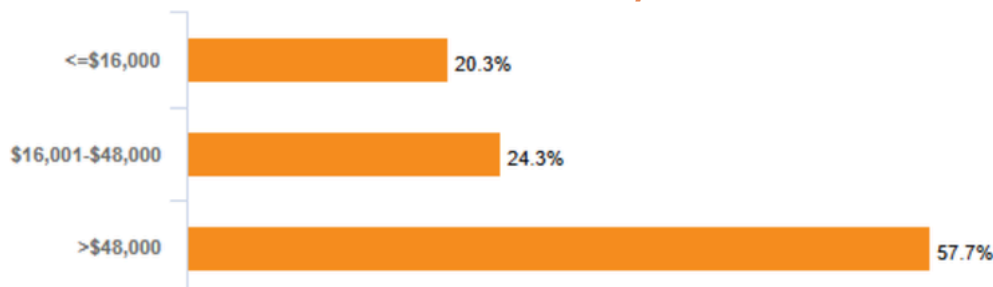


DATA SOURCE

FLHealthCHARTS (PRAMS)

In Florida, low income women are less than half as likely to receive oral health during pregnancy.

HOUSEHOLD INCOME, 2022



IMPROVING HEALTH OUTCOMES FOR MOMS AND BABIES

Through targeted efforts to reduce Infant Mortality, improve well woman care, and ensure oral health services.



Florida Healthy Babies

ORAL HEALTH

for Pregnant Women

Goal 1 for Dental

GOAL

Increase the number of pregnant women receiving dental care in the DOH-Pinellas dental clinics.

JUSTIFICATION

FHB Statement of Work: Improve dental care access for women and children to assist women and children in obtaining oral health services.

BASELINE DATA

45 Individual clients received oral health services during pregnancy (FY24-25).

CURRENT DATA

As of June 30, 2026, 141 pregnant women received oral health services:

- **Quarter 1: 19** **Quarter 2: 32**
- **Quarter 3: 40** **Quarter 4: 50**

DATA SOURCE

- LOGI Reports

STRATEGIES

1. Design and distribute educational flip chart to promote oral health during pregnancy at community outreaches and in DOH clinics.

- Dental, MCH, and communications collaborated to develop the flip chart.
- **Quarter 1: Flipchart designed**
- **Quarter 2: Flipchart completed**
- **Quarter 3: 157 flipcharts distributed**
- **Quarter 4: 390 flipcharts distributed**

2. Conduct a minimum of **3** outreaches to promote oral health services to pregnant women per quarter: NFP, HS, and dental.

- **17** community events attended
- **Quarter 1: 2** **Quarter 2: 1**
- **Quarter 3: 5** **Quarter 4: 9**

3. Provide oral health services to a minimum of **15** pregnant women per quarter:

- **141** pregnant women received oral health services
- **Quarter 1: 19** **Quarter 2: 32**
- **Quarter 3: 40** **Quarter 4: 50**

PARTNERING AGENCIES





Florida Healthy Babies

DENTAL SEALANTS

for School-Aged Children

Goal 2 for Dental

STRATEGY

Increase the number of positive consent forms for DOH Pinellas' School-Based Sealant Program by collaborating with Pinellas County schools to promote services and information with connected robot calls and brochures. The baseline for FY 2024-2025 was **3,605**.

- **6,664** consent forms received from July 1, 2025-June 30, 2026
- **Quarter 1: 1,602** **Quarter 2: 1,673**
- **Quarter 3: 2,070** **Quarter 4: 1,319**

GOAL

Increase the number school-aged children who have dental sealants on one or more molars.

JUSTIFICATION

Healthy People 2030 Objective/MCH Healthy Babies Priority.

BASELINE DATA

Out of 8,045 children seen, 3,605 received sealants (FY24-25 Baseline).

CURRENT DATA

As of June 30, 2026, 2,488 out of 10,201 school-aged children received sealants:

- **Quarter 1: 606** **Quarter 2: 647**
- **Quarter 3: 761** **Quarter 4: 474**

DATA SOURCES

- LOGI Reports; SEALS data

PARTNERING AGENCIES

