



2015 Healthy Start Convention  
Achieving Measurable Outcomes that Make a  
Difference for Women, Families and Communities

Publishing Basics: Effectively Expressing  
What the Data Say and What the People  
Say About Your Services

Estrellita “Lo Berry”, President / CEO  
REACHUP, Inc.

# REACHUP

where there's a will, we are the way

## MISSION

To advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families

## VISION

To be known as a nationally recognized center of excellence, assisting in creating a community where there is equality in health care and health for all families

## MOTTO / SLOGAN

Committed to Research, Education and Advocacy for Healthy Living!

Why Publish?

It's Your  
Responsibility!

# Before We Start (**STOP!**)

- Trust
- Believe
- Invest

*“If you have come here to help me, you are wasting your time... But if you have come because your [health and well-being are] are bound up with mine, then let us work together.”*

# Community Call to Action

## Concerns about African American community reaction

- General cultural mistrust
- Distrust toward medicine and research
- Perceptions that scientists and research institutions focus on deficits and exaggerate problems
- Comparing Tuskegee scientists to other researchers
- Conspiracy theories of manipulating data, etc.
- Realization of owning the data

# Guiding Principles to Combat Lost Trust

- Seeing the research process as a collaborative enterprise engaging diverse partners
- Validating multiple sources of knowledge/promoting multiple methods of discovery and dissemination
- Having social action and social change to achieve social change as one of the research goals
- Assuring that the process is participative – all members part of the analysis and interpretation of data and have input into how the results are distributed (**Community Based Participatory Research**)

# Strategies to Combat Lost Trust\*

- Validated data with State MCH Epidemiologist
- Conducted Community Workshop to inform major MCH leaders led by national MCH researcher, Dr. Fleda Mask Jackson
- Data presented to community by local African American MCH Leaders (Estrellita “Lo” Berry, REACHUP President/CEO and Director/Principal Investigator, REACHUP Board and CHHS Staff)
- Conducted information meeting consisting of leaders from various segments of the African American community: faith, education, business, health and health care, arts and culture, community advocacy, interested residents, etc.

\*Black Infant Health Practice Initiative (BIHPI)



# Publications-Healthy Start 5 Approaches

## 1. Improve Women's Health

Luke, S., Salihu, H. M., Alio, A. P., Mbah, A. K., Jeffers, D., Berry, E. L. & Mishkit, V. R. (2009). Risk factors for major antenatal depression among low-income African American women. *Journal of Women's Health*, 18 (11), 1841-1846.

## 2. Promote Quality Services

Briscoe, R.V., Mowery, D., Berry, E. & Austin, D. (2014). Behavioral health outcomes: Strength-based Strategies with Black communities. In T. P. Gullotta & M. Bloom (Eds.), *Encyclopedia of primary prevention and health promotion*, 2nd ed., Vol. 1, (pp. 461-479). New York: Springer. doi: 10.1007/978-1-4614-5999-6

# Publications-Healthy Start 5 Approaches

## 3. Strengthen Family Resilience

Alio, A. P., Lewis, A. C., Scarborough, K., Harris, K., & Fiscella, K. (2013). A community perspective on the role of fathers during pregnancy: a qualitative study. *BMC Pregnancy and Childbirth*, 13(60). doi: 10.1186/1471-2393-13-60. URL: <http://www.biomedcentral.com/1471-2393/13/60>

## 4. Achieve Collective Impact

Salihu, H.M., August, E.M., Alio, A.P., Jeffers, D., Austin, D., & Berry, E. (2011). Community-Academic partnerships to reduce black-white disparities in infant mortality in Florida. *Progress in Community Health Partnerships: Research, Education, And Action*, 5(1), 53-66. doi: 10.1353/cpr.2011.0009

# Publications-Healthy Start 5 Approaches

## 5. Accountability through QI Monitoring and Evaluation

Salihu, H. M., Mbah, A. K., Jeffers, D., Alio, A. P. & Berry, L. (2009). Healthy Start Program and feto-infant morbidity outcomes: Evaluation of program effectiveness. *Maternal and Child Health Journal*, 13(1), 56-65. doi: [10.1007/s10995-008-0400-y](https://doi.org/10.1007/s10995-008-0400-y)

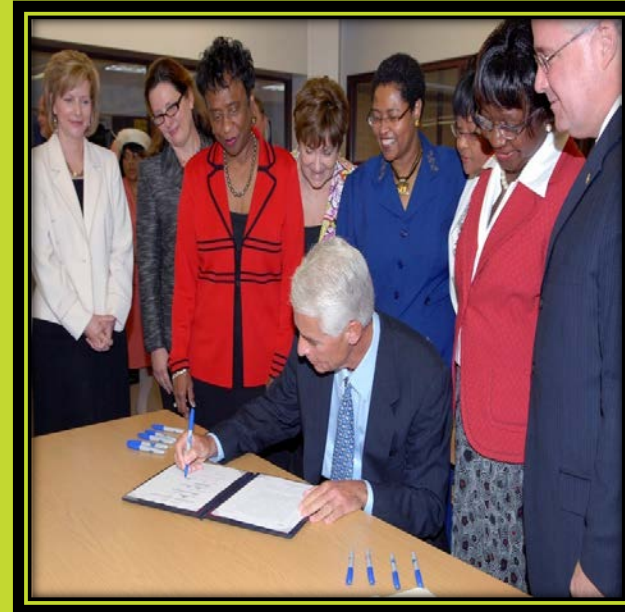
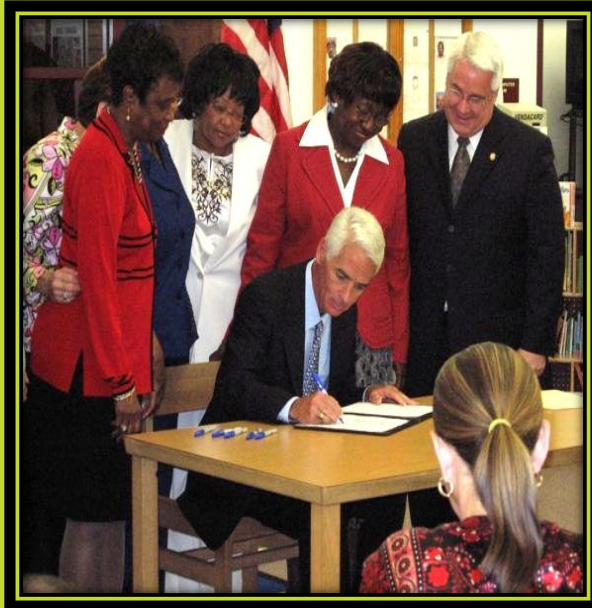
# Evaluation of Program Effectiveness

- Utilization of linked data (vital statistics records) and comparison groups (internal controls - enrolled but did not receive services; external controls – pregnant residents within catchment area who were not enrolled)
- Program reduced low birth weight and preterm delivery by 30% among service recipients as compared to non-recipients

# Substantiating Our Story

1. Quantitative Data →→PPOR
2. Qualitative Data →→ FIMR
3. Community Engagement and Mobilization →→Male/Fatherhood Inclusion

# Moving Data to Action



**Governor Crist Signs HB 1269**

**Black Infant Health Practice Initiative (BIHPI) in  
Tampa**

# Challenges and Barriers

- Hidden agendas superseding interest of community
- Underutilization of community skills (technical, managerial, organizational and mobilization)
- Combating Dependency Syndrome—belief that a group cannot solve its own problems without outside help (researchers and community)
- Research focusing on community deficiencies (shortcomings, maladies, dilemmas) only
- Fear and overriding concern with getting started

JUST DO IT.



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where there's a will, we are the way



“A HEALTHY SOCIAL LIFE IS FOUND ONLY WHEN IN THE MIRROR OF EACH SOUL THE WHOLE COMMUNITY FINDS ITS REFLECTION, AND WHEN IN THE WHOLE COMMUNITY THE VIRTUE OF EACH ONE IS LIVING.”

Rudolf Steiner

19<sup>th</sup> Century Australian Philosopher, Social Thinker, Architect



# REACHUP Partners / Relationships

- **USF The Lawton & Rhea Chiles Center for Healthy Mothers and Babies**
- **USF College of Public Health**
- **USF The Harrell Center**
- **USF College of Nursing**
- Hillsborough County Healthy Start Coalition
- Children's Board of Hillsborough County
- Allegany Franciscan Ministries
- Florida Department of Health
- Tampa General Hospital & St. Joseph's Women's Hospital
- St. John Progressive Missionary Baptist Church & Northeast United Methodist Church
- Hillsborough County Department of Health
- Tampa Police Dept Community Affairs
- Tampa Housing Authority
- Hillsborough County Public Schools- Full Service Center Partnership
- Coordinating Office (DACCO)/ Substance Abusing Mothers and Infants (SAMI)
- Bay Area Black Professional Fire Fighters



# Collective Impact

...healthy babies in  
healthy families in  
healthy communities

Central Hillsborough county



in 1998 **19.2**  
infant deaths per 1,000  
live births

in 2010 **9.4**  
infant deaths per 1,000  
live births

in 2013 **8.1**  
infant deaths per 1,000  
live births

# Leveraging Financial Resources

➤ \$23,000,000 since 6/1/2009

Local, state and national funding

# Publications

1. Jevitt, C., Zapata, L., Harrington, M. & Berry, E. (2006). Screening for perinatal depression with limited psychiatric resources can be effective. *Journal of American Psychiatric Nurses Association*, 11(6), 359-363. doi: 10.1177/1078390305284530
2. Luke, S., Salihu, H. M., Alio, A. P., Mbah, A. K., Jeffers, D., Berry, E. L. & Mishkit, V. R. (2009). Risk factors for major antenatal depression among low-income African American women. *Journal of Women's Health*, 18 (11), 1841-1846.
3. Quinn, G. P., August, E. M., Austin, D., Keefe, C., Bernadotte, C., Scarborough, K., & Jeffers, D. (2009). High risk community—men's perceptions of black infant mortality: A qualitative inquiry. *American Journal of Men's Health*, 3, 224 – 237 doi:10.1177/1557988308319008
4. Salihu, H. M., Mbah, A. K., Jeffers, D., Alio, A. P. & Berry, L. (2009). Healthy Start Program and feto-infant morbidity outcomes: Evaluation of program effectiveness. *Maternal and Child Health Journal*, 13(1), 56-65. doi 10.1007/s10995-008-0400-y
5. Salihu, H., August, E. M., Jeffers, D., Mbah, A. K., Alio, A. P., & Berry, E. L. (2011). Effectiveness of a Federal Healthy Start program in reducing primary and repeat teen pregnancies: Our experience over the decade. *Journal of Pediatric and Adolescent Gynecology*, 24 (3), 153-160. doi:10.1016/j.jpag.2011.01.001

# Publications

6. Salihu, H.M., August, E.M., Alio, A.P., Jeffers, D., Austin, D., & Berry, E. (2011). Community-Academic partnerships to reduce black-white disparities in infant mortality in Florida. *Progress in Community Health Partnerships: Research, Education, And Action*, 5(1), 53-66. doi: 10.1353/cpr.2011.0009
7. Salihu, H.M., August, E.M., Mbah, A.K., Alio, A.P., deCuba, R., 2nd, Jaward, F.M., & Berry, E.L. (2011). Effectiveness of a federal healthy start program in reducing the impact of articulate air pollutants on feto-infant morbidity outcomes. *Maternal and Child Health Journal*. Advance online publication. doi 10.1007/s10995-011-0854-1
8. Alio, A. P., Lewis, A. C., Scarborough, K., Harris, K., & Fiscella, K. (2013). A community perspective on the role of fathers during pregnancy: a qualitative study. *BMC Pregnancy and Childbirth*, 13(60). DOI: 10.1186/1471-2393-13-60. URL: <http://www.biomedcentral.com/1471-2393/13/60>
9. Salihu, H.M., August, E.M., Mbah, A.K., Alio, A.P., Berry, E.L., and Aliyu, M.H. (2014). Impact of a federal healthy start program on feto-infant morbidity associated with absent fathers: A quasi-experimental study. *Matern Child Health J*. Published online: 19 February 2014. DOI 10.1007/s10995-014-1451-x.
10. Briscoe, R.V., Mowery, D., Berry, E. & Austin, D. (2014). Behavioral health outcomes: Strength-based Strategies with Black communities. In T. P. Gullotta & M. Bloom (Eds.), *Encyclopedia of primary prevention and health promotion*, 2nd ed., Vol. 1, (pp. 461-479). New York: Springer. doi 10.1007/978-1-4614-5999-6

# Publications

11. Salinas-Miranda, A.A., Salemi, J., King, L, Baldwin, J. Berry, E.B., Austin, D.A., Scarborough, K., Spooner, K., & Salihu, H. Adverse childhood experiences and health-related quality of life in adulthood: revelations from a community needs assessment. Health and Quality of Life Outcomes. [In Press – HQLO-D-15-00007].
12. Salihu-H., Salinas-Miranda, A.A., Turner, D., King-Kennedy, L., Paothong, A., Austin, D., Berry, E.L. Usability of a low-cost Android-based data collection system for community-based participatory research in maternal and child health. Progress in Community Health Partnerships: Research Education and Action. [In Press-PCHP-PT-0005-2014.R3].
13. Salihu, H.M., Salinas-Miranda, A.A., Wang, W., Turner, D., Berry, E.L., Zoorob, R. (in press). Development of a Community Priority Index (CPI): Utility, applicability, and validation for priority setting in community-based participatory research. Journal of Public Health Research

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