

2026-2031 *SERVICE DELIVERY PLAN*



Healthy Start

Bay, Franklin, Gulf
Healthy Start Coalition

TABLE OF CONTENTS

INTRODUCTION	1
PLANNING PROCESS	3
COMMUNITY PARTNERSHIPS	4
OPERATIONS	5
SERVICES PROVIDED (2020-2025)	6
SUBCONTRACTED SERVICE PROVIDERS	6
KEY ACCOMPLISHMENTS	7
KEY ACCOMPLISHMENTS	9
ACTIVITIES TO PROMOTE OUTREACH AND ACCESS	10
NEEDS ASSESSMENT FINDINGS	11
NEEDS ASSESSMENT FINDINGS (continued)	12
BARRIERS	13
PREVIOUS PLANNING CYCLE PRIORITIES	13
NEW PLANNING CYCLE INDICATORS	13
2026 - 2031 PRIORITIES	14
ACTION PLAN-PRIORITY 1	15
ACTION PLAN-PRIORITY 2	16
ACTION PLAN-PRIORITY 3	17
RESOURCE DIRECTORY	18
DATA SOURCES	27

INTRODUCTION

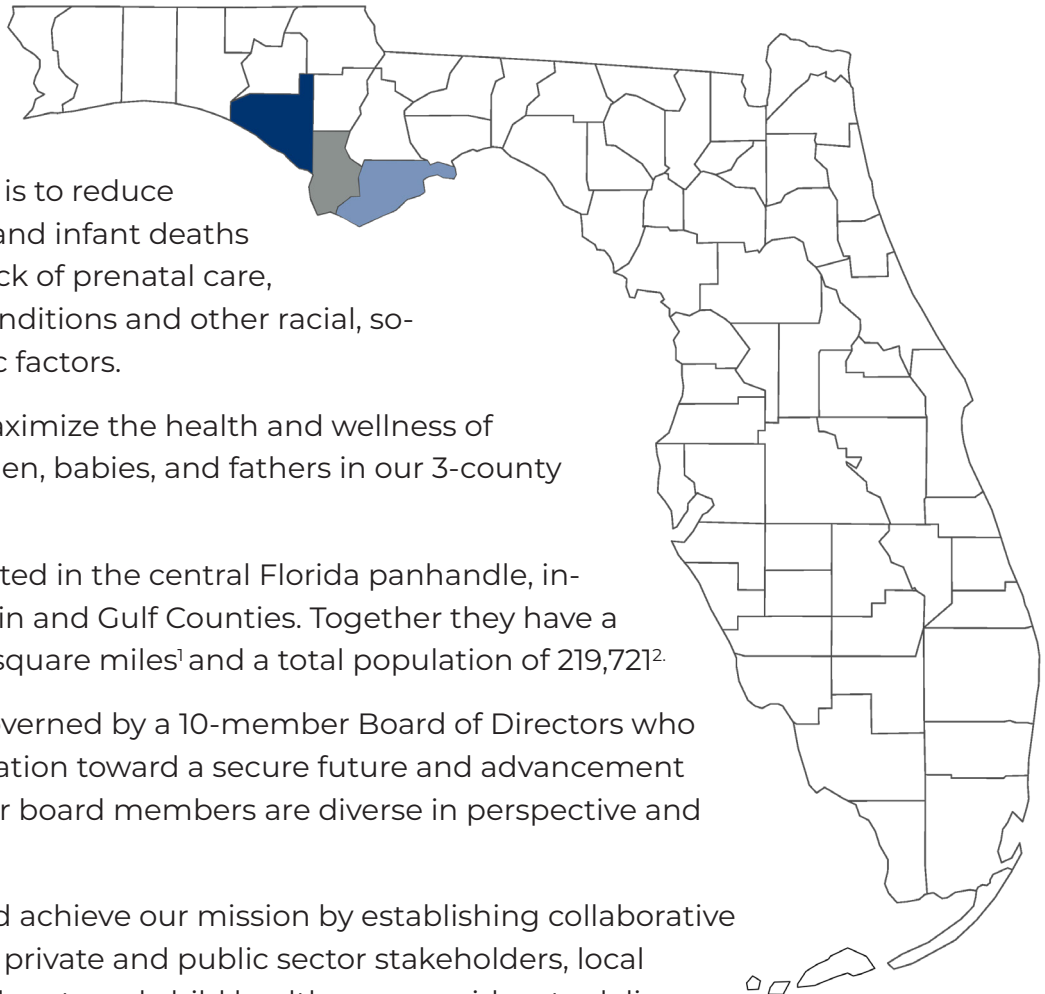
The mission of the Healthy Start Coalition of Bay, Franklin, and Gulf Counties is to reduce preventable fetal and infant deaths associated with lack of prenatal care, socioeconomic conditions and other racial, social, and economic factors.

Our vision is to maximize the health and wellness of childbearing women, babies, and fathers in our 3-county catchment area.

The Coalition, located in the central Florida panhandle, includes Bay, Franklin and Gulf Counties. Together they have a landmass of 1856 square miles¹ and a total population of 219,721².

The Coalition is governed by a 10-member Board of Directors who guide the organization toward a secure future and advancement of our mission. Our board members are diverse in perspective and background.

We are committed achieve our mission by establishing collaborative partnerships with private and public sector stakeholders, local governments, and maternal child health care providers to deliver high-quality community based care. Through coordinated promotion of our programs and services, in partnership with our community based partners, we advance the health and well-being of pregnant women, infants, and fathers. Our goals include improving pregnancy outcomes, reducing infant mortality rates, and promoting healthy growth and development in all children up to age three in Bay, Franklin and Gulf Counties.



Sharon Trainor

Executive Director

The Healthy Start Coalition of Bay, Franklin, and Gulf Counties

Board of Directors
HEALTHY START COALITION
OF
BAY, FRANKLIN, AND GULF COUNTIES

Mary Beth Lovingood
Chair

Angie Hutt
Vice Chair

Katie Oglesby
Treasurer

Maria Goodwin
Secretary

Sonya Caldwell

Max Daleiden

Julia Meddalena

Luisette Nunez

Marla Peak

Deanna Simmons

The Coalition expresses its sincere appreciation to the Board of Directors for their continued support which makes endeavors such as this possible.

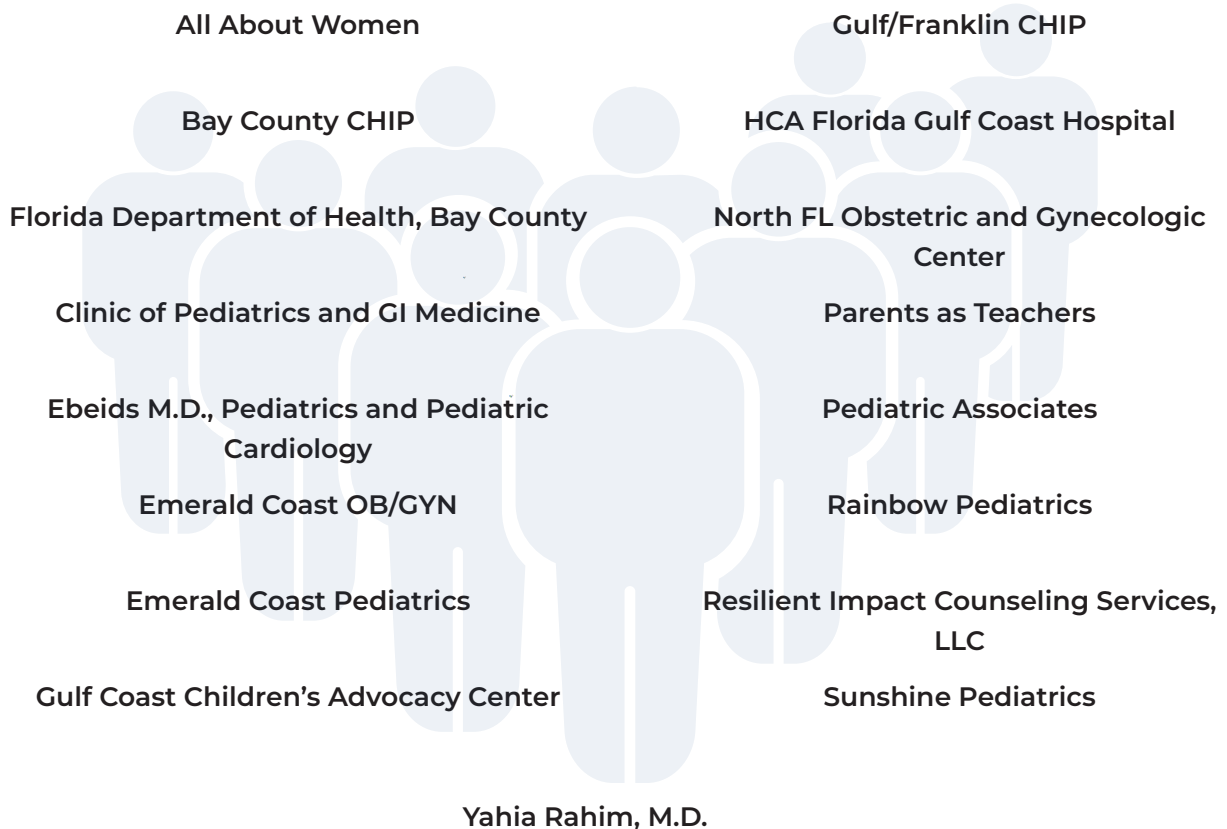
PLANNING PROCESS

The 2026-2031 Service Delivery Plan is a strategic framework developed to reduce infant mortality and enhance the lives of pregnant women and their families, beginning with a Community Needs Assessment.

The assessment incorporated both primary and secondary data and included a community overview as well as an analysis of pregnancy risk factors, prenatal care access and utilization, birth rates, preterm births, low birth weight infants, and fetal and infant mortality. Surveys were distributed to gather community input, particularly regarding the availability and utilization of essential resources.

Upon completion of the Needs Assessment, an asset based approach was applied to evaluate community strengths and barriers, which resulted in the identification of 3 key indicators. The planning process refined these indicators and led to the development of an action plan outlining 3 goals, corresponding strategies, actions steps, designated responsible parties, and a timeline for implementation. This action plan now serves as the foundation of the Service Delivery Plan.

The Healthy Start Coalition of Bay, Franklin, and Gulf Counties extends its sincere gratitude to the following entities, who assisted us in the development and the implementation of the 2026-2031 Service Delivery Plan.



COMMUNITY PARTNERSHIPS

Community partnerships are vital to the success of our mission to reduce preventable fetal and infant deaths. By working together we can address the needs of the community, promote shared resources and advocate for meaningful change.

Our partners expand the network of services available ensuring greater access to services and support, maximizing the health and wellness of childbearing women, babies, and fathers in our area.



OPERATIONS

ALLOCATION METHODOLOGY

The Coalition is funded by the Healthy Start Momcare Network and the Florida Department of Health. Contingent upon the availability and level of funding, a base rate is established for direct service providers, with an additional allocation designated for providers serving rural areas. The remaining funds are distributed to the subcontractors for the provision of home visiting services, proportionate to the percentage of births within the designated service area.

Priorities for this plan have been developed with careful consideration of our financial capacity. Resources are allocated to ensure continued service delivery to the women, infants, and fathers in our community.

QUALITY ASSURANCE

The Coalition's Quality Assurance Program is structured to align with our mission, vision, and funder requirements. This includes oversight of client based activities and ensuring staff are qualified and properly trained.

The Coalition Training and Quality Assurance Manager is responsible for the ongoing assessment of client based activities such as program processes and service delivery. Client records are reviewed monthly in all direct service programs to ensure compliance with contractual performance outcomes, core enhanced services, adherence to guidelines and documentation standards, and local priorities. Caseloads are monitored monthly to assess program capacity and efficient use of resources. Client satisfaction surveys are conducted annually to assess participant satisfaction with the program and identify opportunities for service improvement.

Quarterly Quality Assurance meetings are held with direct service staff and supervisors to review accomplishments, performance outcomes, summary of record reviews and address issues identified in the previous quarter.

Programmatic fiscal accountability is crucial to our long term sustainability and is included as part of our Quality Assurance Program. The Coalition implemented an additional layer of fiscal monitoring after the last planning cycle when a significant portion of our contract funding became linked to Medicaid reimbursement for services.

The monitoring process includes the oversight of Medicaid and Non Medicaid services and the creation of a system to track and reconcile paid and unpaid claims. All claims are compared to services using the CAFÉ feature in the Healthy Start Well Family System document platform. Eligible claims that are denied for payment are researched and resubmitted for payment, when appropriate.

In addition to ensuring appropriate payment, the total number of all services provided is closely monitored, (Medicaid and non-Medicaid), and used to guide caseload distribution and staffing decisions. The approach strengthens fiscal accountability and enhances programmatic oversight.

STAFF DEVELOPMENT

All newly hired Coalition and subcontracted staff participate in a structured onboarding program that involves verification of credentials, background checks, orientation to Coalition policies and procedures, and facilitation of programmatic training.

Personnel files are reviewed to ensure credentials remain current, continuing education and training requirements are completed, and professional development goals are being met.

SERVICES PROVIDED (2020-2025)



17,000

Initial Intake
Assessments

52% Prenatal

48% Infant/Child <3



2,779

Home Visitation
Participants

53% Prenatal

47% Infant/Child <3



112

Fatherhood
Referrals Received

11 Graduates

33 Active Participants

5341

Interconception Care
Participants

Forecasting data show a potential 31% increase in Healthy Start service utilization and a 19% increase in interconceptional care services by 2031, underscoring the need for continued capacity planning and resource allocations.

SUBCONTRACTED SERVICE PROVIDERS

The Coalition relies on community providers and agencies who enter into subcontract agreements with us to provide and support Healthy Start services such as home visitation, CONNECT, T.E.A.M. Dad, and mental health services to eligible participants.

ALL ABOUT WOMEN OB/GYN: Obstetric and women's health services clinic.

EMERALD COAST OB/GYN OF THE PANHANDLE: Obstetric and women's health services clinic.

GULF COAST CHILDREN'S ADVOCACY CENTER: Provides assessment services for children who are suspected of being victims of abuse or neglect.

HCA FLORIDA GULF COAST HOSPITAL: Coalition service area Labor and Delivery hospital.

STATE OF FLORIDA, DEPARTMENT OF HEALTH, BAY COUNTY HEALTH DEPARTMENT: Hosts CONNECT worker to perform Coordinated Intake and Referral activities within the health department.

STATE OF FLORIDA, DEPARTMENT OF HEALTH, FRANKLIN & GULF COUNTY HEALTH DEPARTMENTS: Provides Healthy Start home visitation and CONNECT services.

RESILIENT IMPACT COUNSELING SERVICES, LLC: Provides mental health services to Healthy Start participants.

KEY ACCOMPLISHMENTS

COALITION INITIATIVES

ANTI-SMOKING/VAPING EDUCATION: In partnership with Emerald Coast OB/GYN, Dr. Samuel Wolf, and the Community Action Group (CAG), an educational video was created in which Dr. Wolf discussed the risks associated with smoking during pregnancy and tips for smoking cessation during pregnancy. A flyer and commercial were developed to further educate the community about the dangers of smoking and vaping during pregnancy.

BEREAVEMENT SUPPORT: In partnership with Walk to Remember and Comfort Boxes, and Helping Hearts of Florida, the Coalition provides resources, comfort boxes and other supportive items to families who experience an infant or pregnancy loss.

CAR SEAT SAFETY: In 2024, the Coalition implemented a community car seat safety initiative for select fire and sheriff departments in our catchment area. The program equips first responders with car seats and practical hands-on guidance enabling them to provide timely education during emergency responses. The program strengthens first-responder readiness, enhances child safety during emergency situations, and builds a partnership between local fire and sheriff departments and the families they serve.

ELECTRONIC FLORIDA PRENATAL SCREEN: The Coalition supported the implementation of the electronic Florida Prenatal Screen. Local providers were given on-going training, resources, and technical support during the process by Coalition staff during the registration process. All OB Providers offices are now registered and using the modern digital format.

FETAL AND INFANT MORTALITY REVIEW (FIMR): In 2022, a state statute established 21 statewide FIMR programs administered by Healthy Start Coalitions. Healthy Start of Bay, Franklin, and Gulf and Chipola Healthy Start combined programs into the Region 2 FIMR program.

FIMR is a two-tiered, evidence-based process used to examine fetal and infant deaths. The Coalition reviews a total of 28 fetal or infant deaths yearly for the 8-county catchment area, identifying social, cultural, and systems factors associated with infant and fetal mortality. The goal is to improve service systems and community resources for women, infants, and families to reduce future fetal and infant deaths.

LOCAL FOOD ASSISTANCE: The first annual food drive in November 2025 helped several Healthy Start families during the Thanksgiving Holiday.

HEALTHY START COALITION OF BAY, FRANKLIN AND GULF COUNTIES NEWSLETTER: The Coalition's quarterly newsletter is designed to reach current and former participants, family members and community stakeholders. The newsletter contains relevant educational information, upcoming events, program highlights and an introduction of team members.

HUMANA HEALTHY HORIZONS GRANT: The Coalition secured this grant which supported two important initiatives:

- ◆ The Coalition Community Action Group (CAG) developed a year round social media plan that addresses key goals including educating women and families on safe sleep practices, the risk of marijuana use during pregnancy, the use of the Count the Kicks® App for fetal movement monitoring and highlighting safe activities for women during pregnancy.
- ◆ The Coalition was able to purchase resources that helped to mitigate social determinants on health in T.E.A.M. DAD participants who needed assistance.

LAST RITES FOR LITTLE ONES: Through community partnerships, families who experience an infant or pregnancy loss are connected with counseling services and financial assistance to cover funeral expenses.

MATERNAL HEALTH OBJECTIVES: Educational and interactive activities to promote healthy lifestyle behaviors are showcased at our annual World's Greatest Baby Shower. Activities included a presentation on safe activities for women while they are pregnant and Fitt Focus instructor, Debbie Lewis, created a video for social media demonstrating how to safely perform a squat while pregnant.

MENTAL HEALTH RELIEF: This initiative provides mental health services to Healthy Start participants primarily through a virtual platform. Virtual visits are highly effective, particularly in families with substance exposed newborns and parents who are in the detoxification phase of recovery. Participants receive parenting education and stress management strategies. Initially funded by a grant, the Coalition has continued the services for several years using other funds.

SAFE BABY CURRICULUM: Coalition staff became certified Safe Baby trainers who use the Safe Baby Curriculum and materials to train the community on choosing a safe caregiver, shaken baby syndrome prevention, promoting safe sleep practices, and preventing distracted parenting.

SAFE SLEEP INITIATIVES: The Coalition has a number of safe sleep initiatives.

- ◆ Included a safe sleep activity in the Fatherhood Diaper Challenge at the annual World's Greatest Baby Shower.
- ◆ Secured a grant from St. Joe Company for the purchase of Pack 'n Plays for local police departments, enabling officers to deliver safe sleep education and a safe sleep option to families during community interactions.
- ◆ Established a partnership with Cribs for Kids®, who provide education and community based programming and discounted safe sleep products.

SIMPLY HEALTHCARE GRANT: This grant funded a CONNECT initiative to provide assistance to 25-50 families quarterly, to fulfill immediate needs such as food, gas, transportation, and utilities.

T.E.A.M. DAD: In 2023 the Coalition launched the T.E.A.M. DAD program in Bay, Franklin and Gulf Counties with funding from the Florida Department of Health. The program provides support to new/expectant fathers of infants up to age 3. T.E.A.M. is an acronym for Teaching, Empowering, Advocating and Mentoring and equips fathers to fulfill their potential and become the fathers their children need them to be.

The program provides a structured, face to face, one on one services using 24/7 Dad Curriculum, as well as safe sleep practices, car seat safety, child development, and other topics that promote child well-being and family stability. Fathers must complete a minimum of 12 sessions and meet program requirements, demonstrating commitment and dedication to strengthening their parenting skills and improving outcomes for their children.

To celebrate these fathers, we host 2 graduation ceremonies annually. These events are well attended by fathers and their family members. Several graduates have become T.E.A.M. DAD ambassadors supporting outreach efforts, increasing enrollment, and assisting with participant engagement and retention.

TELEHEALTH MINORITY MATERNITY CARE PROGRAM: This program offers prenatal and postpartum services and care for women throughout their pregnancy and up to one year after birth at no cost. While this program has not been implemented in our area at the time of publication, we anticipate it becoming available in the future.

KEY ACCOMPLISHMENTS

IMPROVEMENTS IN HEALTHY START SERVICE DELIVERY

CONNECT AT THE CHD: In July 2025, a CONNECT Specialist was placed in the Bay County Health Department to facilitate early engagement with pregnant women at the point of Medicaid application, pregnancy confirmation, or the first prenatal WIC appointment. The CONNECT Specialist completes an Initial Intake and offers options for home visitation and necessary referrals.

CONNECT AND HOSPITAL BASED SERVICES: In 2022 the Coalition began providing CONNECT services at Bay County's only birthing center. A dedicated Healthy Start resource and referral staff was placed to ensure that new mothers receive timely support as they transition home with their newborns.

A CONNECT staff member meets with families after delivery to assess their needs related to parenting support, maternal health, infant development, and explain the benefits and importance of available home-visiting services. .

Personalized referrals to home visiting programs are provided to ensure families receive ongoing guidance, education, and care following discharge. This approach strengthens early parent-child relationships, promotes healthy development, and has increased the infant screening and participation in home visitation.

MENTAL HEALTH SERVICES: The Coalition has an agreement with a mental health specialist to provide counseling and treatment plans for women experiencing mental health challenges before and after pregnancy. Services include management of postpartum depression, parenting support during substance detoxification, and support for those who are experience intimate partner violence.

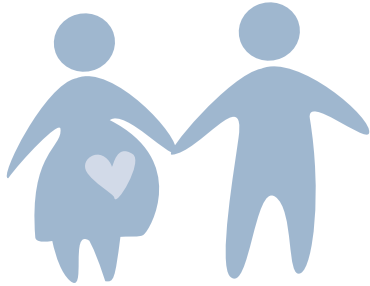
DOSE/SAFE SLEEP TRAINING: The Coalition has expanded safe sleep training to include local first responders.

ALIGNMENT BAY COUNTY EARLY LEARNING TASK FORCE: Through a collaborative effort, book boxes were placed in OB/GYN and Pediatrician offices throughout Bay County, fostering early learning and reading skills.

LUNCH AND LEARNS: The Coalition hosts educational lunch and learns for local community organizations and clients on timely subjects such as hot car safety and smoking cessation.

HEALTHY START BOARD WORKSHOPS: The Coalition developed and sponsored workshops for the Board of Directors at their request, to provide a deeper understanding of the Coalition's programs. Covering topics such as outreach and budgeting, these workshops have enabled the Board to make more informed decisions regarding coalition operations and direct services.

ACTIVITIES TO PROMOTE OUTREACH AND ACCESS



FACTORS IMPACTING MATERNAL CHILD WELLBEING

INFORMATION SHARING

Ongoing social media campaigns

Gulf County Tobacco Partnership meetings

Bay County Tobacco Partnership meetings

Doorways Inter-agency meetings

Gulf and Franklin Disadvantaged Transportation meetings

Quarterly Community Action Group meetings

United Way Affiliated Agency meeting

Gulf County CHIP meetings

Bay County CHIP Meetings

Big Bend Health Council Annual meeting



SERVICES AVAILABLE FOR PREGNANT WOMEN & FAMILIES

COMMUNITY MEETINGS & EVENTS

The Annual World's Greatest Baby Shower

Yearly Back to School events

Gulf Coast State College Community Services Awareness Day

NWF Health Annual Resource Provider Fair

Bozeman High School Resource Fair

FAMILY DAY with Panama City Housing Authority

DOORWAYS inter-agency meetings

Gulf and Franklin Disadvantaged Transportation meetings

Community Action Group meetings

Helping Hearts Walk to Remember

United Way Affiliated Agency meetings

Gulf County CHIP meetings

Bay County CHIP Meetings

HCA NICU Reunion Event

Big Bend Health Council Annual meeting



COMMUNITY & PROVIDER PRENATAL & INFANT SCREENING AWARENESS

COMMUNITY OUTREACH

The Annual World's Greatest Baby Shower

NWF Health Annual Resource Provider Fair

PROVIDER TRAINING AND ASSISTANCE

Initial and ongoing training and technical assistance

Facilitation of monthly Provider/DOH Technical Assistance Calls

Electronic screening specific follow up visits with providers, quarterly at a minimum, or as needed.

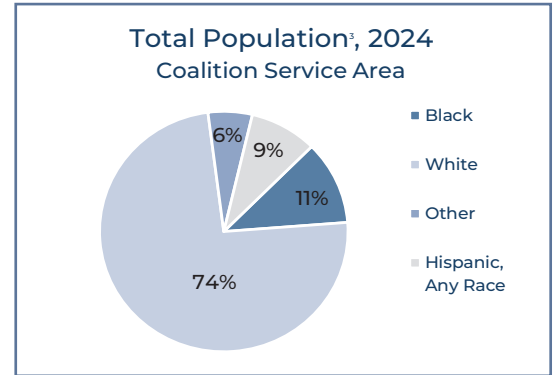
NEEDS ASSESSMENT FINDINGS

SOCIOECONOMIC FACTORS

The total population of the Coalition service area has increased over 8% since 2020 and is projected to continue growing. The population is predominantly White with an even distribution of Black and Other racial groups. The Hispanic population has grown significantly in Franklin and Gulf Counties, and currently accounts for the highest birth rates in the service area.

Although the median income in each county exceeds the federal poverty level for a family of 4, it remains significantly lower than the state median income. Income distribution varies across the counties,

In 2020, Medicaid was the primary payer for deliveries in the Coalition service area, accounting for 54% of all births. This number has decreased by 10% in 2024, with a corresponding increase in births covered by private or other forms of insurance.

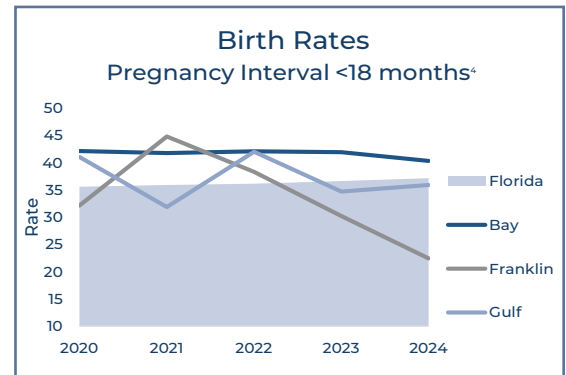


BIRTHS WITH A PREGNANCY INTERVAL LESS THAN 18 MONTHS:

Interpregnancy interval or birth spacing is the interval between the end of one pregnancy and the conception of the next.

The Needs Assessment showed the rate of short interval pregnancies in Bay County was consistently higher than the state rate while Franklin and Gulf Counties rates have declined.

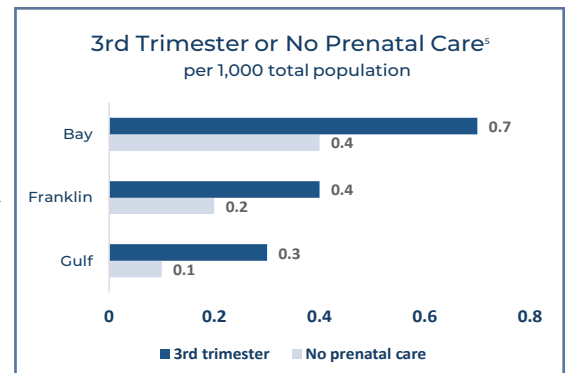
Both socioeconomic and medical factors can influence short interval pregnancies such as limited prenatal care, Medicaid, low education and those with medical complications that place them at considerable risk for pregnancy complications.¹



LATE ENTRY TO PRENATAL CARE:

Bay and Franklin Counties exceed the state rate of women with 3rd trimester entry or no prenatal care for the 2020-2024 period.

51% of the provider survey respondents reported the lack of prenatal care providers has impacted their practice. Bay County offices provide the majority of the prenatal care and delivery services in the three county area.



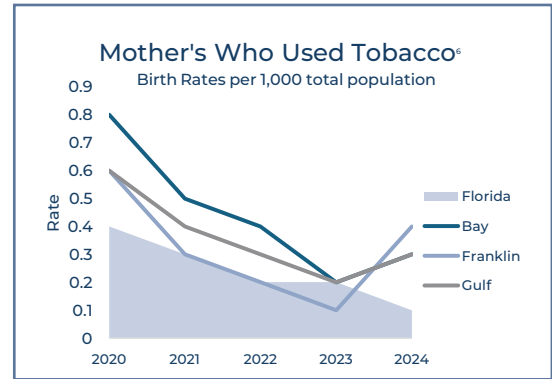
NEEDS ASSESSMENT FINDINGS (continued)

TOBACCO AND SUBSTANCE USE

The number of women reporting tobacco use during pregnancy has decreased in all counties however concerns are increasing regarding the use of vaping products and e-cigarettes that contain nicotine.

70% of community respondents in Bay County and 82% in Franklin and Gulf Counties reported tobacco use to be a very high priority concern in pregnancy and infant health. In 2024, 21% of fetal and infant death certificates indicated maternal tobacco use during pregnancy, reinforcing the continued need for prevention education and cessation support.

In 2024, 9% of fetal and infant death certificates indicated maternal substance use during pregnancy. Drug overdose deaths have declined in the Coalition service area after a peak in 2021.



Marijuana is specifically noted in FIMR reviews, and in a review of 16 redacted public records of infants who died in an unsafe sleep situation, 1/3 cases had a parent or supervisor test positive for drugs at the time of death.

Substance use was included in Coalition's Provider and Community surveys. 1/3 of providers surveyed listed noting an increase in substance use in the last 3 years of practice and 39% of Bay County and 65% of Franklin and Gulf County community respondents listed drug and alcohol treatment and education a very high priority concern.

PRETERM AND LOW BIRTH WEIGHT INFANTS

Premature births account for 10% of the deliveries in the service area, most of whom are in Bay County. Conditions related to prematurity is the 2nd leading cause of infant death in the Coalition service area.

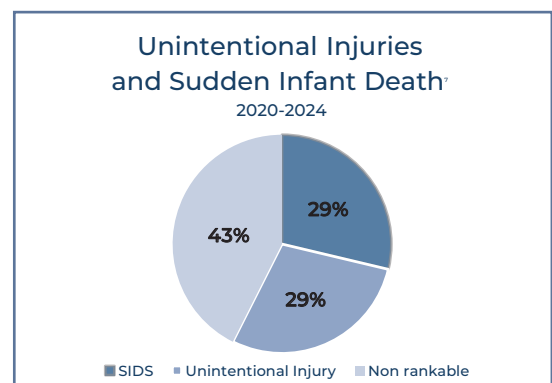
The Coalition service area rates for preterm births and low birth weight births are similar to the state, and very preterm rates are less than the state.

INFANT MORTALITY

Since 2016 the number of infant deaths in the service area has decreased after a peak in 2021. Understanding the causes of death helps us to target interventions and education. The area's leading causes of death are consistent with the state and the nation and include congenital anomalies and prematurity.

Sudden Infant Death Syndrome (SUID) (R95) and Suffocation and Strangulation in Bed (W75) are also leading causes of death in the local area, and reported together are the area's third leading cause of death. The

majority of these infants were bed sharing with an adult at the time of death. Other contributing factors included baby being placed prone to sleep and objects in the sleeping area.



BARRIERS

The Needs Assessment process highlighted many strengths within the Coalition service area. During this process, several challenges were also identified, many relate to the personal circumstances of those in our community including a lack of affordable housing and childcare, transportation limitations, and poverty. The following challenges have been identified as having the potential to impact service delivery in our area:

LACK OF AFFORDABLE HOUSING

Limited access to affordable housing can force families into substandard or overcrowded living conditions, contributing to increased health risks for pregnant women and families. Overcrowding can affect the ability to maintain a safe sleep environment for infants.

TRANSPORTATION BARRIERS

Lack of access to transportation or lack of reliable transportation can impeded attendance at prenatal care visits, well child visits, or medical care for illness or injury.

GEOGRAPHIC DISTANCE TO TRAVEL FOR PRENATAL CARE

Long travel distances for prenatal and postpartum care may discourage women from seeking care when compounded by work obligations, transportation limitations or childcare issues.

PREVIOUS PLANNING CYCLE PRIORITIES

In the previous planning cycle, the following were selected as key priorities:

- ◆ High rates of pregnant women reported using tobacco during pregnancy.
- ◆ Substance use in pregnant women.
- ◆ There has been an increase in infant deaths related to unsafe sleep environments.

NEW PLANNING CYCLE INDICATORS

Based on a review of the Community Needs Assessment, including strengths, needs, barriers and input from community members and service providers, the following have been identified as our 2026-2031 Planning Cycle.

1. Unsafe sleep practices threatens the health of infants in our area.
2. Substance use places families in our community at increased risk for poor birth outcomes, family instability, incarceration, addiction, and overdose.
3. Continue efforts to promote smoking cessation through education on the dangers of e-cigarettes, vaping, and marijuana use.

2026 - 2031 PRIORITIES

PRIORITY 1: REDUCE UNSAFE SLEEP PRACTICES

1.A. Implement the Sleep Baby Safely campaign and curriculum in Bay, Franklin, and Gulf Counties.

1. Create social media campaigns to include Sleep Baby Safely messaging.
2. Feature Sleep Baby Safely messaging and education at the annual World's Greatest Baby Shower and other outreach events.

1.B. Collaborate with Home Visiting and CONNECT staff to provide Sleep Baby Safely resources.

1. CONNECT staff will text sleep baby safely pledge and education link to all Initial Intake clients.
2. Healthy Start home visiting staff will encourage pregnant and newborn family clients to sign the Sleep Baby Safely pledge.

1.C. Collaborate with community partners to increase awareness of Sleep Baby Safely campaign.

1. Promote the Sleep Baby Safely campaign at outreach meetings.
2. Provide Sleep Baby Safely outreach materials at community outreach events.

PRIORITY 2: REDUCE SUBSTANCE USE AMONGST PREGNANT WOMEN AND FATHERS

2.A. Implement a campaign to educate pregnant women and fathers of the risk of substance abuse during pregnancy and after the birth.

1. Provide education during the World's Greatest Baby Shower on the effects of substance exposure during pregnancy, postpartum and infancy.
2. Partner with the FIMR Community Action Group to develop a social media awareness campaign highlighting the dangers of substance use on unborn and newborn children.

2.B. Collaborate with home visiting and CONNECT staff to coordinate substance use education.

1. Provide home visiting staff with substance-use education pamphlets.
2. Collaborate with local treatment facilities to provide CONNECT referrals.

2.C. Collaborate with community partners to refer pregnant women and fathers to rehabilitation programs.

PRIORITY 3: CONTINUE TO FOCUS ON SMOKING CESSATION

3.A. Support direct service workers to continue smoking, e-cigarette and vape cessation education and distribution of smoking cessation products and available resources.

1. Include smoking cessation resources at local outreach events.

3.B. Continue social media campaigns to educate about the dangers of smoking while pregnant.

1. Coordinate with Tobacco Free programs to continue social media campaigns.

3.C. Continue referrals to Script and the Quitline and track outcomes.

1. Continue coordination with Bay and Franklin Tobacco Free programs to promote smoking cessation in those counties.

ACTION PLAN-PRIORITY 1

PRIORITY 1: REDUCE UNSAFE SLEEP PRACTICES

STRATEGY	ACTION STEPS	PERSON RESPONSIBLE	START DATE	END DATE
1.A. Implement the Sleep Baby Safely campaign and curriculum in Bay, Franklin, and Gulf Counties.	1. Create social media campaigns to include Sleep Baby Safely messaging.	Coalition Staff	July 1, 2026	June 30, 2031
	2. Feature Sleep Baby Safely messaging and education at the annual World's Greatest Baby Shower and other outreach events.	Coalition Staff	July 1, 2026	June 30, 2031
1.B. Collaborate with Home Visiting and CONNECT staff to provide Sleep Baby Safely resources.	1. CONNECT staff will text sleep baby safely pledge and education link to all Initial Intake clients.	Coalition Staff	July 1, 2026	June 30, 2031
	2. Healthy Start home visiting staff will encourage pregnant and newborn family clients to sign the Sleep Baby Safely pledge.	Coalition Staff	July 1, 2026	June 30, 2031
1.C. Collaborate with community partners to increase awareness of Sleep Baby Safely campaign.	1. Promote the Sleep Baby Safely campaign at outreach meetings.	Coalition Staff	July 1, 2026	June 30, 2031
	2. Provide Sleep Baby Safely outreach materials at community outreach events.	Coalition Staff	July 1, 2026	June 30, 2031

ACTION PLAN-PRIORITY 2

PRIORITY 2: REDUCE SUBSTANCE USE AMONGST PREGNANT WOMEN AND FATHERS

STRATEGY	ACTION STEPS	PERSON RESPONSIBLE	START DATE	END DATE
2.A. Implement a campaign to educate pregnant women and fathers of the risk of substance abuse during pregnancy and after the birth of baby.	1. Provide education during the World's Greatest Baby Shower on the effects of substance exposure during pregnancy, postpartum and infancy.	Coalition Staff	July 1, 2026	June 30, 2031
	2. Partner with the FIMR Community Action Group to develop a social media awareness campaign highlighting the dangers of substance use on unborn and newborn children.	Coalition Staff	July 1, 2026	June 30, 2031
2.B. Collaborate with home visiting and CONNECT staff to coordinate substance use education.	1. Provide home visiting staff with substance-use education pamphlets.	Coalition Staff	July 1, 2026	June 30, 2031
	2. Collaborate with local treatment facilities to provide CONNECT referrals.	Coalition Staff	July 1, 2026	June 30, 2031
2.C. Collaborate with community partners to refer pregnant women and fathers to rehabilitation programs.	1. Fatherhood and Healthy Start direct service staff work with community agencies to refer clients, as needed.	Fatherhood Healthy Start Partners: Twin Oaks Evers House Oxford House The Treatment Center	July 1, 2026	June 30, 2031

ACTION PLAN-PRIORITY 3

PRIORITY 3: CONTINUE TO FOCUS ON SMOKING CESSATION

STRATEGY	ACTION STEPS	PERSON RESPONSIBLE	START DATE	END DATE
3.A. Support direct service workers to continue smoking, e-cigarette and vape cessation education and distribution of smoking cessation products and available resources.	1. Include smoking cessation resources at local outreach events.	Coalition Staff	July 1, 2026	June 30, 2031
3.B. Continue social media campaigns to educate about the dangers of smoking while pregnant.	1. Coordinate with Tobacco Free programs to continue social media campaigns.	Coalition Staff	July 1, 2026	June 30, 2031
3.C. Continue referrals to Script and the Quitline and track outcomes.	1. Continue coordination with Bay and Franklin Tobacco Free programs to promote smoking cessation in those counties.	Coalition Staff	July 1, 2026	June 30, 2031

2023-2025



Coalition of Bay, Franklin & Gulf Counties
800-895-9506
healthystartbfg.com

Family Resource Directory

Healthy Mothers
Healthy Babies
Healthy Families

EMERGENCY INFORMATION LINES

EMERGENCY? CALL 911

Bay County

Ascension Sacred Heart Bay ER.....	850-769-1511
Ascension Sacred Heart Beach ER.....	850-804-2900
Bay County Sheriff's Office.....	850-747-4700
Callaway Fire Department.....	850-871-5300
Gulf Coast Regional Medical Center ER.....	850-769-8341
Lynn Haven Fire Department.....	850-265-7335
Mexico Beach Fire Department.....	850-258-4682
Panama City Beach Fire & Rescue Dept.....	850-233-5120
Panama City Beach Police Department.....	850-233-5000
Panama City Police Department.....	850-872-3112
Springfield Fire Station.....	850-872-7535
Springfield Police Department.....	850-872-7545

Gulf & Franklin Counties

Apalachicola Volunteer Fire Department.....	850-653-4716
Apalachicola Police Department.....	850-653-9755
Franklin County Sheriff's Office.....	850-670-8500
Gulf County Sheriff's Office.....	850-227-1115
Port St Joe Police Department.....	850-227-1414
Port St Joe Fire Department.....	850-229-2770

Toll Free

Abuse, Neglect, Exploitation Hotline.....	800-962-2873
Access FL (Medicaid).....	866-762-2237
Adoption Hotline.....	800-962-3678
AIDS.....	800-352-2437

Child Abuse Hotline.....	800-422-4453
Child Find, Inc.....	800-426-5678
Children's Home Society.....	800-632-1400
Domestic Violence Hotline.....	800-799-7233
Family Health Line.....	800-451-2229
Financial Services.....	877-693-5236
Florida Kidcare Insurance.....	888-540-5437
Florida SIDS Alliance.....	800-743-7352
Job Discrimination.....	800-342-8170
Medicaid Information.....	800-303-2422
National Runaway Safeline.....	800-786-2929
Poison Control Nationwide.....	800-222-1222
Postpartum Support.....	800-944-4773
Sexual Assault.....	866-218-4738
STD Hotline.....	800-232-4636
Stuttering Foundation.....	800-992-9392
Substance Abuse Hotline.....	800-662-4357
Suicide Prevention Hotline.....	800-273-8255
WIC Program Hotline.....	800-342-3556

*A special
delivery
should be
handled
with care*



If you're pregnant or trying to get pregnant, or if you know someone who is, there are several important points to remember.

- See a healthcare professional regularly.
- Get plenty of rest and exercise.
- Eat a well-balanced diet.
- Avoid using any alcohol, tobacco or other drugs without your doctor's approval.

Coalition of Bay, Franklin & Gulf Counties
800-895-9506
healthystartbfg.com

ARE YOU PREGNANT?

For a Pregnancy Test, Contact:

Pregnancy Resource Center.....850-763-1100
 Bay County Department of Health850-872-4455
 A Sheltering Tree.....850-763-1433

CONGRATULATIONS ON BECOMING A MOTHER!

The choices you make now are important for your baby's health.

Healthy Start of Bay, Franklin and Gulf Counties is dedicated to supporting the quality of life for women before, during, and after their pregnancy.

Our goal is: **HEALTHY BABIES BORN TO HEALTHY MOTHERS!**

Say **YES** to the **Healthy Start Health Risk Screens** at your Doctor's Office and Labor and Delivery Hospital!

Do you need to contact your Healthy Start Worker?

Bay, Gulf and Franklin Counties
 800-895-9506

Healthy Start Services

- Assistance in Finding a Doctor
- Childbirth Education
- Nutrition Education
- Breastfeeding Education & Support
- Help to Quit Smoking
- Baby Care Instruction
- Parenting Assistance
- Family Planning
- Emotional Support
- Connection to Other Community Resources
- Car Seat Safety Classes

Healthy Start Services are FREE!

Florida Department of Children and Families Services

Unemployed, uninsured, or low-income families may be eligible for financial assistance or Medicaid

Florida Dept. of Children and Families Services offers a one-stop eligibility screen for all available economic and medical services. Services include food stamps/EBT, Medicaid, Well Baby Care and Temporary Assistance for Needy Families (TANF).

Department of Children and Families
Access Florida Line 1-866-762-2237
 or visit www.dcf.state.fl.us/ess or
www.myflorida.com/accessflorida

Department of Children & Families850-872-7648

Nutrition for Women, Infants, and Children

WIC provides the following at no cost: healthy foods, nutrition education and counseling, breastfeeding support, and referrals for health care and community services.

Local WIC Offices:

Bay County850-872-4666
 Franklin County.....850-404-6350
 Gulf County850-227-1276



SAFE SLEEP FOR BABY

ALONE Babies should never sleep in the same bed as adults or other kids.

BACK Place baby to sleep on their back, dressed in a one-piece sleeper.

CRIB Do not place toys, pillows, blankets, bumpers, or other objects in the crib, bassinet or play yard.

Food

Bay County Food Pantries

Catholic Charities.....	850-763-0475
First Baptist Church of Callaway	850-871-2772
Salvation Army	850-769-5259
St. Andrews Christian Care Center	850-763-2345

Franklin and Gulf Counties Food Pantries

CareerSource Gulf Coast	850-229-1641
Capital Area Community Action Agency	850-653-8057
Eastpoint First Baptist Church	850-670-8468
Franklin's Promise Coalition.....	850-653-3930

Clothing

Bay County

A Sheltering Tree (Baby Clothes)	850-763-1433
Catholic Charities.....	850-763-0475
Family Services	850-785-1721
Hope 29:11 Resources	850-640-4930
Salvation Army	850-769-5259
St. Andrews Christian Care Center	850-763-2345

Franklin and Gulf Counties

Port St. Joe Care Closet.....	850-227-1724
Wewahitchka Care Closet.....	850-639-2744

Government Resources/Legal Services

Bay County Child Support Collections	850-763-9061
Child Support Enforcement.....	800-622-5437
Florida Bar Lawyer Referral Service.....	800-342-8011
Guardian Ad Litem.....	850-747-5180
Legal Services of N. Florida	850-769-3581
Medicaid and Food Stamps	850-872-4185
Migrant National Assistance	800-234-8848
Office of Public Defender	850-784-6155
Social Security Administration	866-348-5833

Transportation

Bay County

Bayway Public Transportation.....	850-769-0557
Medicaid Transportation (Bay Area).....	850-785-0808
Ride on Commuter Services.....	850-332-7976 x224

Franklin and Gulf Counties

Arc on the Gulf	850-229-6550
-----------------------	--------------

Housing Assistance & Shelter

Bay County

Anchorage Children's Home.....	850-763-7102
Bethel Village	850-914-0533
Catholic Charities.....	850-763-0475
Doorways of NWFL	850-481-5446
Habitat for Humanity.....	850-784-9975
Humble House	850-640-2022
Panama City Housing Authority	850-769-5278
Panama City Rescue Mission.....	850-769-0783
Salvation Army	850-769-5259

Low Income Housing

Apalachicola Housing Authority	850-653-9304
Gulf County SHIP Program	850-229-6125
Panama City Housing Authority	850-769-5278

Early Prenatal Care Matters

Prenatal care is when you get check-ups from your health care provider during your pregnancy. It is an important part of your health and the health of your baby.

Prenatal care will:

- Improve the health of your pregnancy
- Reduce the fetus and infant's risk of complications
- Provide accurate nutrition information
- Track baby's development & perform appropriate testing
- Help you learn about labor and delivery

Your medical provider will advise you on a prenatal care schedule that is best for you and your baby

Child Care and Services

Bay County

Early Education and Care.....850-818-9003

Early Learning Coalition of NWFL850-747-5400

Franklin County

Early Education and Care.....850-653-3366

Early Learning Coalition of NWFL850-747-5400

Gulf County

North Florida Child Development850-639-5080

Early Learning Coalition of NWFL850-747-5400



Improving Pregnancy Outcomes

Reducing Infant Mortality Rates

Promoting Healthy Growth and Development



- Pregnancy education and support
- Breastfeeding education and support
- Parenting education and support
- Nutritional education
- Child development education and support
- Family planning education
- Other community resources
- Childbirth education
- Newborn care instruction
- Help to quit smoking
- Counseling services
- School readiness
- Infant safety
- Home visiting

Our goal is to link you to services that help you and your family.

1-800-895-9506 • healthystartbfg.com



What is a Father?

F

F is for Foundation

Parenting is like building a house - you need a strong foundation. As a father, you have an opportunity to be the strong, steadfast foundation in your child's life.

A

A is for Awareness

Be aware of what is going on in your child's life, including their health, school, and interests. Your child wants to spend time with you and looks to you as a role model. Be aware of the example you are setting.

T

T is for Teach

One of the most important jobs of a father is to teach, guide, and instill proper values in his children so they have what they need to succeed in the future. Your children look to you as a leader.

H

H is for Health

With all the bustle around your developing child, it can be easy to forget that your own health is important, too. By taking care of your physical and mental health, you are modeling healthy habits for your child and doing your part to be around for your child's life longer.

E

E is for Engage

Children who have actively involved fathers are more likely to be successful in life! Be involved with your child early on, especially during the early days of their life, so that you can develop a strong bond with your child that lasts throughout their life.

R

R is for Responsible and Resourceful

Raising a child is a great joy, and there are many responsibilities involved. It is important to be resourceful in what you have and to learn new skills so that you can support your family in many different ways.

If you are interested in participating in the T.E.A.M. Dad program and live in Bay County, call 850-896-9718.

If you live in Franklin or Gulf County call 850-370-0844.

Counseling

Mental Health Support/Counseling

Emerald Coast Behavioral Hospital	850-763-0017
Florida Therapy Services	850-769-6001
Life Management Center.....	850-522-4485 x5
Mental Health & Suicide Hotline.....	850-522-4485
NAMI Mental Health Support.....	850-867-6210

Abuse Services

Domestic Violence Hotline.....	850-763-0706
Gulf Coast Sexual Assault Program	866-218-4738
Human Trafficking Hotline	888-373-7888
Salvation Army Domestic Violence Shelter	850-763-0706

Support Groups / Counseling

A New Day.....	850-249-5476
Alcoholics Anonymous	850-784-7431
Angel House Bereavement Center.....	850-257-5036
CARE Chemical Addictions Recovery Effort.....	850-872-7676
Gamblers Anonymous.....	800-522-4700
Humble House	850-640-2022
Life Management Center.....	850-522-4485
Narcotic Anonymous	863-683-8224
Live the Life.....	850-832-3291

4 Tips to Improve your PRECONCEPTION HEALTH

Preconception health is a woman's health before she becomes pregnant. It is beneficial for you and your future baby.

1. FOLIC ACID & HEALTHY FOOD

Folic acid is a B vitamin. Take 400 micrograms of folic acid every day. This vitamin can help prevent major birth defects. Consume healthy foods for proper nutrition.

2. STOP SUBSTANCE USE

Stop smoking, using street drugs, and alcohol consumption. These substances are bad for your health, and they can lead to serious birth defects if you use them while pregnant.

3. HEALTHY WEIGHT

People who are overweight, obese, or underweight are at increased risk of health complications. Consult with your doctor on how to reach and maintain your healthy weight.

4. SEE YOUR DOCTOR

See your doctor for yearly health check-ups. Ask them about preconception health. Talk to them about your medical conditions, health behaviors, family medical history, and other concerns you may have.

Home Visiting Programs

Bay County

Early Education and Care.....	850-818-9003
Healthy Families	850-522-4485
Healthy Start.....	850-872-4130
Parents as Teachers.....	850-215-1320

Franklin County

Healthy Families	850-323-6015
Healthy Start.....	850-370-6351
HIPPY.....	850-340-3531

Gulf County

Healthy Families	850-323-6015
Healthy Start.....	850-227-4396
HIPPY.....	850-340-3531

Adoptions/Foster Care Resources

Bundle of Hope	850-215-6878
Catholic Charities.....	850-763-0475
CMS Medical Services Foster Care	850-630-7120
Life Management Center.....	850-522-4485
Pregnancy Resource Center.....	850-763-1100

Family Planning

Bay County Health Department	850-872-4455
Franklin County Health Department.....	850-697-4121
Gulf County Health Department.....	850-227-1276

ALONE BACK CRIB



1-800-895-9506

Healthy Start Coalition of Bay, Franklin, Gulf Counties, Inc.



Hospitals

Bay County

Ascension Sacred Heart.....850-769-1511
Gulf Coast Regional Medical Center.....850-769-8341

Franklin and Gulf Counties

Ascension Sacred Heart.....850-229-5600
George E. Weems Memorial Hospital.....850-653-8853

Prenatal Care Physicians for Pregnancy & Delivery and Woman Care (Obstetrics & Gynecology)

Bay County

All About Women OB/GYN.....850-304-0719
Dr. Bryce Jackson.....850-784-6877
Emerald Coast OB/GYN850-769-0338
Panama City Gynecology850-785-0515

Pediatricians

Bay County

Avicenna Free Clinic850-215-8200
Baldwin Pediatrics.....850-522-1522
Bright Pediatrics850-257-5147
Emerald Coast Pediatrics (Beach).....850-238-8720
(19th Street)850-785-4381
(Baldwin Road).....850-747-3661
Future Pediatrics (Downtown).....850-767-4777
Future Pediatrics (Panama City Beach).....850-236-0488
Mohammed Zeinomar, MD.....850-913-1666
Rainbow Pediatrics (Beach)850-249-3500
(Forest Park Circle)850-257-5524
Samir Ebeid, MD850-785-0321
Sunshine Pediatrics850-747-8787
Yahia Rahim-Abdul, MD850-872-0021

Franklin and Gulf Counties

Apalachicola Primary Care850-370-1000
Elizabeth F. Curry, MD.....850-229-3710

Child Welfare & Behavioral Health Services

Bay County

North Florida Health Network.....850-747-5755
Gulf Coast Children's Advocacy Center.....850-872-7760

Clinics

Bay County

Avicenna Free Clinic850-215-8200
FL Dept of Health.....850-872-4455
PanCare Health850-747-5272
St. Andrews Community Clinic.....850-785-1419

Franklin and Gulf Counties

PanCare Health850-697-5000
Eastpoint Medical Center850-670-8585
Franklin County Dept of Health850-653-2111
Gulf County Dept of Health850-227-1276



Education

Adult Education and Literacy

Bay County

Bay District Schools	850-767-4100
CareerSource Gulf Coast	850-872-4340
Florida State University / Panama City	850-872-4750
Goodwill Career Training Center	850-522-3900
Gulf Coast State College	850-769-1551
Tom P. Haney Technical Center	850-767-5500
Troy State University.....	850-747-0634

Franklin County

Franklin County School District.....	850-670-2810
Franklin County Adult Education	850-670-2810

Gulf County

Gulf County Adult School / Wewahitchka.....	850-639-9292
Gulf Coast State College / PSJ Campus.....	850-227-9670
Gulf County Adult School / PSJ	850-227-1744
Gulf County District Schools.....	850-229-8256

7 Ways to Not Forget Your Child in the Car

There are things you can do to ensure the safety of your child while in the car!

1. Be extra alert if your routine changes. That's when the risk of unintentionally leaving your child in your car increases.
2. Put something of your child's, like a toy, on the front seat. Even if you can't see your child in the backseat (especially if he/she is in a rear-facing car seat), the toy should trigger a reminder that your child is there.
3. Leave an item you'll need at your next destination in the backseat, such as your cell phone, purse, or briefcase.
4. Place your child's car seat in the middle of the backseat rather than behind the driver. That way, it's easier to see her in your rearview mirror.
5. Set up a system with your child-care provider. If you don't plan to drop off your child that day, call her. If the child doesn't arrive as expected, have the caregiver call you.
6. Discuss the topic of hot-car deaths with every person who drives your child anywhere. This includes partners, grandparents, babysitters and friends.
7. Always "look before you lock." Get in the habit of checking the backseat every time you get out of the car.

Healthy Start has Life-Meters, as visual reminders that can be placed on any window in your car. Life-Meters also reflect the temperature in the car. If you would like a Life-Meter(s), please complete a Contact Form on our website located at: <http://www.healthystartbfg.com/contact>

MILITARY FAMILY SERVICES

"THESE SERVICES ARE AVAILABLE TO MILITARY MEMBERS AND THEIR DEPENDENTS"

Tyndall Air Force Base

Bay County Vet Center	850-522-6102
325th Medical Group	850-283-2778
New Parent Support Program	800-342-9647
<i>Provides counseling, education and support for new parents or parents with children up to 3 years of age</i>	
Airman & Family Readiness Center	850-283-2400
Financial Assistance	850-283-2402
Family Advocacy Program	850-283-7511
<i>For prevention and intervention of family maltreatment</i>	
Family Child Care	850-283-6233
Child and Youth Services	850-283-4366
Health Promotion	850-283-3826

NSA Panama City Navy Base

Bay County Vet Center	850-522-6102
New Parent Support Program	850-234-4248
<i>Provides counseling, education and support for new parents or parents with children up to 3 years of age</i>	
Fleet & Family Readiness Center	850-235-5800
Financial Assistance	850-235-5800
Family Advocacy Program	850-235-5800
<i>For prevention and intervention of family maltreatment</i>	
Child and Youth Services	850-234-4938
School Age Program	850-234-4938

10 Great Reasons to Breastfeed



1. BEST for your baby
2. Always ready when needed
3. Always the right temperature
4. Easy for baby to digest
5. Has antibodies that cannot be duplicated
6. No bottles to sterilize
7. Helps mom lose baby weight
8. Changes as your baby changes
9. No allergies to mom's milk
10. **FREE**



Coalition of Bay, Franklin & Gulf Counties

800-895-9506

healthystartbfg.com

Healthy Start Service Locations

Bay County

531 Jenks Ave. Suite C
Panama City, FL 32401
850-215-1320

Gulf County

2475 Garrison Ave.
Port St. Joe, FL 32456
850-227-1276

Franklin County

139 12th Street
Apalachicola, FL 32320
850-653-2111

Emerald Coast OBGYN

103 E. 23rd St,
Panama City, FL 32405
850-769-0338

All About Women OBGYN

70 Doctors Dr.,
Panama City, FL 32405
850-785-1517



Affiliated Agency



Like Us On
facebook **f**

DATA SOURCES

1. data.census.gov/profile/Gulf_County,_Florida, accessed on April 13, 2026.
2. Florida Department of Health. n.d. Population by Year, 2024. FLHealthCHARTS. Retrieved April 23, 2026 from https://www.flhealthcharts.gov/FLQUERY_New/Population/Count.
3. Florida Department of Health. Population by County by Race by Ethnicity by Year. FLHealthCHARTS. Retrieved October 27, 2025. Florida Department of Health.
4. Resident Births by County of Residence (Mother) by Inter-pregnancy interval by Year of Birth . FLHealthCHARTS. Retrieved October 27, 2025.
5. Florida Department of Health. Resident Birth Rate Per 1,000 Total Population by Trimester Prenatal Care Began by County of Residence. FLHealthCHARTS. Retrieved October 27, 2025.
6. Florida Department of Health. Resident Birth Rate Per 1,000 Total Population by Year of Birth by Mother's Smoking Status by County of Residence (Mother), Retrieved October 27, 2025
7. Florida Department of Health. Resident Infant Death Rate by Leading Rankable Causes of Infant Death by Residence County by Year . FLHealthCHARTS. Retrieved October 27, 2025.