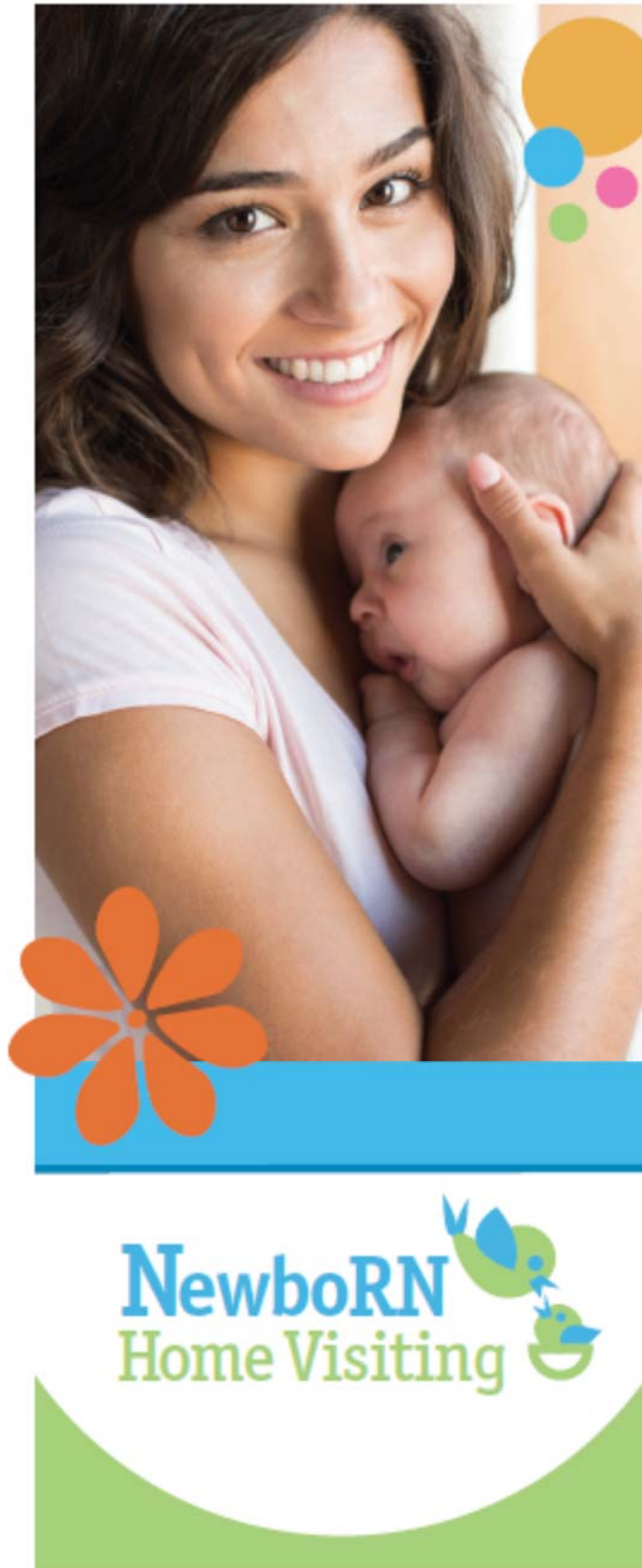


# Year-End Report

October 2019 – September 2020



NewboRN  
Home Visiting



## NewboRN Home Visiting Program

The NewboRN Home Visiting Program is a free program offered to all Alachua County women who give birth at a hospital, birth center or home within the county. Within a week after baby is born, a registered nurse will visit the family at home to see how they are doing, share information and connect to services and resources.

### During the visit, the nurse will provide information and advice about:

- Calming your newborn
- Bathing, changing and taking care of your newborn
- Eating well to keep you and your newborn healthy
- Breastfeeding
- Ensuring that your home is safe
- Parent-infant bonding and interaction
- Safe sleeping arrangements

### The nurse will ask questions to make sure you are doing okay. These might include:

- Are you getting enough sleep?
- Do you have the support you need from family and friends?
- Are you eating well?
- Are you feeling upset or depressed?

Mom will also receive a free Welcome Baby bag that includes items and information for mom and baby.

### The Newborn Home Visiting program is a coordinated effort to improve the health, safety and future of all babies born in Alachua County. Goals of the program include:

- Increased breastfeeding rates
- Increase well-child visit attendance
- Increased postpartum visit attendance
- Increased identification of families needing services
- Increased knowledge of things like
  - Self-care
  - Infant nutrition
  - Safe sleep practices
  - Home safety
  - Bathing and dressing baby
  - Umbilical cord care

The program is overseen by Healthy Start of North Central Florida and is a collaboration between hospitals, home health agencies, childbirth providers and social service agencies throughout the county. Supported by the Children's Trust of Alachua County.

## How Many Have We Served?

Hospitals	Births	Intakes Completed	% Intakes Completed	Consented	% Consented	Completed Assessment	% Assessments
October	223	196	87.9%	115	58.7%	85	73.9%
November	215	153	71.2%	80	52.3%	55	68.8%
December	241	174	72.2%	105	60.3%	64	61.0%
January	220	174	79.1%	113	64.9%	59	52.2%
February	225	192	85.3%	98	51.0%	43	43.9%
March	203	84	41.4%	59	70.2%	15	25.4%
April	199	COVID-19					
May	202	44	21.8%	29	65.9%	14	48.3%
June	179	46	25.7%	27	58.7%	16	59.3%
July	245	61	24.9%	49	80.3%	31	63.3%
August	229	36	15.7%	23	63.9%	13	56.5%
Sept	195	80	41.0%	60	75.0%	28	46.7%
<b>Total</b>	<b>2576</b>	<b>1240</b>	<b>48.1%</b>	<b>758</b>	<b>61.1%</b>	<b>423</b>	<b>55.8%</b>

UF Health Shands	Births	Intakes Received	% Intakes Received	Consented	% Consented	Completed Assessment	% Assessments
October	107	93	86.9%	56	60.2%	45	80.4%
November	99	73	73.7%	42	57.5%	28	66.7%
December	98	87	88.8%	53	60.9%	31	58.5%
January	90	80	88.9%	51	63.8%	26	51.0%
February	99	86	86.9%	47	54.7%	15	31.9%
March	95	41	43.2%	34	82.9%	2	5.9%
April	98	COVID-19					
May	89	33	37.1%	22	66.7%	8	36.4%
June	86	36	41.9%	23	63.9%	12	52.2%
July	110	39	35.5%	32	82.1%	18	56.3%
August	114	23	20.2%	17	73.9%	8	47.1%
Sept	97	61	62.9%	50	82.0%	24	48.0%
<b>Total</b>	<b>1182</b>	<b>652</b>	<b>55.2%</b>	<b>427</b>	<b>65.5%</b>	<b>217</b>	<b>50.8%</b>
NFRMC	Births	Intakes Received	% Intakes Received	Consented	% Consented	Completed Assessment	% Assessments
October	116	103	88.8%	59	57.3%	40	67.8%
November	116	80	69.0%	38	47.5%	27	71.1%
December	143	87	60.8%	52	59.8%	33	63.5%
January	130	94	72.3%	62	66.0%	33	53.2%
February	126	106	84.1%	51	48.1%	28	54.9%
March	108	43	39.8%	25	58.1%	13	52.0%
April	101	COVID-19					
May	113	11	9.7%	7	63.6%	6	85.7%
June	93	10	10.8%	4	40.0%	4	100.0%
July	135	22	16.3%	17	77.3%	13	76.5%
August	115	13	11.3%	6	46.2%	5	83.3%
Sept	98	19	19.4%	10	52.6%	4	40.0%
<b>Total</b>	<b>1394</b>	<b>588</b>	<b>42.2%</b>	<b>331</b>	<b>56.3%</b>	<b>206</b>	<b>62.2%</b>

## What Have We Done?

### Impact of COVID-19

March 13, 2020 was the last day our Family Partners were in the hospital due to COVID, and the last day assessments were conducted in the home. Since then, visits have been completed virtually.

Not being in the hospital required us to develop innovative ways to recruit participants for the program. We have utilized the Healthy Start Connect Program to ask families with a newborn if they would like to participate in the program. We have also developed an online registration process so families can complete the forms electronically.

Our Family Partner was allowed back at UF Health Shands starting on September 10, 2020. We have not been able to return to North Florida Regional Medical Center.

We also created bags to be given to all patients that deliver at both hospitals. The bags include a mask, thermometer, hand sanitizer, and an educational pamphlet on how to care for a newborn during the COVID-19 pandemic.

### Community Outreach Education

**Hospital Bags:** thermometer, hand sanitizer, mask, and educational material (multi-fold pamphlet)





## KEY POINTS

- Much is still unknown about the risk of COVID-19 to newborns born to and breastfed by mothers with COVID-19.
- Keep up with healthcare visits for you and baby.
- Protect yourself and others from COVID-19 by following these guidelines:
  - Wear a mask.
  - Avoid others who are not wearing masks.
  - Stay at least 6 feet away from others.
  - Avoid unnecessary outings.
  - Practice hand hygiene by washing your hands frequently. Wash your hands for at least 20 seconds. If soap and water are not available, use a hand sanitizer with at least 60% alcohol.



Source: Centers for Disease Control and Prevention

## Caring for Yourself and Your Newborn



DURING THE COVID-19 PANDEMIC

## TAKE STEPS TO PROTECT YOURSELF FROM COVID-19

It is important to understand the risks and know how to be as safe as possible. In general, the more people you interact with, the more closely you interact with them and the longer that interaction, the higher your risk of getting and spreading COVID-19. Here are preventive steps you and people you live with can take:

- Limit close contact interactions with other people as much as possible.
- When going out or interacting with others outside your immediate household:
  - Wear a mask.
  - Avoid others who are not wearing masks or ask others around you to wear a mask, if possible.
  - Stay at least 6 feet away from others outside your household.
  - Practice hand hygiene.
- Avoid activities where taking protective measures may be difficult and where social distancing can't be maintained.



## CONTINUE TO SEEK HEALTHCARE

Don't skip your healthcare appointments during and after pregnancy.

- Visit your healthcare provider for all recommended appointments. If you need help finding one, contact your nearest hospital clinic, community health center or health department.
- Talk to your healthcare provider about how to stay healthy and take care of yourself and your baby. If you're concerned about going to your appointments because of COVID-19, ask your healthcare provider what steps they're taking to separate healthy patients from those who may be sick.
- Some healthcare providers may choose to cancel or postpone some visits.
- Others may switch certain appointments to telemedicine visits, which are appointments over the phone or video.
- These decisions may be based on the situation in your community as well as your individual health risks.



## CARING FOR NEWBORNS WHEN THE MOTHER HAS COVID-19

Much is still unknown about the risks of COVID-19 to newborns born to mothers with COVID-19. We do know that:

- Infections causing COVID-19 in newborns born to mothers with COVID-19 are uncommon.
- Some newborns have tested positive for the virus that causes COVID-19 shortly after birth. It is unknown if these newborns got the virus before, during, or after birth from close contact with an infected person.
- Most newborns who tested positive for the virus that causes COVID-19 had mild or no symptoms and recovered. However, there are a few reports of newborns with severe COVID-19 illness.
- Preterm (less than 37 completed weeks gestation) birth and other problems with pregnancy and birth have been reported among women who tested positive for COVID-19 during pregnancy. It is unknown whether these problems were related to the virus that causes COVID-19.

## TAKE PRECAUTIONS AT HOME IF YOU ARE IN ISOLATION FOR COVID-19

Take the following precautions until your isolation period for COVID-19 has ended:

- Stay home to separate yourself from others outside your home.
- Consider isolating from other household members within your home who are not infected.
- Have a healthy caregiver who is not at increased risk for severe illness provide care for your newborn.
  - Caregivers should practice hand hygiene before touching your newborn.
  - If the caregiver is living in the same home or has been in close contact with you, they should wear a mask when they are within 6 feet of your newborn for the entire time you are in isolation and for two weeks after you completed isolation.
- If a healthy caregiver is not available, you can care for your newborn if you are well enough.

- Practice hand hygiene before touching your newborn.
- Wear a mask when within 6 feet of your newborn and other people during your entire isolation period.

Others in your household and caregivers who have COVID-19 should isolate and avoid caring for the newborn as much as possible. If they have to care for the newborn, they should practice hand hygiene and wear a mask.



## ENSURE SAFE SLEEP FOR YOUR BABY

During the COVID-19 pandemic, parents may experience increased stress and fatigue that could affect their ability to ensure that their baby is sleeping safely. Help reduce your baby's risk of sudden infant death syndrome (SIDS) and other sleep-related deaths by doing the following:

- Place your baby on his or her back for all sleep times — naps and at night.
- Use a firm, flat sleep surface, such as a mattress in a crib covered by a fitted sheet.
- Have the baby share your room but not your bed. Your baby shouldn't sleep on an adult bed, cot, air mattress, couch or chair, whether he or she is sleeping alone, with you or with anyone else.
- Keep soft bedding, such as blankets, pillows, bumper pads and soft toys, out of your baby's sleep area.
- Do not cover your baby's head or allow your baby to get too hot. Signs your baby may be getting too hot include sweating or his or her chest feeling hot.
- Don't smoke or allow anyone to smoke around your baby.



**Do NOT put a face shield or mask on your baby.**

A face shield could increase the risk of sudden infant death syndrome (SIDS) or accidental suffocation and strangulation. No data supports the use of face shields among babies for protection against COVID-19.

## KEEP UP WITH NEWBORN VISITS



Ideally, newborn visits are done in person so that your baby's healthcare provider can:

- Check how you and your baby are doing overall.
- Check your baby's growth and feeding.
- Check your baby for jaundice.
- Make sure your baby's newborn screening tests were done (including a bloodspot, hearing test and a test for critical congenital heart defects) and do any repeat or follow-up testing, if necessary.
- Be sure to call and notify your baby's healthcare provider before visiting if you or your baby have COVID-19.

## COVID-19 AND BREASTFEEDING

You, along with your family and healthcare providers, should decide whether and how to start or continue breastfeeding. Breast milk provides protection against many illnesses and is the best source of nutrition for most babies. *We don't know for sure if mothers with COVID-19 can spread the virus to babies in breast milk, but the current evidence suggests that this isn't likely.*


**Helpful tips for breastfeeding**

- If you have COVID-19 and choose to breastfeed:
  - Wash your hands beforehand.
  - Wear a mask while breastfeeding.
- If you have COVID-19 and choose to express breast milk:
  - Use a dedicated breast pump (not shared).
  - Wear a mask during expression and wash your hands before touching any pump or bottle parts and before expressing breast milk.
  - Follow recommendations for proper pump cleaning after each use, cleaning all parts that come into contact with breast milk.
  - Consider having a healthy caregiver who does not have COVID-19, is not at increased risk for severe illness from COVID-19, and is living in the same home feed

the baby. Any caregiver feeding the baby should wear a mask when caring for the baby for the entire time you are in isolation and for two weeks after you completed isolation.

- Pump or feed every 2-3 hours (at least 8-10 times in 24 hours, including at night), especially in the first few days. This signals the breasts to produce milk and prevents blocked milk ducts and breast infections.
- If you are unable to establish milk production after birth or have to temporarily stop breastfeeding during your COVID-19 illness because you do not feel well enough, get help from a lactation support provider. Learn more about relactation.
- Always wash your hands with soap and water for 20 seconds before breastfeeding or expressing breast milk even if you don't have COVID-19. If soap and water are not available, use a hand sanitizer with at least 60% alcohol.

**Updated Brochure:** During this contract year, we updated our program's brochure to provide patients with a clear "flow" of services from the time they are introduced to the program to the moment they receive the nurses' home visit. The new brochures continue to be distributed to all of our partners in the community.



**The NewboRN Home Visiting program helps improve the health, safety and future of all babies born in Alachua County.**

This program is available to Alachua County women who give birth at a hospital, birth center or home within the county. After your baby is born, a registered nurse (RN) or licensed midwife will visit you at home to see how you are doing, share information and connect you to local resources.

**I'm in! What do I do?**  
Register for your visit!



**CHILDREN'S TRUST OF ALACHUA COUNTY**

The NewboRN Home Visiting program is a coordinated effort to improve the health, safety and future of all babies born in Alachua County. The program is overseen by Healthy Start of North Central Florida and is a collaboration between hospitals, home health agencies, childbirth providers and social service agencies throughout the county. Funded by the Children's Trust of Alachua County.



Web: [www.NewboRNHomeVisiting.org](http://www.NewboRNHomeVisiting.org)  
Phone: 352-727-3036



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

**NORTH FLORIDA REGIONAL MEDICAL CENTER**  
NORTH FLORIDA REGIONAL HEALTHCARE

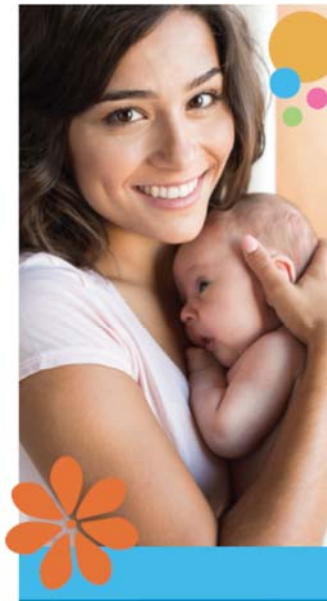
**UFHealth**  
UNIVERSITY OF FLORIDA HEALTH

**UFHealth**  
SHARON HODGKINS

**FLORIDA SCHOOL OF TRADITIONAL MIDWIFERY**

**NURSECORE**  
the heart of healthcare

NurseCore Licensed in Florida #1818A 200902860  
US Health Shands HomeCare Licensed in Florida #1818A 21054056



**NewboRN Home Visiting**



Many changes take place the first few days after the birth of your baby. That is why it is so helpful to have a NewboRN Home Visiting nurse or midwife come to your home to make sure you and your baby are doing well. This voluntary, free program is available to all Alachua County women who give birth at a hospital, birth center or home within the county.

#### What will the nurse or midwife do?

- A physical and health assessment on baby and mom
- Help with breastfeeding and nutrition
- Show how to care for baby (mouth, skin, diaper area, umbilical cord, circumcision care)
- Share infant safety tips
- Talk about family planning
- Discuss immunizations, child development, parenting and more!

#### How it works:

- 1. At the hospital or birth center**
  - Our Family Partner will visit you to get you registered and answer any questions you may have. You will receive a welcome gift from us to you!
  - Having your baby at home? Licensed midwives can provide the NewboRN home visit!
- 2. After you leave the hospital or birth center**
  - The nurse (RN) will contact you by phone to schedule the home visit.
- 3. At the home visit**
  - The nurse (RN) or midwife will complete a physical and health assessment for you and your newborn, answer any questions you have, and provide information on taking care of yourself and your baby.
- 4. After the home visit**
  - The Family Partner can assist you with obtaining baby supplies, community support services and postpartum counseling.


The Family Partner will also link you to our local Connect program for ongoing support with:

Newborn Care  
Breastfeeding  
Parenting Support  
Child Development  
Basic Needs and Nutrition  
And So Much More!





Rack Card was developed to explain next steps after leaving the hospital



**1. What happens after I leave the hospital/birthing center?**

- Our nurse (RN) will call you within a week to schedule the home visit.

**2. What if my baby is in the NICU?**

- Our nurse(RN) will give you a call to schedule the home visit when your baby gets home from the NICU.

**3. What if my home visit has not been scheduled with the nurse yet and I have a question?**

- Contact your Family Partner and she will help answer questions and work with the nurse to schedule your home visit.

**4. What can I look forward to during my home visit?**

- As a way of showing how much this community cares about you and your baby the nurse will bring a Welcome Baby bag with gifts for you and baby.
- We encourage dad or partner to be a part of the visit. A folder will be provided with information "just for dad."
- What our participating families said about the program...

"The nurse was very helpful, friendly and made sure all my questions were answered. So grateful Alachua County offers this program."

"The visit helped ease my stress level so that I could be a better parent."

"Even with older children I still found this helpful and learned several things to help keep my baby safe."

"All helpful info. Happy to have her help me with breastfeeding."

**Questions? We would love to hear from you!**  
352-727-3036 | [www.NewbornHomeVisiting.org](http://www.NewbornHomeVisiting.org)

Your Family Partner is: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Your Nurse will be: \_\_\_\_\_

Agency: \_\_\_\_\_

Phone Number: \_\_\_\_\_

*We look forward to hearing about your experience through our satisfaction survey provided after your home visit!*

Giggle Magazine and Website Advertisement





## Having a baby?

Schedule a FREE home visit with a nurse after baby is born for:

Physical exams	Help with breastfeeding and more
Infant safety	Info on how to care for baby
Parenting tips	Access to services and resources

**CLICK TO LEARN MORE**



Funded by the Children's Trust of Alachua County

## Collaboration and Partnerships

### Pilot Projects:

Two pilot projects were launched in partnership with UF Women's Health Group and Women's Group at North Florida. These two clinics were strategically recruited to participate in the pilot project because they mostly serve high risk patients. The purpose for the pilot was to assess the effectiveness of pre-registering patients into NHVP during the last trimester. Each participant received an incentive for enrolling (lip balm, hand sanitizer and pen).

Due to COVID-19, both pilot programs had to be modified to ensure patients were fully enrolled prenatally since our Family Partners were no longer allowed to be in the hospitals. Additionally, our consent forms had to be updated since our nurses' home visits changed to telehealth and as a result, we recruited the support of these partners to continue enrolling patients prenatally with the revised and approved consent forms from our lawyer.

Both clinics are actively engaged in the promotion of the program and enrollment of patients. Currently, we are receiving referrals from both clinics and they continue to share NHVP's brochure with all patients.

Further developed collaborations with OB/GYN providers in the community, engaging and recruiting their active participation in enrolling patients to NHVP.

UF Family Medicine – Introduced NHVP virtually to lead physicians and RN supervisor, recruiting their engagement with NHVP and their support enrolling patients. We are actively receiving referrals from this practice.

We are contacting other UF Health Family Medicine practices to establish similar partnerships.

Currently, we are establishing rapport with Pediatricians in Alachua county, recruiting their engagement and support of NHVP. Key points of contact are being identified at each clinic as we continue to develop an outreach initiative.

Due to COVID-19, our outreach has changed from in-person to virtual efforts. We are working closely with Social Workers, Office Managers and Referral Coordinators to optimize our outreach and impact efforts.



## How Well Have We Done It?

### Goal 1: New mothers that were offered the NHVP

Started the year with 88% (October 2018) of all new mothers being offered the program at the hospital. As a result of COVID and our family partners not being at the hospital, the rate dropped to 48% at year-end. In total, **1,240 new mothers were offered the program.**

### Goal 2: New mothers that agreed to participate in the NHVP

The average consent rate for the duration of the project was 61.1%. In total, **758 women consented to participate.**

### Goal 3: New mothers that had a completed NewboRN home visit and assessment

The average rate for the duration of the project was 55.8%, for a total of **423 home visits completed.**

### Goal 4: Participants identified as wanting home visiting services will be enrolled in an ongoing home visiting program if eligible for the services

All families were educated on home visiting programs and other resources in the community. **97 families were connected to a home visiting program.** These families were not already enrolled in a home visiting program, and indicated they wanted ongoing home visiting services.

### Goal 5: Participants will voice understanding and knowledge of self-care, dietary intake referral sources and follow up appointment with primary care provider and newborn's pediatrician

The nurses reported that **100% of the participants voiced understanding** of the information that was provided during the home visit.

### Goal 6: Participants will voice understanding and knowledge of infant physical and nutritional needs, options immunization, safe sleeping practices and infant sleep position value of tummy time, choking prevention, illness prevention, infant abduction, SIDS, home safety, water/pool safety, auto safety, fire safety, birth spacing and family planning

The nurses reported that **100% of the participants voiced understanding** of the information that was provided during the home visit.

### Goal 7: Provide a pack n play and safe sleep education when nurse or midwife has identified that baby does not have a safe sleep environment

**100% of the participants received education on safe sleep** during the home visit. **15 pack n plays were given to families** that had a home visit and the nurse identified that the baby needed a safe place to sleep.

**Goal 8: Families that need additional information or ongoing support will be referred and linked to other community supports and services**

**More than 200 referrals** were made for our participants. This includes community resources such as mental health counseling, WIC, childcare, housing assistance, diapers, smoking cessation, CPR, etc.

**Goal 8: Families that participate in the program and have a home visit will receive a “Welcome Baby” bag that contains incentives for participating and educational information.**

**100% of the families** were provided a Welcome Baby bag at the home visit. The Welcome Baby bags were mailed to participants that had a virtual visit.

- Welcome Baby Bags contained the following information:
  - NewboRN Folder
  - Healthy Start Tip Sheets: Safe Sleep, Home Safety Checklist, Postpartum Depression, Coping with Crying
  - Birth Spacing cards
  - Immunization schedule
  - Baby Bib
  - Gel packs for breastfeeding mom
  - Growth charts
  - Safety plug outlet covers
  - Community Resources handouts: WIC,
  - Book that is appropriate for children up to 2 years of age
  - Fatherhood folder with information for dads

**Goal 9: Develop and conduct participant satisfaction surveys to evaluate how well the program was implemented and the impact of program on participants.**

**Satisfaction surveys** are conducted immediately following the home visit. The response rate was 16% with 67 surveys completed.

- 99% of families state that the NewboRN Home Visiting Program (NHVP) was helpful.
- 96% of families stated that they would recommend the NHVP to a friend.
- Comments:
  - This is a wonderful thing to offer new moms!
  - Thank you for this information and the pack n play
  - I believe that this service is a necessity for new mothers. It's a nice little check in with a lot information. It's an opportunity to learn and improve as a mother. Thank you!
  - Thank you so much for all of the information! This is my third baby but I am no expert and it was great to go over newborn topics to refresh my memory.
  - The nurse was very easy to talk with and provided helpful information about breast feeding. It was very touching that she followed up after our pediatrician appointment to see how out little girl was progressing.
  - NewboRN is a really good program. I remember the Family Partner oriented me really well on the program and encouraged me to enroll. Everyone has been very helpful and I really appreciated how they accommodated to interpret the visit since I don't speak English. I felt so relieved after the nurse's visit since everyone is so supported.

**Impact Interviews** were conducted on families that consented to be contacted by the program again in the future. 132 participants were successfully contacted and interviewed.

- Do you feel that participation in the NHVP has given you more confidence as a parent? Yes = 71%
- Do you feel that participation in the NHVP has eased your stress about parenting a newborn? Yes = 85%
- Did you complete your postpartum check-up? Yes = 93%; Visit is Schedules = 3%; No = 3%
  - No: (1) had an appointment but then had to cancel and did not reschedule; (1) did not go because of coronavirus
- Did your infant complete his/her 1<sup>st</sup> well-check appointment? Yes = 100%
- Did your infant receive his/her immunizations? Yes = 100%
- Do you have a plan/schedule in place for future immunizations and additional well-check? Yes = 98%
- Did the NHVP identify a medical problem during the nursing assessment?
  - Postpartum depression
  - Very high blood pressure
  - Heart murmur in baby
- Are there any changes to the program you would like to suggest?
  - Would like for the nurse to come back again for a second/follow up visit
- Overall comments
  - I really was not sure what I was doing, but the nurse kept reassuring me
  - I am a first-time mom and older, very thankful for this program
  - I am a third time mom; this is a valuable program for all parents
  - I think every new mom should take part in this program! It really eased my anxiety
  - My son was in the NICU after he was born. I appreciated having a nurse come to my home and reassure me he is doing okay. That I was taking care of him the way he needed.



## Desired Impact Achieved

- ✓ Parents/caregivers will be introduced to the “system of care” that exists in Alachua County for families with young children
- ✓ All parents/caregivers will be offered this universal Newborn Home Visiting Program
- ✓ Those parents/caregivers who agree to receive ongoing home visiting services will be part of the “continuum of care” that is currently offered through the Coordinated Intake and Referral Program being implemented through the Healthy Start of North Central Florida in collaboration with more than 15 community partners
- ✓ Reduced hospitalizations and use of emergency care
- ✓ Provides the sense that the community (Alachua County residents) cares for their families
- ✓ Friends in other communities or states do not have this program so this shows how much the community cares about families with young children
- ✓ Saves babies and mothers’ lives
- ✓ Gives more confidence to parents and can ease their stress
- ✓ Provides answers to parents, because every child is different
- ✓ Everyone in the community supports “making sure that every baby is a healthy baby”

