

P.A.T.R.I.C.I.A. E-NEWSLETTER

Pinellas African Americans Targeted Reduction in Infant mortality using a Community Intervention Approach
February-March 2007 • 2006 Year in Review



FRONT L R:
Cheryl Underwood, Dr. Carrie Nero, Gwendolyn Reese, Dr. Denice Cora-Bramble, Lydia Breedlove, Marva Dennard
BACK L-R Bonnie Tilbe, Fannie Vaughn, Cynthia Tomlin and Mary Baker

In addition to training, PATRICIA conducted a consumer health survey and held focus groups to seek consumer input into experiences when receiving health care services. The survey and focus group questions were prepared in both English and Spanish. Incentives were provided to participants. The consumer survey project will provide a “snapshot” of the level of culturally competent care in Pinellas. Findings support the need for additional training among health care providers.

In June 2006, a Grand Rounds was held at Bayfront Medical Center to introduce “Steps to a Culturally Competent Pinellas.” The presenter was Denice Cora-Bramble, MD, MBA – Executive Director of the Goldberg Center for Community Pediatric Health, Children’s National Medical Center in Washington, D.C. Her topic was “Providing Culturally Competent Care.” Attending physicians received the self-study DVD. Physicians can receive up to 9.0 CME credits. Other medical staff will receive a Statement of Participation for consideration of credit with their professional organizations.

Steps to a Culturally Competent Pinellas Initiative

Recently, the St. Petersburg Healthy Start Federal Project and the PATRICIA Consortium launched an initiative to increase the level of culturally competent care in Pinellas County called “**Steps to a Culturally Competent Pinellas.**” This effort is a collaboration with Healthy Start Coalition of Pinellas, Inc. and the Office of Minority Health to provide cultural competency training to physicians and office staff. A self-study DVD titled, “A Family Physician’s Practical Guide to Cultur-

ally Competent Care,” has been distributed to medical providers in the community. The program was developed by the U.S. Department of Health and Human Services’ Office of Minority Health. The goal of “Steps to a Culturally Competent Pinellas” is to eliminate gaps in the health of people of different backgrounds by increasing the level of culturally competent health care services in the community.

P.A.T.R.I.C.I.A. Consortium Holds Annual Conference

Last year, All Children’s Hospital hosted “Fathers and Families Safe at Home,” a conference sponsored by the **PATRICIA Consortium** and the **Father Services Program** of the St. Petersburg Healthy Start Federal Project.

The theme of the conference was “Celebrating Fathers.” Salim Al Nurridin, CEO of Healthcare Consortium of Illinois, delivered the keynote address. His presentation was thought-provoking, educational and “real.” The audience was captivated by his humor, personal sharing and his down home way of expressing himself.

In addition to motivational speakers, the conference offered free services including health insurance consultation, HIV testing, cholesterol screening

and an array of health education materials. Dinner was provided compliments of United Healthcare and Amerigroup insurance providers.

The **Father Services Program** is a component of the **St. Petersburg Healthy Start Federal Project** that assists men with building strong families. Services include one-on-one meetings, parenting education, men’s health information, discussion groups, sports activities, advocacy and home visiting.

The highlight of the conference was the presentation of the Father Services Program’s, “Father of the Year” award. The recipient of the 2006 award was David Dembishack. David is the proud and loving father of three young sons ages two, four and six years old.

Earlier this year he earned his GED and was hired by the City of Pinellas Park. During home visits by the father specialist staff, David is cooking, reading or just acting silly with his sons.

David Dembishack has demonstrated fantastic fatherhood skills under enormous pressure and has become an example to other men on what a father is and what father involvement means.



Doula Scholarships Awarded



Zenzele Kokayi,
Scholarship Recipient

The PATRICIA Consortium recently awarded two scholarships to consortium members who want to become certified doulas.

The interest in doulas was generated in 2005 through the First Annual Spring Conference, "Bringin' in Da Spirit: Your Family's Healthy Start," featuring Rhonda L. Haynes, director, producer and cinematographer of the film "Bringin' in Da Spirit":

During the conference, participants learned about the history of the African-American midwife and viewed the extraordinary film "Bringin' in Da Spirit."

A panel presentation was used to discuss the ways a doula can assist in birthing a baby.

PATRICIA collaborated with the YWCA of Tampa Bay to write a grant proposal for the March of Dimes to fund scholarships to increase the number of African American doulas in Pinellas County. The grant was not funded,

but the Healthy Start Coalition of Pinellas, Inc. and the Health Council provided scholarships for two young women who expressed a sincere interest in the Doula training.

Zenzele Kokayi, mother of two and a math instructor at John Hopkins Middle School, received the first scholarship given and is well on her way to celebrating doula certification.

A requirement of the scholarship is to provide two pro bono (no charge) births a year to clients in the Healthy Start Federal project area. Zenzele says that she is more than happy to give back to the program and to the community.

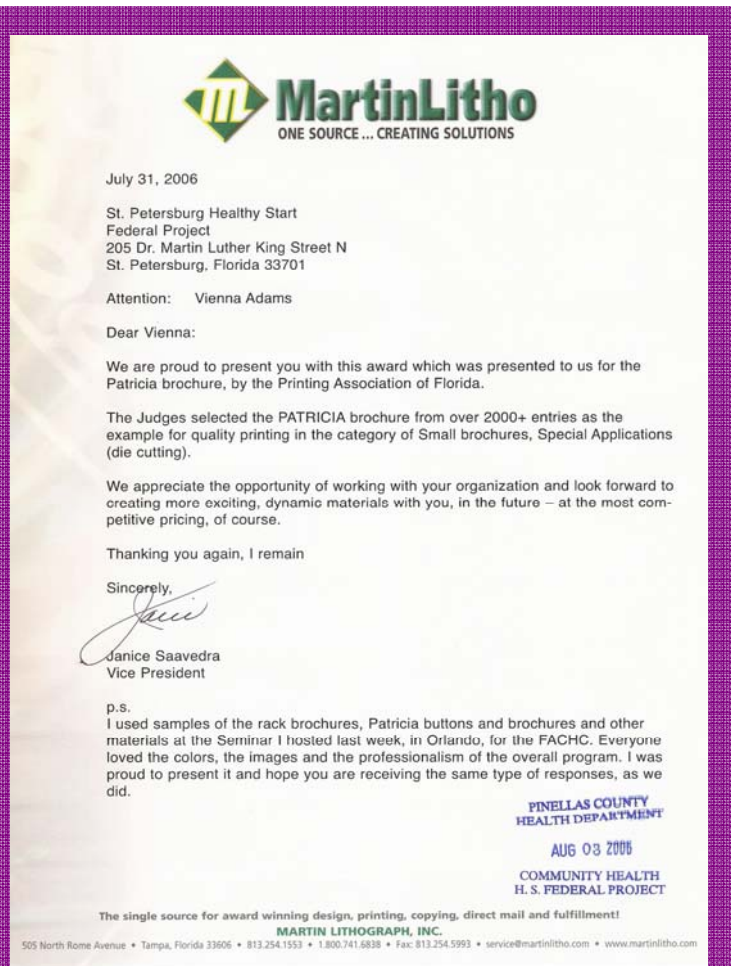
Betty Gathers, the sole African American doula in Pinellas County, has initiated a support group for doulas and women interested in becoming doulas. The group meets in her home on a regular basis.

PATRICIA Brochure Wins State Award

MartinLitho, Inc. of Tampa, FL received an Award of Excellence for outstanding achievement in this year's **Printing Association of Florida's Florida Print Awards** for the brochure they created for the PATRICIA Consortium.

Judges selected the PATRICIA Consortium brochure from more than 2,000 entries as the example for quality printing in the category of Small Brochures, Special Applications.

The **Florida Print Awards** is the printing industry's largest statewide graphic arts competition. It recognizes individuals, companies and organizations responsible for the creation and production of print communications.



P.A.T.R.I.C.I.A. Presents VOICES

The PATRICIA Consortium's Community Advisory Board (CAB) commenced its annual meeting schedule on September 20, 2006 after a summer hiatus of two months.

The meeting was a community conversation using the video VOICES. The VOICES program is packaged and distributed by the U.S. Center for Disease Control's (CDC) Diffusion of Effective Behavioral Interventions project. VOICES is a single-session, video-based HIV/STD prevention workshop designed to encourage condom use and improve condom negotiation skills among African American and Latino men and women.

Lynne Swain, from the Pinellas County Health Department's disease control division, facilitated the presentation. The program included viewing the culturally specific video and a skill building session that included an exchange of ideas and experiences.

The session also included condom education and condom distribution. More than 40 people –ranging in age from 14 to 60 + – participated in the session.

CAB members decided to present VOICES during the September meeting after reviewing a report from the Florida Department of Health (DOH) titled "Silence is Death: The Crisis of HIV/AIDS in Florida's Black Communities."

The report calls for communities to:

- Break the silence by raising awareness about HIV/AIDS among blacks.
- Encourage local governments and communities to expand and strengthen their responses to the HIV/AIDS epidemic among blacks.
- Encourage individuals to be tested for HIV/AIDS.
- Increase access to HIV prevention and care services.
- Reduce barriers to HIV testing, prevention and care by reducing HIV/AIDS stigma.
- Stimulate development of a plan to address the disproportionate impact that HIV/AIDS is having on black communities.

For more information about HIV/AIDS in your community, please contact your local county health department.

The Success of the "What About Mom?" Program Nurse

Thanks to Dr. Ma and staff at the St. Petersburg Pediatrics Clinic (2818 54th Avenue South in St. Petersburg), the "What About Mom?" program has been very successful.

"What About Mom?" is an innovative program being piloted by the St. Petersburg Healthy Start Federal Project.

A public health nurse is stationed at the pediatric office and sees the moms during well-baby care visits at the clinic.



*St. Petersburg Pediatrics
54TH Avenue South Staff*

. Referrals for various community services, health screening, blood pressure checks, and family planning (various birth control options) are just a few of the services provided in Dr. Ma's office by Healthy Start nurse Fannie Vaughn.

For additional information about this program please call (727) 864-5497 or (727) 824-6963.

St. Petersburg Healthy Start Federal Project

205 Dr. MLK Street North
St. Petersburg, FL 33701
727.824.6963

Web Address

www.pinellashealth.com/CommHealth/healthystart.asp

Gwendolyn Reese,
Editor

Partners of the St. Petersburg Healthy Start Federal Project include:

YWCA of Tampa Bay, Inc.

Directions for Mental Health, Inc.

Operation PAR, Inc.

All Children's Hospital, Inc.

Bayfront Medical Center, Inc.

Bethel Community Foundation, Inc.

InFinite Solutions of Tampa Bay, Inc.

Pinellas County Health Department

Healthy Start Coalition of Pinellas

St. Petersburg Pediatrics

Manhattan Beauty Academy



The St. Petersburg Healthy Start Federal Project held its semi-annual health event on Saturday, October 14, 2006 at Bethel Community Church (one of the partner sites).

Health screenings and tests including cholesterol, diabetes, HIV and pregnancy were conducted and health information given. There was an area designated for family activities with assorted arts and crafts, face painting, rock climbing and a bounce house. Free food and wonderful gift prizes were made possible through the generosity of local businesses and agencies. It was fun for all.



Left: TOKARESHAWN REDENBURG AND DAUGHTER KEYARAH



Right: PROJECT DIRECTOR VIENNA ADAMS AND SON TAJ



FRONT-MARQUETTA GREEN, NICOLE HOPKINS, TOKA REDENBURG,
BACK-KIMBERLY BROWN-WILLIAMS AND JAMES MYLES

P.A.T.R.I.C.I.A. Consortium Mission

To develop and sustain a partnership that includes consumers, community groups, organizations and providers of service to increase community awareness regarding disparities in maternal and infant health and to inspire the community to become meaningfully engaged in eliminating the disparities and improving birth outcomes for women and children of African descent.



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