



“Building a community where everyone works together to make sure children thrive”

“Children who participate in early intervention programs prior to kindergarten are more likely to graduate from high school, hold jobs, live independently, avoid teen pregnancy, delinquency and violent crime. These positive outcomes save society between \$30,000 and \$100,000 per child.”

—American Pediatric Society

“We cannot rely on state and federal government to overcome obstacles. Whole Child partners have to continue to find ways to transcend our individual limitations by connecting our services and resources to be as effective as possible.”

—Ed Peaver, Chair, Whole Child Leon and Statewide Children's Advocate



Why is Whole Child Important?

Building a community where everyone works together to make sure children 0-5 thrive

1. Community Ownership and Participation in Early Childhood Success
2. Healthy at Age 1
3. Children Making Appropriate Progress
4. Children Enter Kindergarten Ready to Succeed



Big Four Goals

whole child LEON Website Connecting Families

Resource Guide
Over 2,500 community resources are included in our online resource guide.

Events Calendar
Information on special events and outreach events for local human service agencies, as well as free and low-cost activities for families are included in our Events Calendar.

whole child LEON Get Information to Families

Outreach Goals:

- Increase number of families connected to community resources and information
- Increase Whole Child Leon's presence in the community

Outreach Data: October 1, 2012 – Sept 30, 2013 (12 months):

- Total number of people interfaced with = 3112
- Total number of community outreach events attended = 33

whole child LEON Participate in Outreach Events



Outreach for Parents

Goal: Connect more families to community resources and information.



Accomplishments for 2012-2013:

- 24 Family Connection Corners in Leon County School Sites
 - o Community Centers
 - o Early Learning Coalition
 - o Leon County Courthouse

(Parents can connect to: DCF's ACCESS, Florida KidCare, Free & Reduced Lunch Application, and Whole Child Leon)



New Parent Outreach

New Parents at Tallahassee Memorial HealthCare, Capital Regional Medical Center and the Birth Cottage receive information on Whole Child Leon.



Whole Child Leon Advisor onsite weekly at Tallahassee Memorial HealthCare's NICU and Pediatric Department



Free \$25 Child Savings Account



CD with music by local artists and an insert with contact information for Whole Child Leon

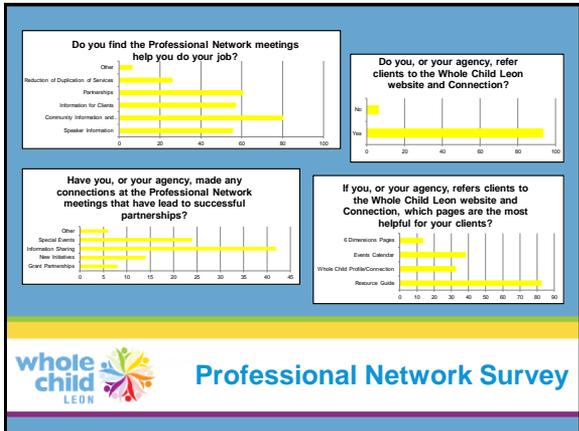
"Whole Child Leon is a benefit to our agency along with many others in our area. Whole Child provides us opportunity to network, to learn from one another, to enhance our knowledge about services in the community and through linkages, improves the outcomes of the children we serve."

*—Jearna Olson, Community Development Administrator
Department of Children and Families*

- 60-75 attendees per meeting
- 2-3 speakers per meeting
- 11 meetings per year



Professional Network



whole child LEON **Community Building**

Whole Child plays a key role as a member of:

- School Health Advisory Committee
- COPE Coalition (Childhood Obesity Prevention Education)
- CHART (Community Health Action and Response Team)
- MAPP (Capital Coalition for Health)
- Mayor's Health Initiative Committee
- Community Action Team, Dept. of Children & Families, District 2
- Leon County Commission on the Status of Women and Girls Subcommittee for Health and Mental Health
- Tallahassee Community College Early Childhood Advisory Board
- Healthy Kids Day Planning Committee
- Children's Week Planning Committee

whole child LEON **Community Building**

"Whole Child Leon and Courtney Atkins have been an integral part of the development of the 95210: Health by the Numbers Community Health Initiative. Her leadership in launching a pilot for the Health by the Numbers themes has been tremendously helpful as the initiative prepares for its community-wide launch in April 2012. In addition, Whole Child Leon has contributed the 95210: Health by the Numbers logo, web content, and other information to the overall program. As such, Whole Child Leon's important contributions to the 95210: Health by the Numbers initiative have been essential to the program's success. It is obvious that they have a passion for improving the health of children throughout our community."

~John Marks, Mayor of Tallahassee



Initiative - Developmental Screenings

Whole Child Leon's Social and Emotional Action Team executed Leon County's first Community-wide Infant, Toddler, and Preschool Comprehensive Developmental Screening Day. Children are screened for social-emotional development, vision, hearing, dental, gross and fine motor skills. Children are also connected to primary care physicians and health insurance immediately on site.

- More than 525 children screened for FREE and connected to appropriate services. Including 156 children screened in the past year.
- More than 65% of families were identified as needing further resources; all were connected to these resources.
- Collaboration of more than 25 organizations and over 100 volunteers
- Presented as a model for "best practices" at the Florida Developmental Disabilities Council in March 2012.



Initiative - 95210

95210 – The Whole Picture of Health

In an effort to improve nutrition and increase physical activity among low-income Tallahassee children and their families in order to prevent and reduce obesity, and increase the number of healthy food options through 95210 policy adoption in schools and the community-at-large, as of May 2013, Whole Child Leon has engaged the following:

- Approximately 15,500 Leon County Schools elementary students and their parents
- Leon County Head Start sites including 22 teachers and 6 center directors, with 325+ low-income, at-risk students
- 236 Early Learning Coalition childcare centers
- 38 low-income families received pantry-makeovers

"Whole Child Leon's dedication to improving the well-being of our youngest students has been invaluable to Leon County Schools' wellness efforts. Courtney Atkins' leadership and commitment have enabled us to engage more community partners to help families find the resources necessary to build healthy homes."
 --Shelia Costigan, Exec. Director, Foundation for Leon County Schools



Initiative – 95210

City, County and Statewide awareness of 95210 TWPH message and partnerships were built to create:

- A website has been designed to visibly demonstrate the work of TWPH grant team: <http://healthyleon.org/>
- The site highlights TWPH's differentiating and engaging community involvement through: Video, Audio, Newsletters, Blogs and "Stories in the Community."



Initiative – 95210

- 95210 tab was created on the Whole Child Leon website and contains a “toolkit” for childcare centers
- 95210 Tracking System was developed to support data collection on individual behaviors and to share with partner agencies implementing 95210 with the children and families they serve

www.95210.org



Initiative – 95210

Policy change has occurred:

- Leon County Community Gardening Policy was established
- City of Tallahassee’s Childhood Obesity Proclamation in September 2012
- Incorporation of health and wellness elements into city plans—City of Tallahassee 95210 utility bill insert, City website with focus on physical activity, healthy eating and water consumption, 95210 messages play on City TV channel in waiting room where residents pay their utility bill
- Individual elementary schools are creating policy to ban sugar-sweetened beverages brought into lunchroom; eliminate sugary snacks for classroom celebrations



Initiative – Pre-K Nutrition

- WCL partnered with FSU College of Health Science to create a PK Nutrition project to provide nutrition education to parents and their preschool aged children in one low-income neighborhood childcare center per semester using the platform of 95210.
- This platform is evidence based and supports the fact that obesity prevention needs to start early on in childhood when children are learning their dietary and exercise habits and parental modeling is a significant predictor of childhood behavior.
- This project includes four nutrition education meetings that included cooking demonstrations and access to inexpensive healthy recipes. The classes are held over a time period of one month in a selected preschool in the Tallahassee. Pre and post surveys are collected to help us analyze the efficacy of the project.



Initiative – Kindergarten Readiness

Goals:

- Create a community-wide definition of school readiness
- Create a kindergarten parent input survey to improve the transition from Pre-K into Kindergarten

Accomplishments:

- A Blue-Ribbon panel of teachers, principals, and early learning educators created a community-wide definition of Kindergarten readiness.
- Whole Child Leon partnered with LCS and Early Learning Coalition to distribute the Kindergarten Readiness Expectations to childcare centers and schools throughout Leon County.
- A “Kindergarten Parent Input Survey” was created and is part of school Kindergarten registration in Leon County Schools.



Initiative – Kindergarten Readiness

The *Kindergarten Readiness Expectations* checklist was created to better inform preschools and parents of preschool children the prerequisite skills that help ensure a child will have a smooth transition into kindergarten. Children who enter kindergarten with these skills already developed tend to be more successful in kindergarten and beyond. Forming a partnership with Whole Child has allowed us to work with the preschools and their parents so that they are aware of these prerequisite skills and can better prepare these young children for success in school.

– Peggy Youngblood, Divisional Director,
Elementary Schools, Leon County Schools



Initiative – Florida KidCare Outreach

- WCL established partnerships with LCS and FHKC and acquired funding to launch the project in the 2013-14 school year.
- Since September 2013, more than 330 students/families have been assisted through the application process.
- All 15,500 K-5 were provided with program information and offered one-on-one assistance.
- This year-round program requires an information sharing agreement with LCS and coordination with school nurses and health assistants.
- WCL coordinated implementation and maintains functionality of kiosks in 24 Leon County elementary schools, VPK sites, and the Leon County Courthouse.



Initiative – Healthy Infant Partnership

The Healthy Infant Partnership is dedicated to working together to make sure that Leon County has a comprehensive approach to healthy birth and infant outcomes.

Goals:

- Increase access to care for women of child-bearing age
- To promote awareness and education of women’s healthcare needs
- To address the barriers to women accessing care

Accomplishments:

- Expanded the number of regular and specialists providers that accept Medicaid rates: 17 Primary Care Physicians, 37 specialists, and 2 dentists.
- Targeted low-income sites for Leon County Health Department mobile unit, provided folic acid, health screening tests, pre-conception and pregnancy education, and assisted with Medicaid applications.



Initiative – Healthy Infant Partnership

Accomplishments Continued:

- Created a survey to determine why African-American women delay seeking pre-natal care. The survey is being submitted for Internal Review Board approval so results can be published through FAMU’s Institute for Public Health.
- In 2010 with the support of Rep. Alan Williams & Senator Al Lawson, a bill was introduced in the Florida House and Senate to extend Medicaid for two years for women with poor birth outcomes in the Big Bend.
- Met with representatives from the Agency for Health Care Administration and the U.S. Centers for Medicare and Medicaid Services to discuss establishing a demonstration waiver to extend primary care for Medicaid eligible women.



School-based Dental Sealant Project

Whole Child Leon partnered with Leon County Health Department and Leon County Schools to implement at School Based Dental Sealant Program for 2nd graders.

In January 2014 the pilot project was implemented in two Title 1 Schools

- January 2014: 80% of the 120 second-graders at Bond Elementary participated in the program and received sealants
- February 2014: project implemented at Riley Elementary



2011-12 Grants and Awards

Blue Cross/Blue Shield of Florida Foundation "Embrace a Healthy Florida" – \$98,400 to promote 95210: The Whole Picture of Health to promote behavioral and policy change around sleep, nutrition, recreational screen time, tobacco and sugary drinks to lower-income children and families in our community.

Partners include:

- Leon County Health Department
- Tallahassee Food Network
- Children's Medical Services/C.O.R.E. Lifestyle

Goals:

- Change neighborhood food environments
- Educate primary care physicians and health and human service agency professionals about childhood obesity prevention
- Increase healthy food options in childcare centers and the community at-large
- Reach every Pre-K-4 through 5th grade Leon County School student with 95210 messages.



2012-13 Grants and Awards

National Association of Chronic Disease Directors' Joseph W. Cullen Award - Courtney Atkins, Executive Director : 95210 The Whole Picture of Health

Community Indicators Consortium funded by the Alfred P. Sloan Foundation, chose Whole Child Leon's Healthy Incent Partnership Initiative, will publish their "Real Story" and award them \$2,000. The published document is intended to provide tools and practices, which allow other communities to learn from and improve on these efforts.

Florida Healthy Kids Corporation \$7700
-School-based KidCare/Medicaid health insurance project

Childhood Obesity Prevention Education (COPE) \$10,000
-95210 for Healthcare Practitioners project



Steering Committee Members

- Angel Trejo, **Chair**, Community Volunteer
- Loranne Ausley, **Founding Chair**
- Jessica Bazemore, **Parent Representative**
- Tracey Cohen, **President, Target Copy**
- Kristin Dozier, **Leon County Commissioner**
- Laurie Dozier, **President, Mid Day Design and Construction Company**
- Susan Dunlap, **Vice President, Community Impact, United Way of the Big Bend**
- Susan Meinert Ellis, **LCSW, Infant Mental Health Specialist**
- Ed Feaver, **Community Volunteer**
- Martha Fletcher, **Director of Early Childhood Programs, LCS**
- Bob Gabardi, **Executive Editor, Tallahassee Democrat**
- Kristy Goldwing, **Executive Director, Cape Area Healthy Start Coalition**
- Meadie Gregg, **Director, Health Statistics and Assessment, FL Dept. of Health**
- Matt Guse, **Executive Director, Early Learning Coalition of the Big Bend**
- Ed Hoffield, **M.D., Retired Physician and Community Activist**
- Dr. Ed Hoffield, **President, Tallahassee Initiatives for Social Justice**
- Shonda Knight, **Executive Producer/Anchor, WCTV**
- Holly McPhee, **Parent Representative**
- Kathy Powell, **Parent Representative**
- Connie Styons, **RN, MSN Service Line Administrator for Women's and Children's Services, TMH**
- Peggy Youngblood, **Divisional Director, Elementary Schools, Leon County Schools**

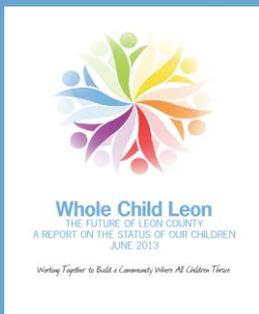


Why is Whole Child Leon Important?

“The comprehensive overview provided by Whole Child Leon enables our community to better focus our resources and therefore obtain considerable value for a strikingly small investment. Indeed, Whole Child Leon is our community’s greatest chance to make a lasting difference for our children, and for our community.”

—Laure Dozier, President, Mad Dog Construction

2013 Status of the Child Report



For more information, please visit our website:
www.wholechildleon.org

Or call at 850-487-7613