



I will:

**Give Every Child a
Healthy Start!!!**

Closing the Gap in Infant Mortality

Every year more than 100 babies die before their first birthday in Hillsborough County. Closing the Gap in Infant Mortality is a program to keep babies alive by conducting outreach and marketing campaigns to residents of Hillsborough County. (Infant mortality refers to the deaths of infants one year of age or younger.)

The campaigns have a specific focus on factors to reduce poor birth outcomes and increase awareness in minority communities of the availability of quality health care.

Many of the women become part of informational social networking groups that help them manage the stress of isolation and loneliness.

Closing the Gap is supported by funds from the Florida Department of Health and the Children's Board of Hillsborough County.

**Keeping Our
Babies Alive!**

Health begins where we live, learn, work and play.

Each of us can "REACHUP" and create new opportunities for better health by investing in health where it starts—in our homes and schools, on our jobs and in our communities. What will you do???

- I will find out as much as I can about the lifestyle and social conditions that impact health.
- I will commit myself and inspire others to make healthy lifestyle choices.
- I will provide competent and compassionate health care services.
- I will make a donation to help REACHUP create opportunities for optimal health.
- I will _____ *(my special commitment)* _____

...because "Where there's a will, we are the way."

REACHUP Inc.

Suite 100

10500 University Center Drive

Tampa, FL 33612

Phone: (813) 712-6300

Fax: (813) 971-3000

www.reachupincorporated.org

Invest wisely in our community's health by contacting REACHUP Inc. via mail, phone or website.

REACHUP/Central Hillsborough Healthy Start Project is supported in part by project H49MC12793 from the U. S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau (Title V, Social Security Act).

REACHUP

where there's a will, we are the way

**Committed to research,
education and advocacy
for healthy living!**

REACHUP is the "parent" of the Central Hillsborough Healthy Start and Closing the Gap Project. But this is just the beginning. We are busy creating new opportunities for better health by investing in health where it starts—in our homes and schools, on our jobs and in our communities.

Suite 100

10500 University Center Drive

Tampa, FL 33612

Phone: (813) 712-6300

Fax: (813) 971-3000

www.reachupincorporated.org



- ▶ A community where every man, woman and child has a fair opportunity to attain good health...
- ▶ A community that supports and strengthens families in raising talented and caring children...
- ▶ A community where childbirth and childbearing are opportunities for positively influencing the health and wellbeing of families, particularly mothers and infants...
- ▶ A community where opportunities for education, employment and business creation are essential to optimal health...

Imagining the Perfect, Healthy Community

At REACHUP, Inc., we don't just imagine that community, we work diligently to make it happen.

Actually, we've been working since 1997. REACHUP is an old "new kid on the block." It is the result of changing Central Hillsborough Healthy Start (CHHS) from a University of South Florida-based organization to a fully independent nonprofit organization.

- ✓ We hire staff from within our community.
- ✓ We partner with community churches to provide many services within our community.
- ✓ We contract with community agencies that have a history of serving families in central Hillsborough County.
- ✓ We partner with community residents and organizations to attract additional funding to support our families.

You Know and Trust Us As True Partners in the Community

Central Healthy Start: Keeping Our Babies Alive

On average, 16.5 of every 1,000 babies born in central Hillsborough County die before their first birthday. CHHS is working to give our babies the best start in life.

- We can give information and support to mom, dad and family during pregnancy.
- We can send a nurse to the home if mom or baby has medical problems.
- We can connect you with services for mom, baby and family.
- We can give tips on caring for mom, dad and the new baby.
- We can connect new parents with other parents with babies and young children.

The Good News—A 2009 study showed that CHHS services reduced the level of low birth weight and preterm delivery by about 30% among women that received services.

Central Healthy Start is a federally-funded program to keep babies alive in central Hillsborough County in zip codes 33602, 33603, 33605 and 33610. Supplemental funding from the Healthy Start Coalition of Hillsborough County provides services in 33607 in West Tampa.

REACHUP
where there's a will, we are the way

