



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 2516

1. **Project Title**

2. **Senate Sponsor**

3. **Date of Request**

4. **Project/Program Description**

The Healthy Start Coalitions of Hillsborough County and Pinellas County propose to develop, implement, assess, and disseminate community-led health equity interventions that intervene upon structural factors that produce and perpetuate health disparities in Severe Maternal Morbidity (SMM). Phase 1 will develop and disseminate a Community Campaign to increase awareness and understanding and promote policy changes that impact SMM. Phase 2 will implement a structural intervention to reduce SMM. The enhancement and expansion of the Pregnancy Medical Home concept will move both communities towards maternal health equity.

5. **State Agency to receive requested funds**

State Agency contacted?

6. **Amount of the Nonrecurring Request for Fiscal Year 2023-2024**

Type of Funding	Amount
Operations	457,520
Fixed Capital Outlay	0
Total State Funds Requested	457,520

7. **Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	457,520	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2023-2024	457,520	100%

8. **Has this project previously received state funding?**

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. **Is future funding likely to be requested?**

a. **If yes, indicate nonrecurring amount per year.**

b. **Describe the source of funding that can be used in lieu of state funding.**

10. **Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?**



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If yes, indicate the amount of funds received and what the funds were used for.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Executive Director: As these project positions will be part of the Healthy Start Coalition, they will require the customary and usual required oversight by upper level management. As these positions below already fall under the purview of the Executive Director in Hillsborough and Pinellas, they will provide leadership of the project and organizational oversight during the course of the project. The Executive Directors will monitor contract deliverables and all financial activity.	30,006
Other Salary and Benefits	Communications Manager: Will produce print, digital and online marketing, educational and outreach materials for program messaging and education consistent with the target audiences in Hillsborough and Pinellas Counties. Responsible for planning and implementing activities of this project, expanding and diversifying partnerships through targeted engagement strategies and partnership building, supporting the community-led marketing campaign and social media engagement.	22,905
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Consultant Services: The Community Outreach and Education Consultants will support the project team with development and implementation of education and training sessions for providers and community organizations. The consultant will engage partners and community members, facilitate strategic planning, participate in project decision making and support research and reporting activities. The consultant will also serve as the liaison between community partners.	52,000
Operational Costs: Other		



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Salary and Benefits	Four Pregnancy Medical Home Maternal Health Specialists will provide enhanced prenatal including individualized education, support, health promotion, coordination of needed health care services, medical specialties and linkages to community resources. The MHS will screen and assess participants for risk factors including pregnancy-related health conditions, social determinants of health, mental health issues, substance abuse, and domestic violence.	292,452
Expense/Equipment/Travel/Supplies/Other	Expenses for this project include printing for client educational materials, data tracking and participant survey software, marketing and communications for education and awareness, participant supplies and incentives, computer supplies and local travel costs.	60,157
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		457,520

14. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

The funds requested will support a community campaign to increase awareness and understanding and promote policy changes that impact severe maternal morbidity (SMM). Additionally, funds will enhance the Pregnancy Medical Home (PMH) model within Hillsborough and Pinellas County.

b. What activities and services will be provided to meet the intended purpose of these funds?

Through collaboration with the Black Infant and Maternal Mortality Task Force (BIMM-TF) and Severe Maternal Morbidity Task Force (SMM-TF), community members will conduct an environmental scan, exploring maternal health providers in Hillsborough & Pinellas County, potential for engagement, barriers and capacity for services. This will allow for more collaboration and engagement in the proposed project and further reach to participants who would benefit from awareness and understanding of severe maternal morbidity (SMM) and social determinants of health (SDOH). Community partners from BIMM-TF and SMM-TF will also brainstorm key strategies for action to improve maternal health for three different audiences: health systems, hospitals, and birthing facilities, healthcare professionals and birthing persons. We will compile a database of local-level SDOH data from the community partners and translate that data into a comprehensive communications plan catered to the various audiences.

c. What direct services will be provided to citizens by the appropriation project?

Through the enhancement of the Pregnancy Medical Home (PMH) model within Hillsborough and Pinellas County, direct services will be provided to birthing persons and their support persons. A recent report from Manatt Health and the State Health and Value Strategies, State Strategies to Improve Maternal Health and Promote Health Equity Compendium, recommends PMH as a strategy to improve maternal health outcomes. PMH is a care delivery model that addresses clinical, behavioral, and social aspects of prenatal, perinatal, and postpartum care.

d. Who is the target population served by this project? How many individuals are expected to be served?

The target population is Black women and birthing persons of reproductive age at risk for SMM in Hillsborough County and Pinellas County. SMM is specifically complications and potentially fatal crises in women around and after the time of labor and delivery. In Hillsborough and Pinellas County, the SMM rate is higher than the state average. In 2021, Hillsborough reported 31.8 cases and Pinellas reported 30.9 cases of SMM per 1,000 delivery hospitalizations, versus 23.8 statewide. Significant racial disparities in SMM also exist in both counties. The SMM rate for Black women in Hillsborough was 46.6 in 2021, which was higher than that of both white and Hispanic women (26.9 and 29.9, respectively). The SMM rate for Black women in Pinellas was 53.6 in 2021, which was higher than that of both white and Hispanic women (27.2 and 29.4, respectively).

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?



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Through targeted communications, the development of training materials and tools, the creation of curricular modules, and continuing education experiences, there will be long-lasting movement and sustainability in provider awareness and patient relationships for reducing SMM. Through the enhancement of the PMH model, benefits include improved maternal health outcomes, reduced severe maternal morbidity, increased engagement with community supports and services to address social determinants of health. There will be continued evaluation of the proposed interventions and initiatives through pre and post tests, surveys, and continued monitoring of SMM rates in both Hillsborough and Pinellas Counties.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

Corrective action plans may be required for noncompliance, nonperformance or unacceptable performance under this contract. Penalties may be imposed for failures to implement or to make acceptable progress on such corrective action plans.
 The increments of penalty imposition that shall apply, unless extenuating circumstances exist, shall be based upon the severity of the noncompliance, nonperformance, or unacceptable performance that generated the need for corrective action plan. The penalty, if imposed, shall not exceed (10%) of the total contract payments during the period in which the corrective action plan has not been implemented or in which acceptable progress toward implementation has not been made.

15. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

16. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify)

d. First Name **Last Name**

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information

a. Name



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b. Firm Name

c. E-mail Address

d. Phone Number