REACH UP
where there’s a will, we are the way

MISSION
To advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families

VISION
To be known as a nationally recognized center of excellence, assisting in creating a community where there is equality in health care and health for all families

MOTTO/SLOGAN
Committed to Research, Education and Advocacy for Healthy Living!
The focus of the Central Hillsborough Healthy Start (CHHS) program at REACHUP, Inc. is to improve perinatal health outcomes and reduce racial and ethnic disparities among these outcomes. In Hillsborough County, CHHS provides care coordination and outreach services to help ensure that infants reach their first birthday. These efforts have led to the reduction of infant mortality among CHHS clients from 10.2 infant deaths per 1,000 births to 7.6 over the entire 2014-2019 project period.
Visibility and Influence

- Central Hillsborough Healthy Start
- Kinship Care
- GROWTH with Doulas and Dads (24/7 Dad® & Special Delivery Doula)
- Affirming Fatherhood Conference
- Free Your Mind! Stress Management
- Black Infant Health Practice Initiative
- Healthy Start Coalition of Hillsborough County
- Nurse-Family Partnership
- Pregnancy Medical Home
- Stronger With Involved Focused Fathers
- Children’s Board of Hillsborough County
- Merck for Mothers

More than 7,000 families served annually
MAXIMIZING COLLABORATION AND PARTNERSHIPS

- Participants and Stakeholders
- USF The Lawton & Rhea Chiles Center for Healthy Mothers and Babies
- USF College of Public Health & Taneja College of Pharmacy
- Healthy Start Coalition of Hillsborough County
- Children’s Board of Hillsborough County
- Allegany Franciscan Ministries
- March of Dimes
- Florida Department of Health
- Tampa General Hospital & St. Joseph’s Women’s Hospital
- St. John Progressive Missionary Baptist Church & New Mt. Zion Missionary Baptist Church
- USF College of Nursing
- Hillsborough County Department of Health
- Tampa Police Department Community Affairs
- Tampa Housing Authority
- Hillsborough County Public Schools- Full-Service Center Partnership
- Coordinating Office/ Substance Abusing Mothers and Infants (SAMI)
- Bay Area Black Professional Firefighters
Resources

• Mocha Moms (www.mochamoms.org)
• Divine Nine (www.blackgreek.com)
• Florida Healthy Start Associations (www.healthystartflorida.com)
• Florida Federal Healthy Start Sites (www.nationalhealthystart.org)

Funding Streams

• HHS/HRSA/Maternal and Child Health Bureau
• Maternal, Infant, and Early Childhood Home Visiting (MIECHV)
• Children’s Board of Hillsborough County
• Allegany Franciscan Ministries
• Hillsborough County Board of County Commissioners
• Healthy Start Coalition of Hillsborough County
• Merck for Mothers
• Tampa Bay Lightning Foundation
• Florida Department of Health
• Hillsborough County Blue Ribbon Panel
Thank You

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