a running START HEALTH

for every child, birth to 5

AN AGENDA FOR HEALTH IN EARLY CHILDHOOD

JULY 2017

A RUNNING START
**EARLY
LEARNING**

Healthy
Child
Development

A RUNNING START
HEALTH

Health and learning are deeply connected, especially in young children. In 2015, Philadelphia adopted the city-wide plan *A Running Start* (now called *A Running Start–Early Learning*) to help young children learn and be ready for school. *A Running Start–Health* is a companion plan that coordinates City and community actions to improve young children's health.

A Running Start—Health is a plan to improve the health of Philadelphia's children in the first five years of life. It presents a coordinated approach to preventing health problems that appear in early childhood as well as those risks occurring in early childhood that lead to disease in adult years.

Lifelong health begins with a healthy early childhood.

The first few years set a trajectory that shapes health across the lifespan.

Today, not all children get an equal start.

Those from low income families and families of color are more likely to experience many health risks. Helping the most disadvantaged children today will reduce health disparities in adults tomorrow.

A small number of avoidable risks contribute to most health problems.

A Running Start–Health focuses on a few key interventions that address the most important health risks.

A sharp, coordinated focus on these risks will protect more of Philadelphia's children.

Many City agencies, health care providers, nonprofit organizations, and others in Philadelphia already work to help young children. With *A Running Start–Health*, by coordinating solutions to the most severe problems, we can collectively help Philadelphia's children even more.

JOIN US.

Read the Action Plan to see what you can do to help.
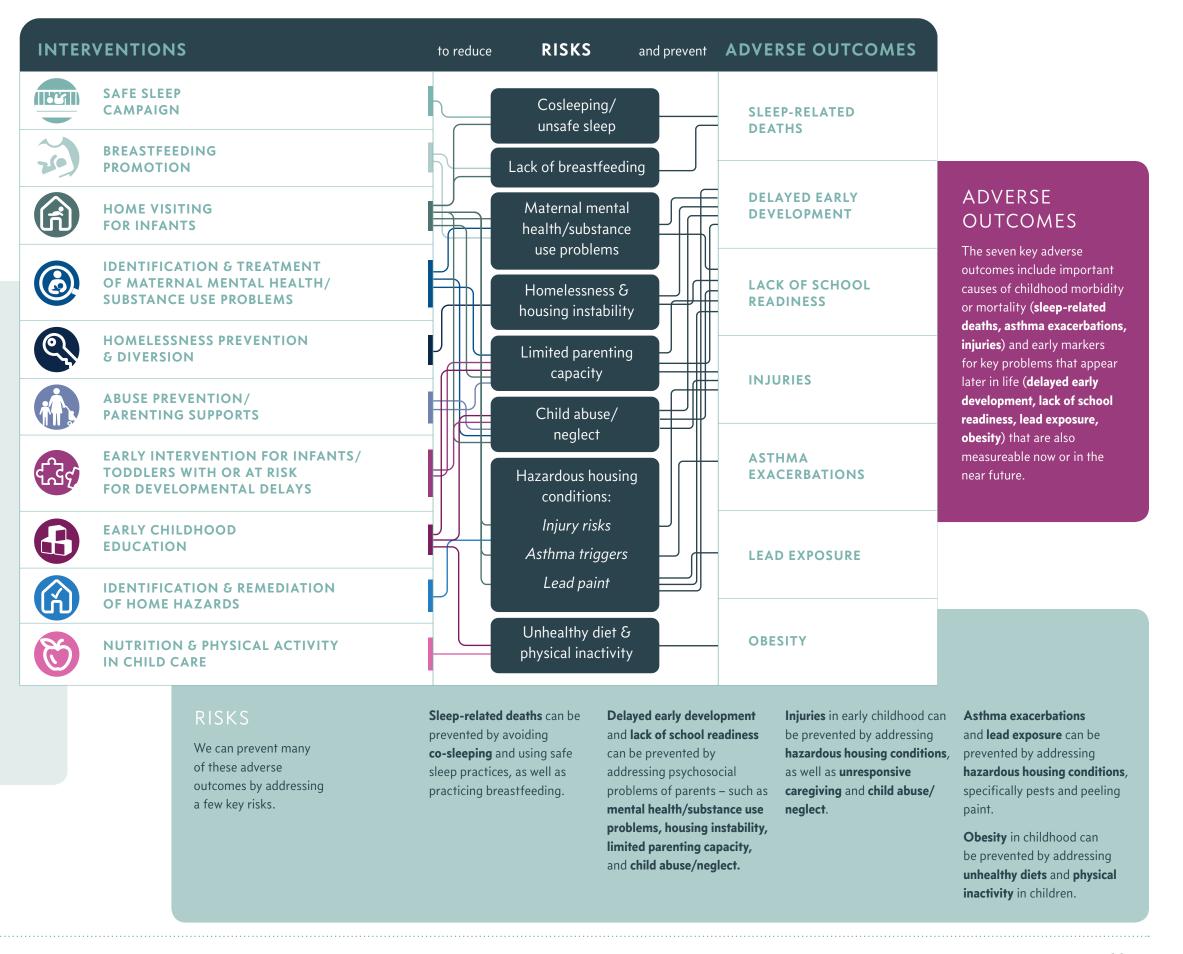
OUR APPROACH & FRAMEWORK

A Running Start–Health defines a small number of adverse outcomes, the risks of those outcomes, and interventions that can prevent or reduce those risks.

INTERVENTIONS

Today, many organizations help children by building family strengths and addressing these risks. Organizations are offering **infant home visiting programs**, **child welfare prevention services**, **early childhood education**, **homeless prevention and diversion**, and **early intervention services** for children with or at risk for developmental delays. However, we need to reach more children with these interventions. These programs also can serve as opportunities to educate and assist parents in reducing additional risks identified in the plan. *A Running Start–Health* will reach parents with these additional interventions:

- A campaign to deliver clear, consistent messages to parents of infants on **safe sleep practices** as well as providing cribs, bassinets, or Pack 'n Plays for low-income parents

- **Identification and referral for treatment of mothers with mental health or substance use problems**

- **Identification and remediation of hazards in the home** that can cause injuries, asthma exacerbations, or lead exposure

- Clarifying standards for **nutrition and physical activity in child care** and promoting adherence to those standards

Framework diagram

INTERVENTIONS	to reduce	RISKS	and prevent	ADVERSE OUTCOMES
SAFE SLEEP CAMPAIGN		Cosleeping/unsafe sleep		SLEEP-RELATED DEATHS
BREASTFEEDING PROMOTION		Lack of breastfeeding		
HOME VISITING FOR INFANTS		Maternal mental health/substance use problems		DELAYED EARLY DEVELOPMENT
IDENTIFICATION & TREATMENT OF MATERNAL MENTAL HEALTH/ SUBSTANCE USE PROBLEMS		Homelessness & housing instability		LACK OF SCHOOL READINESS
HOMELESSNESS PREVENTION & DIVERSION		Limited parenting capacity		INJURIES
ABUSE PREVENTION/ PARENTING SUPPORTS		Child abuse/neglect		
EARLY INTERVENTION FOR INFANTS/ TODDLERS WITH OR AT RISK FOR DEVELOPMENTAL DELAYS		Hazardous housing conditions: *Injury risks* *Asthma triggers* *Lead paint*		ASTHMA EXACERBATIONS
EARLY CHILDHOOD EDUCATION				LEAD EXPOSURE
IDENTIFICATION & REMEDIATION OF HOME HAZARDS		Unhealthy diet & physical inactivity		OBESITY
NUTRITION & PHYSICAL ACTIVITY IN CHILD CARE				

ADVERSE OUTCOMES

The seven key adverse outcomes include important causes of childhood morbidity or mortality (**sleep-related deaths, asthma exacerbations, injuries**) and early markers for key problems that appear later in life (**delayed early development, lack of school readiness, lead exposure, obesity**) that are also measureable now or in the near future.

RISKS

We can prevent many of these adverse outcomes by addressing a few key risks.

Sleep-related deaths can be prevented by avoiding **co-sleeping** and using safe sleep practices, as well as practicing breastfeeding.

Delayed early development and **lack of school readiness** can be prevented by addressing psychosocial problems of parents – such as **mental health/substance use problems, housing instability, limited parenting capacity,** and **child abuse/neglect.**

Injuries in early childhood can be prevented by addressing **hazardous housing conditions**, as well as **unresponsive caregiving** and **child abuse/ neglect**.

Asthma exacerbations and **lead exposure** can be prevented by addressing **hazardous housing conditions**, specifically pests and peeling paint.

Obesity in childhood can be prevented by addressing **unhealthy diets** and **physical inactivity** in children.

HOW WE WILL MEASURE SUCCESS

A Running Start – Health *sets these ambitious goals for Philadelphia for 2020.*

NUMBER OF INFANT SLEEP-RELATED DEATHS by year

● ACTUAL   ● 2020 GOAL

SLEEP-RELATED DEATHS

Sleep-related deaths (often categorized as Sudden Unexpected Infant Death Syndrome) are a leading cause of infant mortality in Philadelphia.
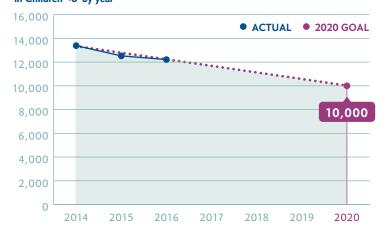
DEVELOPMENTAL DELAYS

Metric under development

Children experiencing "toxic stress" from various risks may show delays in early development, a predictor of health problems in adult years. *A Running Start – Health* will create a system to measure and monitor the percent of children in Philadelphia meeting developmental milestones at 18 months of age, as assessed by healthcare providers using the Survey of Wellbeing of Young Children, and establish a goal to increase this by 2020.

SCHOOL READINESS

Metric under development

A second key measure of child development is readiness to learn at the time of entry into kindergarten. *A Running Start – Health* will work with the School District of Philadelphia to develop an aggregate measure of school readiness for kindergarteners and establish a goal to increase this by 2020.

NUMBER OF INJURY EMERGENCY DEPARTMENT VISITS in Children <6 by year

● ACTUAL   ● 2020 GOAL

INJURIES

Injuries, including those from falls, suffocation, fires, and guns, are the leading cause of death for children age 1-4 and are common causes for visits to hospital emergency departments.

ASTHMA EXACERBATIONS

Asthma exacerbations are a leading cause of hospitalization of young children and a major cause for acute care visits and missed school days.

NUMBER OF ASTHMA EMERGENCY DEPARTMENT VISITS
in Children <6 by year

● ACTUAL ● 2020 GOAL

4,000

2014 2015 2016 2017 2018 2019 2020

8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0

LEAD EXPOSURE

Exposure to lead in early childhood can lead to lifelong learning and behavior problems.

NUMBER OF CHILDREN <6 NEWLY IDENTIFIED
with Venous Blood Lead Level ≥ 5 µg/dL by year

● ACTUAL ● 2020 GOAL

1,200

2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

2,500
2,000
1,500
1,000
500
0

OBESITY

Obesity in early childhood is a marker for unhealthy diet and physical inactivity, and a predictor for diabetes, heart disease, stroke, and cancer in adult years.

PERCENTAGE OF CHILDREN (Enrolled In Kindergarten or First Grade) WHO ARE OBESE OR OVERWEIGHT

● ACTUAL ● 2020 GOAL

30.5%

2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

33%
32%
31%
30%
29%

WHAT **CITY AGENCIES** CAN AND WILL DO

SAFE SLEEP CAMPAIGN	Develop digital and print campaign materials	
	Distribute materials through mass media and home visiting programs	
BREASTFEEDING PROMOTION	Support delivery hospitals to become Baby Friendly	
HOME VISITING FOR INFANTS	Develop a centralized intake system for home visiting programs	
	Provide tools to help home visiting programs assess and address home hazards and other key child health risks	
	Co-enroll children in home visiting and high-quality early learning as needed	
MATERNAL MENTAL HEALTH/ SUBSTANCE USE PROBLEMS	Provide mental health and substance use disorder treatment for parents and children	
	Enhance capacity of mental health providers to treat pregnant and postpartum women with depression	
	Identify parents receiving government services who have substance use and mental health problems and refer to treatment	
	Monitor compliance with treatment for mothers in Department of Human Services system	
HOMELESSNESS PREVENTION & DIVERSION	Provide financial assistance to families at risk of eviction	
	Assess families for homelessness and divert to housing resource	
	Provide emergency housing, transitional housing, and permanent housing for families that become homeless	
ABUSE PREVENTION & PARENTING SUPPORTS	Refer pregnant women in Department of Human Services system to home visiting programs	
	Provide family empowerment services and case management for high-risk families	
	Provide out-of-school-time programs	
EARLY INTERVENTION SERVICES	Work with health care and child care providers to identify children at risk for developmental delays and provide interventions	
	Automate referral of infants from neonatal intensive care units to early intervention services	
	Assess children with signs of Autism Spectrum Disorder and provide treatment	
	Train behavioral health providers in treating young children with disruptive or oppositional behavior	

EARLY CHILDHOOD EDUCATION	Increase children 0-5 enrolled in high-quality early education
	Ensure outreach to hard-to-reach families
	Increase enrollment in high-quality programs for children who are homeless, at risk for homelessness, or in Department of Human Services system
IDENTIFICATION & REMEDIATION OF HAZARDS IN THE HOME	Ensure that public housing, publicly-subsidized housing, and Office of Homeless Services-contracted and subsidized housing sites are free of hazards
	Offer owners financial assistance with the Basic Systems Repair Program
	Enforce law requiring landlord certification of lead safe/lead free units
	Remediate or enforce remediation of lead paint risks for children with lead levels ≥10 µg/dL
	Expand home asthma trigger remediation for children with persistent asthma
	Develop materials promoting child locks and gun safety locks
	Provide no-cost smoke/carbon monoxide detectors and installation
NUTRITION & PHYSICAL ACTIVITY	Clarify City recommendations and visit centers to promote compliance

WHAT YOU CAN DO

	SAFE SLEEP	BREASTFEEDING	HOME VISITING	MATERNAL MENTAL HEALTH/SUBSTANCE USE	HOMELESSNESS PREVENTION
SOCIAL SERVICES AND FAITH-BASED ORGANIZATIONS	• Assess safety of sleep environments • Distribute campaign-consistent information on safe sleep practices • Provide cribs* • Screen for maternal smoking and provide cessation resources	• Encourage breastfeeding at every interaction	• Educate families on benefits of home visiting programs and help them enroll • Assist or participate in centralized intake program	• Assess mothers and refer to treatment • Provide mothers in treatment with supportive community networks and resources • Expand home-based behavioral health services	• Offer financial counseling for low-income households at-risk of or experiencing homelessness • Provide legal, administrative, or financial assistance to help families avoid eviction • Assist unstably housed families with house sharing • Recruit landlords who want to serve families experiencing homelessness
PHILANTHROPIC ORGANIZATIONS	• Fund programs that provide cribs		• Fund home visiting programs or centralized intake systems • Fund books and other resources that home visitors bring to clients	• Fund programs to screen, refer, or treat pregnant and postpartum women	• Fund housing programs for pregnant women and parents of young children • Subsidize permanent supportive housing
CHILD CARE & EARLY EDUCATION PROVIDERS	• Assess safety of sleep environments • Distribute campaign materials • Screen for maternal smoking and provide cessation resources		• Co-enroll children in home visiting and high-quality early learning as needed	• Screen mothers for mental health/substance use problems and refer for treatment	

*Includes standard Consumer Product Safety Commission-approved cribs, bassinets, and Pack N Plays

PARENTING SUPPORTS	EARLY INTERVENTION	EARLY CHILDHOOD EDUCATION	HOME HAZARD REMEDIATION	NUTRITION & ACTIVITY	
• Convene parent-to-parent support groups for those involved in the Department of Human Services • Conduct parenting workshops for at-risk families	• Disseminate materials on child developmental milestones and referral for services	• Provide business advising to early childhood education providers	• Assess conditions in home and help families access low-cost and no-cost home remediation programs • Distribute materials promoting child locks and gun safety locks • Provide financial counseling or assistance to low-income landlords and owner-occupants to help them remove lead and other risks • Provide legal assistance to families with tangled titles • Coordinate with other programs that work inside the home to extend reach of repairs	• Provide education about City recommendations • Connect families with Women, Infants, and Children and Supplemental Nutrition Assistance Program benefits	**SOCIAL SERVICES AND FAITH-BASED ORGANIZATIONS**
	• Fund programs that provide books for children	• Offer grants to providers to increase their quality • Help direct funding to providers serving vulnerable populations	• Provide financial assistance to low-income owners to remediate hazards • Provide legal assistance to families with tangled titles		**PHILANTHROPIC ORGANIZATIONS**
• Train staff to recognize physical and behavioral signs of abuse • Refer at-risk families to parenting classes, out-of-school programs, and other supportive services • Create and advertise community support networks for parents	• Identify children with developmental delays and refer for Early Intervention services	• Prioritize enrolling children whose families are experiencing or at-risk of homelessness and children in the care of the Department of Human Services • Provide books to families	• Follow laws to remediate lead paint hazards, remove asthma triggers like mold and pests, and address injury risks • Distribute information to families on hazards and remediation	• Follow City recommendations • Distribute information to parents about standards, recommending that they follow them at home also • Participate in federal Child and Adult Care Food Program	**CHILD CARE & EARLY EDUCATION PROVIDERS**

WHAT YOU CAN DO

	SAFE SLEEP	BREASTFEEDING	HOME VISITING	MATERNAL MENTAL HEALTH/ SUBSTANCE USE	HOMELESSNESS PREVENTION
HEALTH CARE PROVIDERS	• Assess safety of sleep environments • Distribute materials to and counsel new parents • Provide cribs for underprepared parents • Ensure every newborn has a safe sleep environment before hospital discharge • Screen for maternal smoking and provide cessation resources	• Encourage breastfeeding at prenatal and pediatric visits • *Delivery hospitals:* Achieve "baby-friendly" designation	• Refer high-risk mothers/infants to home visiting programs	• Screen mothers for mental health/ substance use problems and refer for treatment	
HEALTH INSURERS	• Distribute materials to new parents • Provide coverage for smoking cessation medications and counseling	• Ensure all mothers have one home visiting nurse assessment to support breastfeeding in an infant's first week of life	• Financially support home visiting programs for high-risk mothers		
ACADEMIC INSTITUTIONS	• Evaluate effectiveness of safe sleep campaigns		• Evaluate home visiting programs or city-sponsored centralized intake system	• Disseminate best practices on engaging and treating mothers with mental health/ substance use problems	• Conduct research on increasing affordable housing
BUSINESSES	• Provide information on safe-sleep practices with purchase of cribs	• Provide lactation rooms and establish breastfeeding-friendly practices for employees	• Adopt flexible scheduling policies so employee families can receive home visiting services	• Adopt flexible scheduling policies so employee parents can receive treatment	• Provide living wage for parents of young children
INDIVIDUALS	• Be a new-parent mentor and inform about safe sleep practices • Donate to organizations that provide cribs			• Get certified in Mental Health First Aid if you work closely with new or expecting parents	

	PARENTING SUPPORTS	EARLY INTERVENTION	EARLY CHILDHOOD EDUCATION	HOME HAZARD REMEDIATION	NUTRITION & ACTIVITY
HEALTH CARE PROVIDERS	• Train staff in recognition and referral of child abuse/neglect • Partner with Department of Human Services to recruit foster parents	• Screen children for developmental delays and refer for Early Intervention services	• Educate parents on benefits of early childhood education • Provide books	• Ask about conditions inside the home and make referrals to home repair programs • Refer children with asthma to programs to reduce asthma triggers at home • Promote child locks, gun locks, and combination smoke/carbon monoxide detectors • Screen children for lead at 1 and 2 years of age	• Screen for obesity • Provide nutrition counseling • Connect families with Women, Infants, and Children and Supplemental Nutrition Assistance Program benefits
HEALTH INSURERS				• Financially support community health workers that provide home-based education and remediation of hazards	
ACADEMIC INSTITUTIONS	• Conduct research on child abuse prevention		• Encourage careers in early childhood education by connecting students to internships in Pre-K	• Research health and financial impacts of home repair programs	
BUSINESSES	• Display ChildLine information posters	• Disseminate materials on child developmental milestones and referral for services	• Educate employees about use of Dependent Care Credit for high-quality care	• *Retail:* Educate consumers about safe lead remediation practices and safe cleaning to reduce asthma triggers • *Retail:* Promote home safety products and provide home safety information • *Banks:* Provide loans or other financial assistance for owners remediating hazards	
INDIVIDUALS	• Become a foster parent • Identify child abuse/neglect and report to Department of Human Services hotline		• Donate to organizations that provide books	• Ask your landlord if your rental is lead free/lead safe • Get a home testing kit for lead paint if a child <6 lives in the home	

OUR MEASURES OF PROGRESS

INTERVENTION	Progress Measure	Baseline
Safe sleep campaign	Number of fliers distributed; Number of digital views	Baseline TBD
Breastfeeding promotion	Number of "baby-friendly" hospitals	3 out of 6 birthing hospitals
Home visiting for infants	Number of families of pregnant women or children ages 0-5 enrolled in home visiting programs	3,025 for 2015
Identification & treatment of maternal mental health/substance use problems	Number of children <6 in a household with at least one adult receiving substance use disorder treatment through CBH	2,227 children in 2016
	Number of children <6 in a household with at least one adult receiving mental health services through CBH	9,600 children in 2016
Homelessness prevention & diversion	Number of families provided homeless prevention assistance	348 families in FY2016
Abuse prevention/parenting supports	Number of children <6 who reach permanency	665 children in 2016
	Number of families with children <6 receiving in home services who reached family stabilization	1,076 families in 2016
Early intervention services for infants/toddlers with or at risk for developmental delays	Number of infants <36 months screened	6,021 infant in FY2016
Early childhood education	Available seats in Keystone STAR 3 and 4 programs	22,726 in FY2016
Identification & remediation of hazards in home	Number of rental units newly certified as lead safe or lead free in one year	282 units certified in 2016
Nutrition & physical activity in child care	Number of childcare providers that have received education from Department of Public Health	Baseline TBD

RISK	Progress Measure	Baseline
Cosleeping/unsafe sleep	Reduce the percent of parents reporting unsafe sleep arrangements	Baseline TBD
Lack of breastfeeding	Increase breastfeeding initiation	72 percent in 2014
Maternal mental health/substance use problems	Reduce the number of substance-exposed infants at birth	281 infants in 2015
Homelessness & housing instability	Reduce the number of children <6 entering shelter	708 children in Aug-Dec 2016
Limited parenting capacity	Reduce the number of Substantiated General Protective Service reports	5,476 reports in 2016
Child abuse/neglect	Reduce the number of Indicated Child Protective Service reports	868 reports in 2016
Hazardous housing conditions	Reduce the rate of violations per 1,000 occupied housing units	185.4 violations per 1,000 units in 2015
Unhealthy diet & physical inactivity	Increase the percent of childcare centers meeting Department of Public Health standards	49 percent in 2017

OUTCOME	Progress Measure	Baseline	Target for 2020
Sleep-related deaths	Reduce the number of infant sleep-related deaths	26 deaths in 2016	10 deaths
Developmental delays	Increase the percent of infants at 18 months meeting all SWYC developmental milestones	Baseline TBD	Target TBD
School readiness	Increase the number of entering kindergarten students who are kindergarten-ready	Baseline TBD	Target TBD
Injuries	Reduce the number of injury visits to emergency departments among children <6	12,213 emergency department visits in 2016	10,000 emergency department visits
Asthma exacerbations	Reduce the number of asthma emergency department visits among children <6	5,892 emergency department visits in 2016	4,000 emergency department visits
Lead exposure	Reduce the number of children <6 newly diagnosed with blood lead ≥ 5 µg/mL	1,580 children in 2016	1,200 children
Obesity	Decrease the percent of children enrolled in kindergarten or first grade who are overweight or obese	31.3 percent of children during 2014-2015 school year	30.5 percent of children during 2019-2020 school year

A Running Start–Health was developed by the Health & Human Services Cabinet

Department of
Behavioral Health &
Intellectual disAbilities

City of Philadelphia
DBHIDS
DEPARTMENT of BEHAVIORAL HEALTH
and INTELLECTUAL disABILITY SERVICES

Office of Community
Empowerment
& Opportunity

**SHARED
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Many Partners, One Goal,
End Homelessness

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**DEPARTMENT OF
HUMAN SERVICES**

Department of
Public Health

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to improving children's health.