



a running
START
HEALTH
for every child, birth to 5

**AN AGENDA FOR HEALTH
IN EARLY CHILDHOOD**



2018 STATUS REPORT

A Running Start–Health

coordinates public, private, and nonprofit partners to improve the health of young children. By promoting 10 critical interventions targeting 8 key risks, we can prevent 7 adverse outcomes in childhood and later in life.

INTERVENTIONS	HIGHLIGHTS
 <p>SAFE SLEEP CAMPAIGN</p>	<p>The citywide Safe Sleep Campaign (“Same Room, Different Beds, Better Rest for All.”) launched in 2017 to educate parents on safe sleep practices and to provide Pack ‘n Plays for low-income parents to ensure a safe sleep environment. Through this program 42,420 materials were delivered by 374 organizations and campaign images were also shown on bus stops, billboards, and online.</p>
 <p>BREASTFEEDING PROMOTION</p>	<p>Temple University Hospital became the fourth birthing hospital in Philadelphia to achieve Keystone 10 designation and is now certified as Baby-Friendly, in part because of their efforts in Breastfeeding Promotion.</p>
 <p>HOME VISITING FOR INFANTS</p>	<p>A coalition of organizations that conducts Home Visiting has agreed to establish a city-wide centralized intake system and is now developing the data systems and procedures to make it happen.</p>
 <p>IDENTIFICATION & TREATMENT OF MATERNAL MENTAL HEALTH/SUBSTANCE USE PROBLEMS</p>	<p>To better Identify and Treat Maternal Mental Health/Substance Use Problems, <i>A Running Start–Health</i> is working to streamline referrals for treatment of mothers through Community Behavioral Health and developing promotional materials to be distributed to organizations that reach mothers of young children.</p>
 <p>HOMELESSNESS PREVENTION & DIVERSION</p>	<p>In 2018, the City and nonprofit partners launched the Philadelphia Eviction Prevention Project to keep families and individuals in their homes. <i>A Running Start–Health</i> promotes this Homeless Prevention and Diversion program by connecting partners to that legal advice and representation.</p>

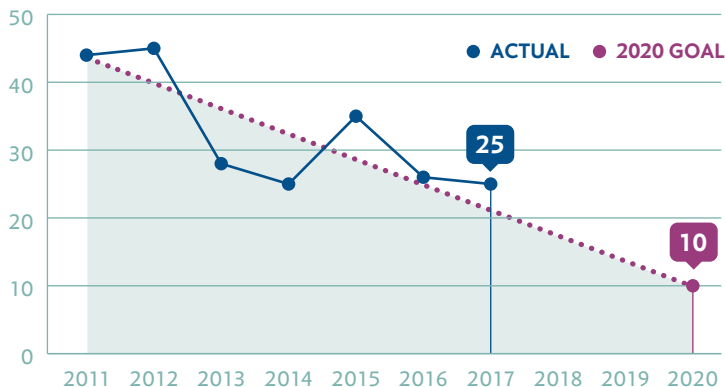
Launched in July 2017, *A Running Start–Health* is governed by a Steering Committee of 13 organizations representing the City government, local nonprofits, and philanthropy. To date, 29 partners have made public commitments to support the plan.

INTERVENTIONS	HIGHLIGHTS
 <p>ABUSE PREVENTION/ PARENTING SUPPORTS</p>	<p>Two of the most useful tools in Abuse Prevention and Parenting Supports are parenting classes and “parent cafés” offered through the Department of Human Services. <i>A Running Start–Health</i> is developing systems to better publicize these opportunities and encourage parents to take advantage of them.</p>
 <p>EARLY INTERVENTION FOR INFANTS AND TODDLERS WITH OR AT RISK FOR DEVELOPMENTAL DELAYS</p>	<p>To improve the use of Early Intervention for Infants and Toddlers With or At Risk for Developmental Delays, <i>A Running Start–Health</i> is creating automatic referral systems for children with known risks such as prematurity and/or exposure to lead.</p>
 <p>EARLY CHILDHOOD EDUCATION</p>	<p>In 2018, <i>A Running Start–Early Learning</i> developed resources for child-serving professionals on how parents can find good child care programs and trained 297 trusted messengers who work in health care, home visiting, emergency housing, Early Intervention agencies, and public libraries. Partners increased the supply of high-quality early learning options in Philadelphia through focused quality improvement efforts and expanding already high-quality programs. Their advocacy also resulted in 717 new publicly-funded pre-k slots in 2019.</p>
 <p>IDENTIFICATION & REMEDIATION OF HOME HAZARDS</p>	<p>To improve the Identification & Remediation of Home Hazards, <i>A Running Start–Health</i> developed a simple palm card to help parents or workers who visit homes to know what hazards to look for and what to do if they are present. In addition, more children were screened for lead exposure and the Lead and Healthy Homes program strengthened enforcement of lead safety laws requiring landlords to certify that apartments in which young children live are “lead-safe” or “lead-free.”</p>
 <p>NUTRITIONAL & PHYSICAL ACTIVITY IN CHILD CARE</p>	<p>The Board of Health released recommendations on Nutrition & Physical Activity in Child Care that <i>A Running Start–Health</i> has distributed to Early Childhood Education providers and parents. A survey to evaluate the implementation of those recommendations is currently underway.</p>

MEASURES OF SUCCESS

A Running Start – Health continues to work towards ambitious goals for Philadelphia for 2020.

NUMBER OF INFANT SLEEP-RELATED DEATHS by year



2017 data estimated.

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

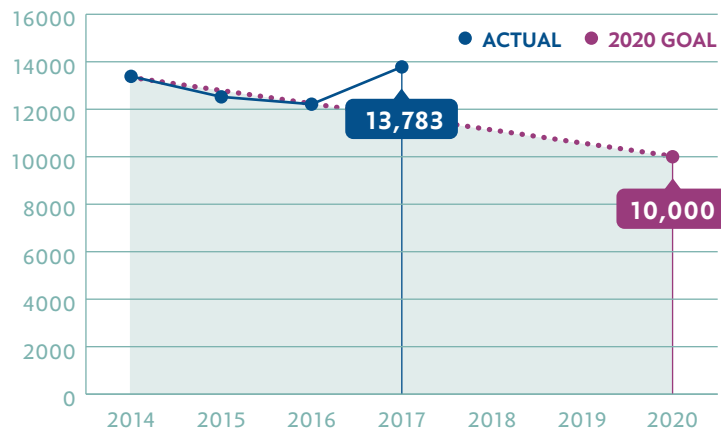
DEVELOPMENTAL DELAYS

Metric under development to be released in 2019
 The Survey of Wellbeing of Young Children (SWYC), as administered by healthcare providers, will be used to measure and monitor the proportion of children in Philadelphia meeting developmental milestones at 18 and 24 months of age.

SCHOOL READINESS

Metric under development to be released in 2019
 In collaboration with the School District of Philadelphia, A Running Start–Health is developing a metric on the proportion of students entering kindergarten who are appropriately prepared to learn.

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

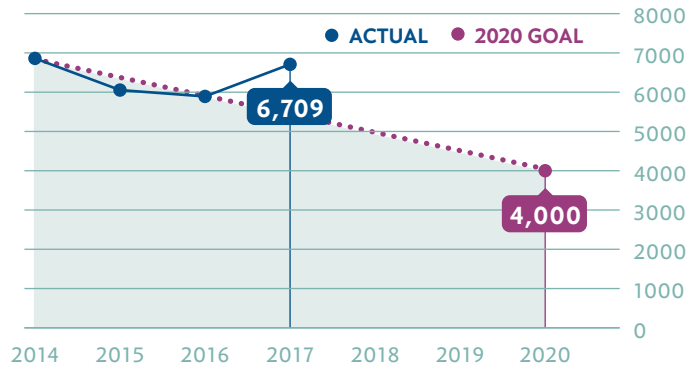


INJURIES
 Injuries, including those from falls, suffocation, fires, and guns, are the leading cause of death for children age 1–4 and are common causes for visits to hospital emergency departments.

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.

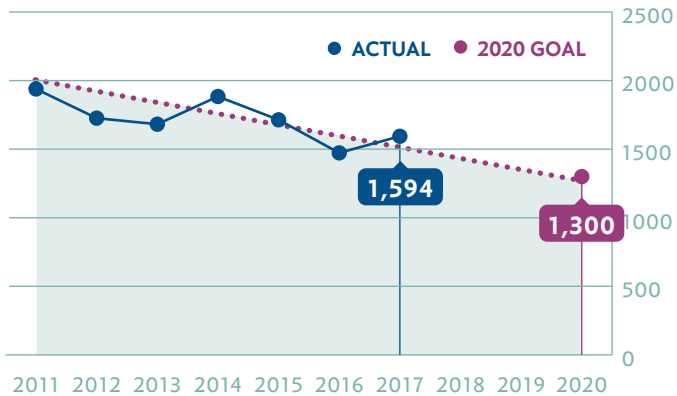
NUMBER OF ASTHMA EMERGENCY DEPARTMENT VISITS in Children <6 by year



LEAD EXPOSURE

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

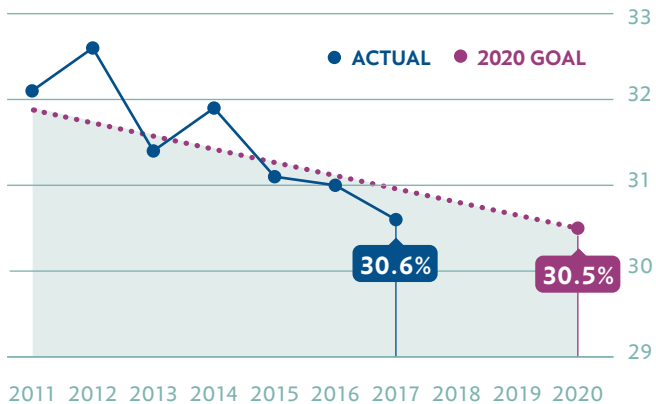
NUMBER OF CHILDREN <6 NEWLY IDENTIFIED with Venous Blood Lead Level $\geq 5 \mu\text{g}/\text{dL}$ by year



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



OUR MEASURES OF PROGRESS

INTERVENTION	Progress Measure	CY16	CY17
Safe sleep campaign	Number of fliers distributed; Number of pageviews	n/a	42,420 fliers; 83,914 pageviews
Breastfeeding promotion	Number of “baby-friendly” hospitals	3 out of 6 birthing hospitals	4 out of 6 birthing hospitals
Home visiting for infants	Number of home visiting slots for infants and toddlers <36 months	2,761	2,390
Identification & treatment of maternal mental health/substance use problems	Number of children <6 in a household with at least one adult receiving substance abuse treatment through CBH	2,227	2,200
	Number of children <6 in a household with at least one adult receiving mental health services through CBH	9,600	9,595
Homelessness prevention & diversion	Number of families provided homeless prevention assistance	348 in FY16	589 in FY17
Abuse prevention/parenting supports	Number of children <6 who reach permanency	665	678
	Number of families with children <6 receiving in home services who reached family stabilization	1,076	1,070
Early childhood education	Available seats in Keystone STAR 3 and 4 programs	22,726 in FY16	25,676 in FY17
Identification & remediation of hazards in homes	Number of rental units newly certified as lead-safe or lead-free	282	2,462
Nutrition & physical activity in child care	Number of childcare providers that have received education from Department of Public Health	n/a	Trainings/in-person mtgs: 162 providers. Paper mailings received: 1,696
RISK	Progress Measure	CY16	CY17
Cosleeping/unsafe sleep	Percent of parents reporting unsafe sleep arrangements	n/a	TBD in 2019
Early Intervention services for infants and toddlers with or at risk for developmental delays	Number of children <36 months active in ITEI	Regular Screening: 899 in FY16. Active with Plan: 5,898 in FY16	Regular Screening: 881 in FY17. Active with Plan: 5,898 in FY16
Lack of breastfeeding	Breastfeeding initiation	72% in CY14	81% in CY16
Maternal mental health/substance use problems	Number of substance-exposed infants at birth	139 in Q1 + Q2 2016	142 in Q1 + Q2 2017
Homelessness & housing instability	Number of children <6 in shelter	711 children in Aug-Dec 2016	615 children in Aug-Dec 2017; 1,222 FY17
Limited parenting capacity	Number of Substantiated General Protective Service reports	5,476	5,469
Child abuse/neglect	Number of Indicated Child Protective Service reports	868	1,022
Hazardous housing conditions	Rate of violations per 1,000 occupied housing units	185.4 violations per 1,000	186 per 1,000
Unhealthy diet & physical inactivity	Percent of childcare centers meeting Board of Health recommendations	49% in CY17	TBD in 2018

Are you ready to commit to improving children’s health? Visit RunningStartHealth.Phila.Gov to join A Running Start–Health and to access free resources!

STEERING COMMITTEE

AmeriHealth Caritas
The Chamber of Commerce for Greater Philadelphia
Children’s Hospital of Philadelphia
Drexel University
Health Federation of Philadelphia
NET Centers
Managing Director’s Office, City of Philadelphia
Maternity Care Coalition
Public Health Management Corporation
St. Christopher’s Hospital for Children
School District of Philadelphia
Urban Affairs Coalition

PARTNER ORGANIZATIONS

Bethanna
Brighter Days Early Intervention Agency
Center for Grieving Children
Episcopal Community Services
Gan Chabad
Health Federation of Philadelphia
Health Promotion Council of Southeastern Pennsylvania, Inc.
Jewish Family and Children’s Services of Greater Philadelphia
Kreation Place Childcare
La Salle Neighborhood Nursing Center
Mabel Morris Family Home Visit Program
Maternity Care Coalition
Masjidullah Early Child Care Academy (MECCA)
NorthEast Treatment Centers and NET Community Care
Parent Child Home Program
People’s Emergency Center
Philadelphia Head Start Partnership
Philadelphia Nurse-Family Partnership (NFP)
School District of Philadelphia, Office of Early Childhood Education
Sequoia Seeds, Inc.
Silver Springs-Martin Luther School
Stephen and Sandra Sheller 11th Street Family Health Services of Drexel University
The Center for Hunger-Free Communities–Drexel University
The Food Trust
The Schuylkill Center for Environmental Education
Turning Points for Children
Urban Affairs Coalition
Wordsworth Community Umbrella Agencies 5 and 10



Get involved in A RUNNING START-HEALTH

Join us online at www.phila.gov/HHS
to read more and pledge your commitments
to improving children's health.

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

Department of
Behavioral Health &
Intellectual disAbilities



Office of Community
Empowerment
& Opportunity



Office of
Homeless
Services



Department of
Human Services



Department of
Public Health



Office of the Deputy Managing Director
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