



a running
START
HEALTH
for every child, birth to 5

**AN AGENDA FOR HEALTH
IN EARLY CHILDHOOD**



2019 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. In 2018, 105,648 materials were delivered by over 650 organizations. In June, materials were released featuring fathers’ and partners’ important roles in supporting safe infant sleep. More info at SafeSleepPhilly.org.</p>
 <p>BREASTFEEDING PROMOTION</p>	<p>All 5 of Philadelphia’s birthing hospitals are now “baby-friendly.” The Philly Loves Breastfeeding campaign “Feeding your baby is NORMAL” launched in 2018 to support & empower mothers & families to feel comfortable feeding, bonding, and comforting their newborn anywhere in Philadelphia. In 2018, 23,654 materials were distributed to over 80 organizations in 25 zip codes across Philadelphia. Campaign images were also shown on bus stops, train platforms, billboards, online and featured in local, national, and international media. More info at PhillyLovesBreastfeeding.org.</p>
 <p>HOME VISITING FOR INFANTS</p>	<p>A centralized intake system is being developed to increase home visiting referrals and improve coordination across the City and will launch in early 2020.</p>
 <p>IDENTIFICATION & TREATMENT OF MATERNAL MENTAL HEALTH/ SUBSTANCE USE PROBLEMS</p>	<p>CBH has recently launched the Complex Case Management Program for pregnant & postpartum women with opioid use disorder (OUD) and is advertising in organizations serving women & children. Opportunities to better identify and treat women with OUD in the clinical setting are being explored.</p>
 <p>HOMELESSNESS PREVENTION & DIVERSION</p>	<p>The Office of Homeless Services has tripled funding to prevent homelessness over the past three years. In FY19, homeless prevention assistance was provided to 1,362 households, most of them families.</p>

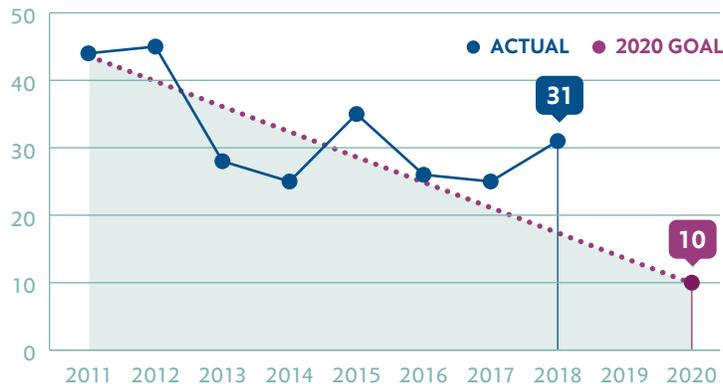
Launched in July 2017, *A Running Start–Health* is governed by a Steering Committee of 13 organizations representing the City government, local nonprofits, and philanthropy. To date, 29 partners have made public commitments to support the plan.

INTERVENTIONS	HIGHLIGHTS
 <p>ABUSE PREVENTION/ PARENTING SUPPORTS</p>	<p>The DHS Parenting Collaborative is implementing ACT Raising Safe Kids, a training program focused on preventing child abuse and child maltreatment and Parent Education for Incarcerated Parents, a support group for fathers, women and young men. Parent Cafés – judgement-free spaces where parents can get together and learn from one another – continue to be offered citywide.</p>
 <p>EARLY INTERVENTION FOR INFANTS AND TODDLERS WITH OR AT RISK FOR DEVELOPMENTAL DELAYS</p>	<p><i>A Running Start – Health</i> has launched the Check & Connect campaign to increase screening rates of developmental delays and autism. Nearly 17,000 brochures have been sent to pediatric providers and practices recommending standardized screening tools and providing information on how to refer eligible children to Early Intervention services.</p>
 <p>EARLY CHILDHOOD EDUCATION</p>	<p><i>A Running Start – Health</i> launched The Starting Line, a health-focused e-newsletter for all ECE providers in the City, which provides nutrition and physical activity tips, professional development & grant opportunities, program spotlights, connections to resources, and more.</p>
 <p>IDENTIFICATION & REMEDIATION OF HOME HAZARDS</p>	<p>The Lead & Healthy Homes program continues to remediate homes for lead as well as enforce the requirement that landlords certify apartments (in which young children live) as “lead-safe” or “lead-free.” <i>A Running Start–Health</i> has been distributing lead prevention fliers to connect families whose children might be at risk of lead exposure.</p>
 <p>NUTRITIONAL & PHYSICAL ACTIVITY IN CHILD CARE</p>	<p>A survey assessing recommendations on Nutrition & Physical Activity in Child Care found that juice is offered 1.5 times fewer times per week in Early Childhood Education centers. Information on the recommendations continues to be shared with partners and at local early childhood meetings.</p>

MEASURES OF SUCCESS

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

NUMBER OF INFANT SLEEP-RELATED DEATHS



Source: City of Philadelphia, Department of Public Health, Medical Examiner's Office

SLEEP-RELATED DEATHS

Sleep-related deaths are a leading cause of infant mortality in Philadelphia.

PERCENT OF 18-MONTHS OLDS below developmental screening threshold



*SWYC data are collected from a subset of healthcare providers and do not represent all children in Philadelphia.

Source: City of Philadelphia, Department of Public Health

DEVELOPMENTAL DELAYS

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.

NUMBER OF INJURY EMERGENCY DEPARTMENT VISITS in Children <6



Source: City of Philadelphia, Department of Public Health, Syndromic Surveillance System

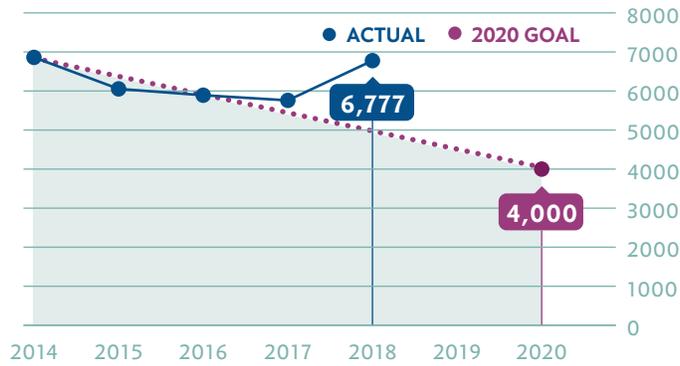
INJURIES

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



Source: City of Philadelphia, Department of Public Health, Syndromic Surveillance System

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 $\geq 5 \mu\text{g/dL}$



Source: City of Philadelphia, Philadelphia Department of Public Health, Lead and Healthy Homes Program – National Electronic Disease Surveillance System

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



Source: School District of Philadelphia

SCHOOL READINESS

Metric under development to be released in 2020.

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.

OUR MEASURES OF PROGRESS

INTERVENTION	Progress Measure	CY16	CY17	CY18
Safe sleep campaign	Number of fliers distributed	n/a	42,420	47,707
	Number of page views		44,317	42,803
Breastfeeding promotion	Number of “baby-friendly” hospitals in Philadelphia	3/6	4/6	5/5
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	1,947
	Number of children <6 in a household with at least one adult receiving mental health services through CBH	9,600	9,595	9,259
Homelessness prevention & diversion	Number of families provided homeless prevention assistance	909	618	1,025
Abuse prevention/parenting supports	Number of children <6 who reach permanency	665	678	808
	Number of families with children <6 receiving in home services who reached family stabilization	1,076	752	786
Early Intervention services for young children with developmental delays	Number of infants and toddlers (0-<3) receiving Early Intervention services (see graph on next page)	Referrals made: 7,006 Active with Plan: 6,048 Regular Developmental Screening: 926	Referrals made: 7,805 Active with Plan: 6,537 Regular Developmental Screening: 937	Referrals made: 7,378 Active with Plan: 7,448 Regular Developmental Screening: 923
	Number of preschool-aged children (>3-5) receiving Early Intervention services (see graph on next page)	Referrals made (FY16): 4,790 Active with Plan (FY 16): 7,950	Referrals made (FY17): 4,899 Active with Plan (FY17): 8,518	Referrals made (FY18): 4,994 Active with Plan (FY18): 9,100
Early childhood education	Available seats in Keystone STAR 3 and 4 programs	22,726 (FY16)	25,676 (FY17)	27,270 (FY18)
Identification & remediation of hazards in homes	Number of rental units newly certified as lead-safe or lead-free (see graph on next page)	365	2,438	1,957
	Number of rental units remediated	125	160	267
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: 250 providers Paper mailings received: 1,240	Provider trainings/in-person mtgs: 375 Paper mailings received: Campaign limited to 2017

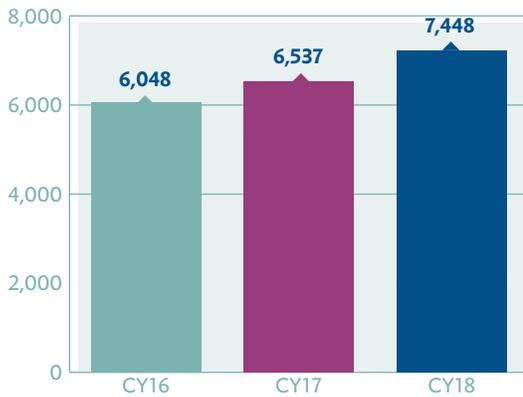
Are you ready to commit to improving children’s health? Visit RunningStartHealth.Phila.Gov to join A Running Start–Health and to access free resources!

RISK	Progress Measure	CY16	CY17	CY18
Lack of breastfeeding	Breastfeeding initiation (see graph below)	16,533 (80.45%)	16,816 (81.72%)	16,672 (82.69%)
Maternal mental health/substance use problems	Number of infants born with neonatal abstinence syndrome	139 in Q1 + Q2 2016	142 in Q1 + Q2 2017	129 in Q1 + Q2 2018
Homelessness & housing instability	Number of children <6 in shelter	n/a	1,091	984
Limited parenting capacity	Number of Substantiated General Protective Service reports	5,476	5,469	4,861
Child abuse/neglect	Number of Indicated Child Protective Service reports	868	1,022	952
Hazardous housing conditions	Rate of violations per 1,000 occupied housing units	185.4 per 1,000	186 per 1,000	164 per 1,000
Unhealthy diet & physical inactivity	Percent of childcare centers meeting all Board of Health recommendations (based on survey feedback)	n/a	10.5% (15 sites)	29.9% (23 sites)

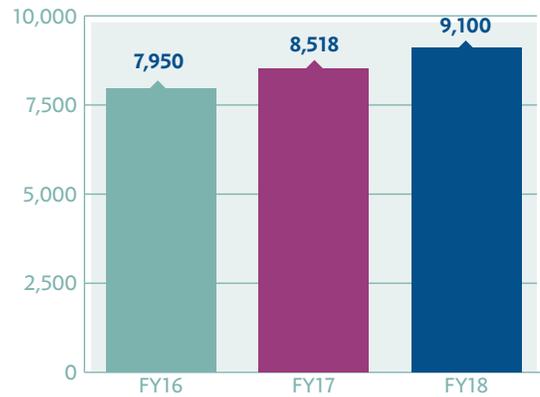
SELECTED PROGRESS MEASURES

Early Intervention services for young children with developmental delays

NUMBER OF INFANTS AND TODDLERS (0-<3) receiving Early Intervention services

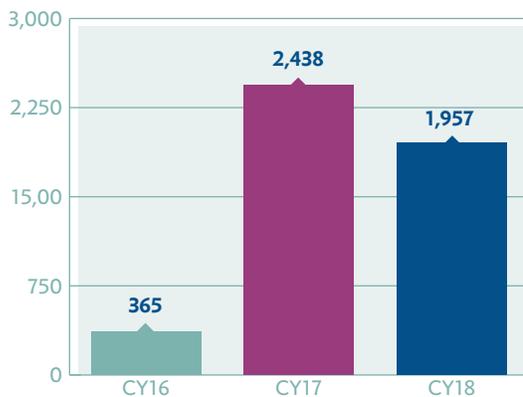


NUMBER OF PRESCHOOL-AGED CHILDREN (>3-5) receiving Early Intervention services



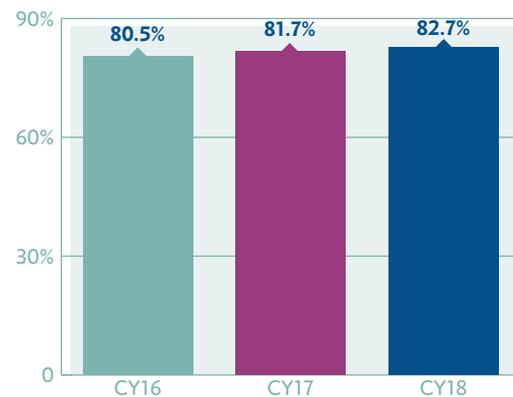
Identification & remediation of hazards in homes

NUMBER RENTAL UNITS newly certified as lead-safe or lead-free



Lack of Breastfeeding

BREASTFEEDING initiation



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
for Health & Human Services
Eva Gladstein, Deputy Managing Director

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