



Bright Start

Home Visiting Program



SOUTH DAKOTA
DEPARTMENT OF HEALTH

What is Bright Start Home Visiting?

The Bright Start Home Visiting Program is designed:

- ❖ For first time moms (with exceptions)
- ❖ Who are resource challenged
- ❖ To be started during pregnancy, ideally before 29 weeks gestation

The Program is Voluntary

A mom or family who chooses to enroll:

- ❖ Receive support from her own personal nurse
- ❖ Who visits regularly in their home or a place the family feels comfortable. Telehealth is also an option
- ❖ From before the baby is born until the child reaches the age of two or three years

Program Goals

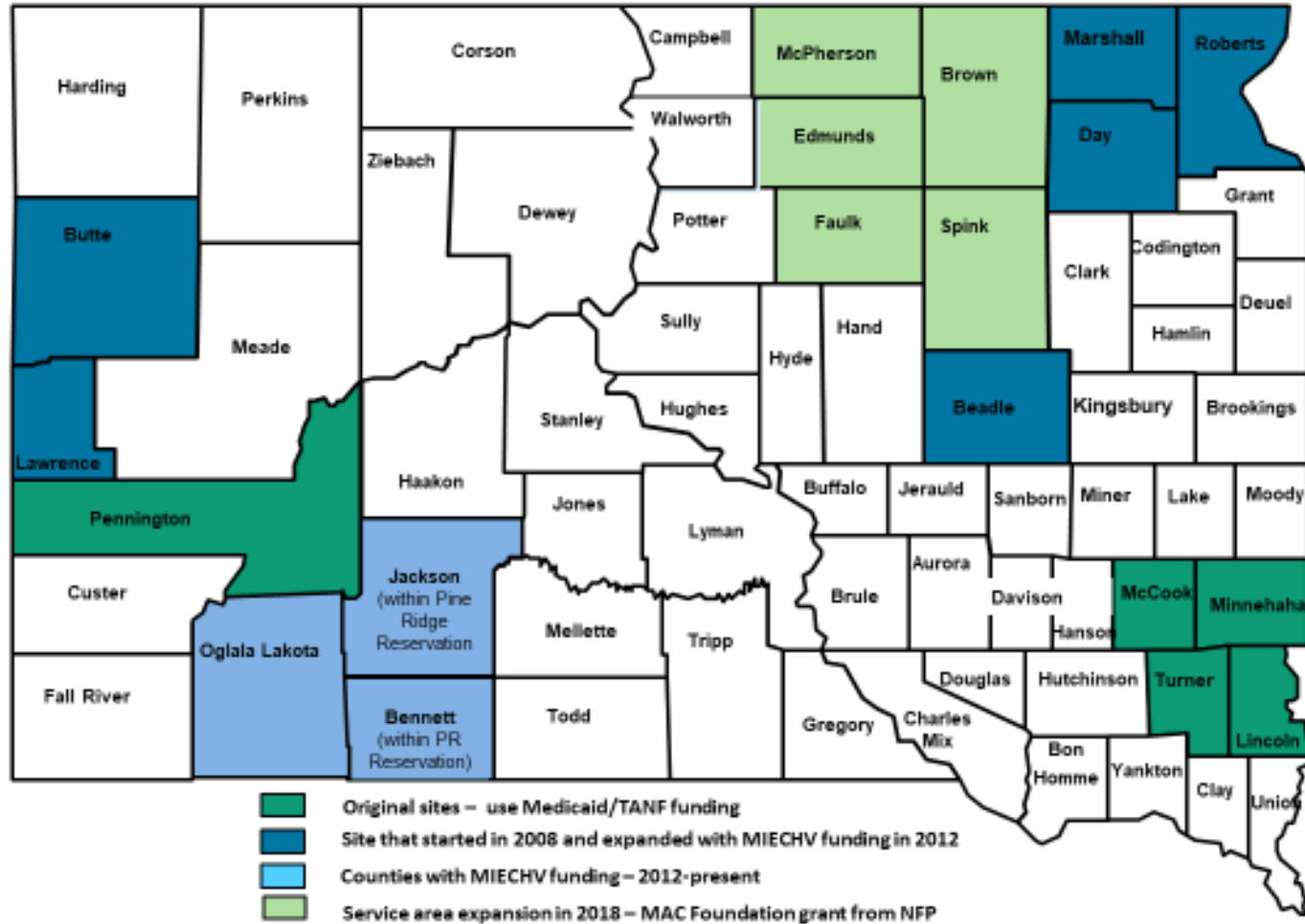
The expectant mom and her nurse are working toward goals including:

- ❖ Improved pregnancy outcomes
- ❖ Improved child health and development
- ❖ Increased economic self-sufficiency



Current Service Delivery

South Dakota Bright Start Home Visiting Coverage Areas





Home Visiting Model Implementation

Nurse – Family Partnership is the home visiting model being implemented in South Dakota

- ❖ If you were trying to describe the program in a few words “Nurse-Family Partnership” would be those words
- ❖ Website: www.nursefamilypartnership.org



"There is a magic window during pregnancy...it's a time when the desire to be a good mother and raise a healthy, happy child creates motivation to overcome incredible obstacles including poverty, instability or abuse with the help of a well-trained nurse."

David Olds, PhD
Founder of Nurse-Family Partnership
Professor of Pediatrics at University of Colorado

SD Outcomes

87% BABIES BORN AT TERM

90% MOTHERS INITIATED BREASTFEEDING

99% BABIES RECEIVED ALL IMMUNIZATIONS
BY 24 MONTHS

59% OF CLIENTS 18+ WERE EMPLOYED
AT 24 MONTHS

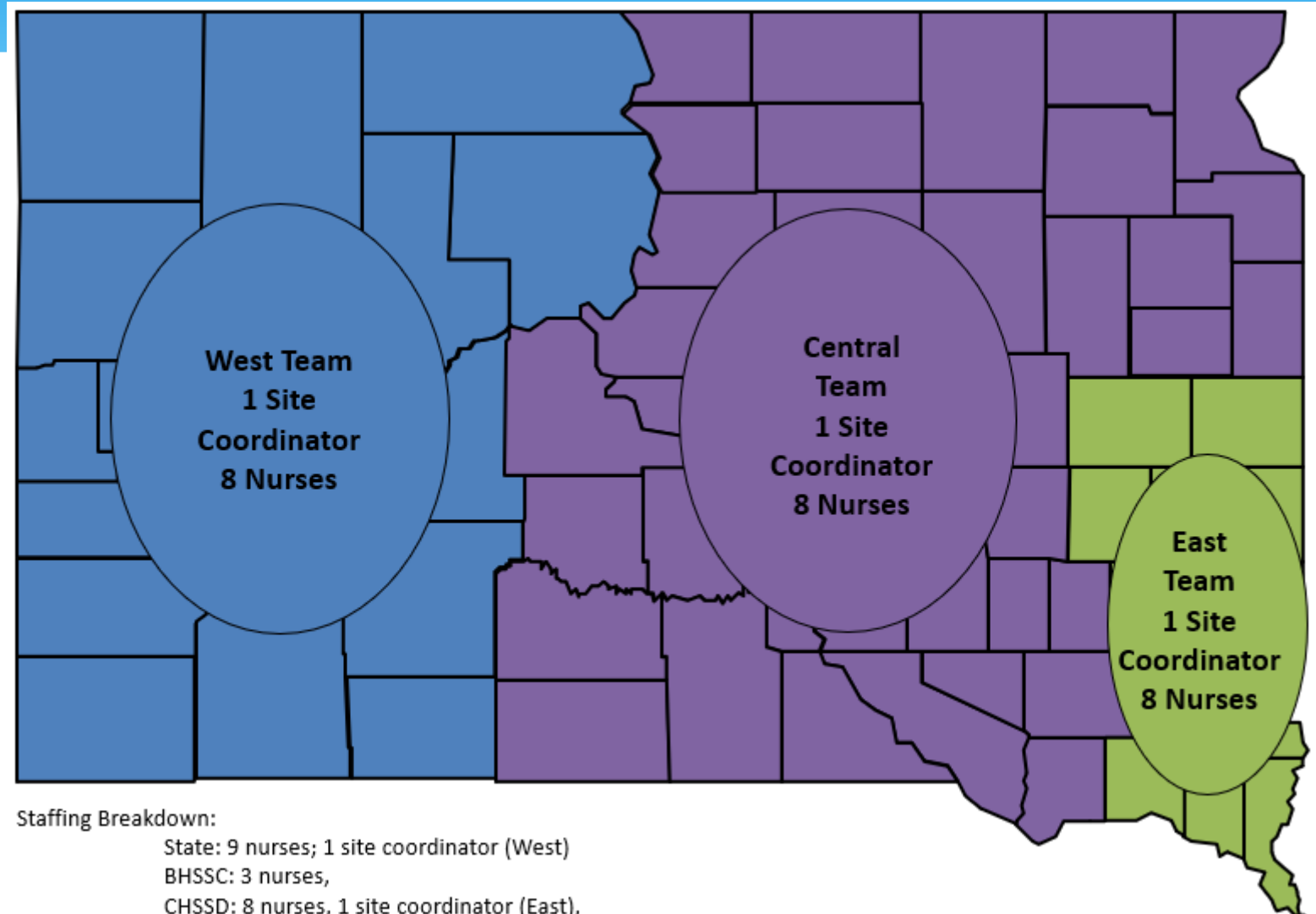
Includes state data from 01/01/2019 to 12/31/2021



Bright Start Statewide Expansion

- * Phase I: Expansion of nurse-delivered services
 - * Statewide
 - * NFP Curriculum
 - * Combination of state employees and contracted nurse teams
 - * Legislature approved expanded Medicaid funding, TANF and MIECHV funds
 - * RFP process underway
- * Phase II: Addition of new service delivery models
 - * Implemented in identified at-risk communities
 - * Use other approved home visiting model curriculum(s)
 - * Contract with partner agencies, home visitors may be early childhood professionals or community health workers
 - * MIECHV federal funding
 - * RFP process to start this summer

Proposed Nurse Home Visiting Expansion



Staffing Breakdown:

State: 9 nurses; 1 site coordinator (West)
BHSSC: 3 nurses,
CHSSD: 8 nurses, 1 site coordinator (East),
SDFMC: 4 nurses, 1 site coordinator, (Central)

Smoking

- * Collect Data for the Nurse Family Partnership program
- * Health Habits form
- * Motivational Interviewing
- * Utilize all materials and brochures provided by the Quit Line
- * Use Nurse Family Partnership Facilitators

Referrals

- * SD Quit Line

We use the SD Quit Line for all referrals with clients

Pregnancy option

Refer other family members who are present in the child's life

One of the teams completed a CQI project around smoking

Contact Information

SHELLY FREESE, RN

Bright Start Nurse Manager

South Dakota Department of Health

Child & Family Services | Family & Community Health

Shelly.Freese@state.sd.us