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**\$9,981,665 FEDERAL GRANT AWARDED TO COUNTY PUBLIC HEALTH DEPARTMENT
1,000 pregnant and parenting low-income African-American women and children to be served**

September 4, 2014 (San Leandro, CA) –Alameda County Health Care Services Agency’s Maternal, Paternal, Child and Adolescent Health unit (MPCAH) received notification that it was among 15 recipients nationally to receive a Level III grant award for its Healthy Start Initiative. The U.S. Department of Health and Human Services’ Health Resources and Service Administration (HRSA) is issuing the \$9,981,665 grant which will run from September 2014 through May 2019. Healthy Start is targeted to the needs of at-risk mothers and infants in areas of the country with disproportionately high rates of infant mortality.

“This funding will go a long way in continuing to provide quality services and support to pregnant and parenting African-American women in traditionally disinvested communities while strengthening our home visiting integration efforts. It will also build upon our place-based strategies in the project neighborhoods and throughout the county,” said Kiko Malin, Maternal, Paternal, Child and Adolescent Health and Family Health Services Division Director for the Public Health Department.

Alameda County’s Healthy Start Initiative (ACHSI) consists of home visiting, outreach and navigation, and family support services that aim to reach 1000 pregnant and parenting low-income African American women and their children annually, who live in three under-resourced urban areas in Alameda County: East Oakland, West Oakland, and unincorporated Ashland/Cherryland. Core components of ACHSI under the Level III funding will include intensive case management, care coordination and service navigation, health education and empowerment groups called Club Mom, and support services such as Baby Showers, Boot Camp for New Dads, and other neighborhood-based activities.

ACHSI began in 1991 as Oakland Healthy Start then in 2000 its name changed to the Improving Pregnancy Outcomes Program. Over the next 14 years, the target population was narrowed to include only those with the highest infant mortality rates: African-Americans in certain neighborhoods.

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The mission of Health Care Services Agency is to provide fully integrated health care services through a comprehensive network of public and private partnerships that ensure optimal health and well-being and respect the diversity of all residents.

The mission of the Family Health Services Division of the Alameda County Public Health Department is to improve the health and well-being of our diverse families with compassionate, comprehensive and collaborative services.