

**Senior Project Coversheet**

Diaper Drive Project  
Title

**Honors Project**

**In fulfillment of the Requirements for**

**The Esther G. Maynor Honors College**

**University of North Carolina at Pembroke**

By

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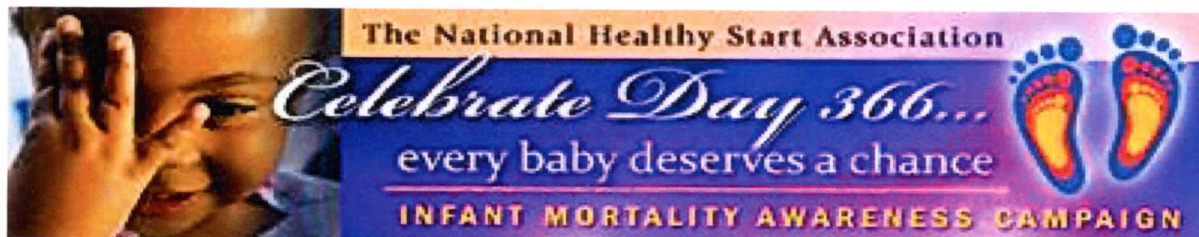


UNCP Healthy Start CORPS: Diaper Drive

Esther G. Maynor Honors College

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Healthy Start is a grant-funded program focused on promoting positive birth outcomes and the reduction of infant mortality. Their Mission statement is "Eliminating disparities during the child bearing process." The National Healthy Start program was established by the Department of Health Resources Services Administration (HRSA) to address disparities and the factors contributing to poor birth outcomes, the proposed scope of this project covers pregnancy through *Interconceptional* phases for high-risk women and infants residing in the proposed project area and encompass the family support system, including fathers and the community at large, as participants in education and outreach activities. The results will reflect a support system for a population of high-risk mothers and infants to ensure better birth outcomes, immunizations, family planning, well child visits, earlier entry into care, and addresses risk screening and assessment, goal setting, newly obtained skills, education and jobs to impact perinatal health resulting in better birth outcomes, health behaviors, and reduced risk for women about to give birth.

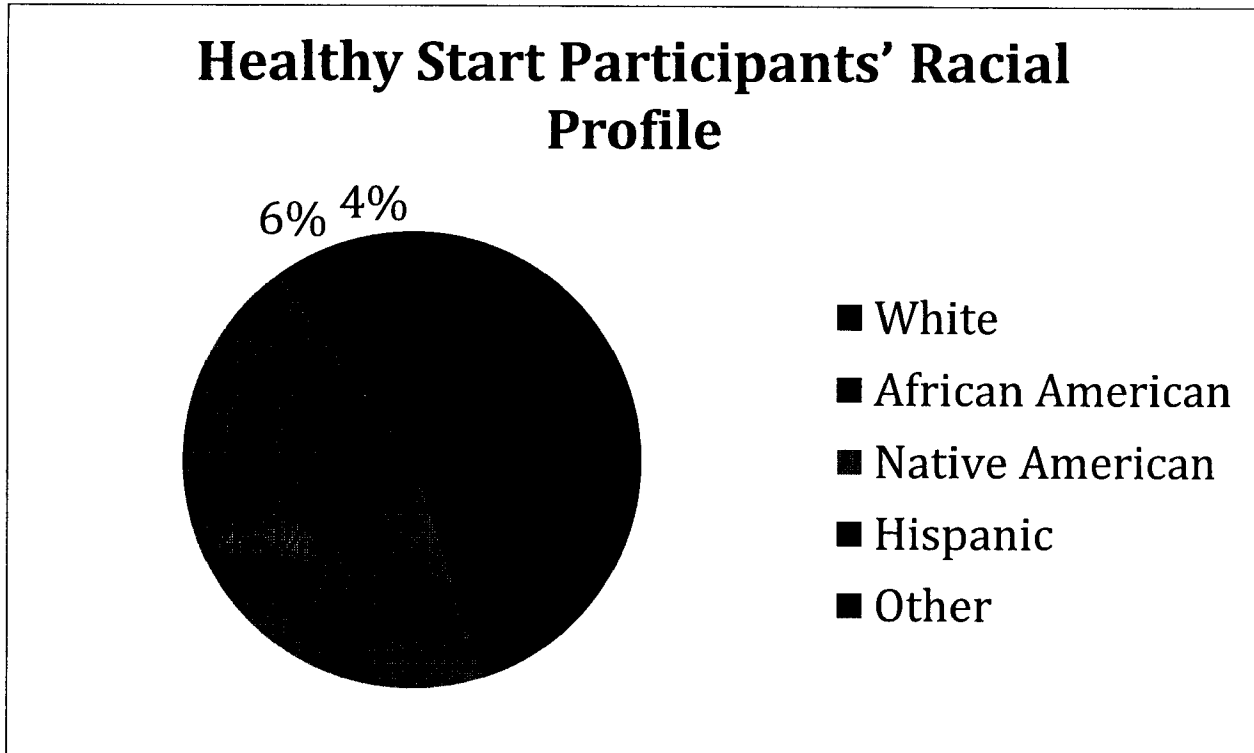
The UNCP Healthy Start CORPS project is administered through the University of North Carolina at Pembroke and previously partnered with the Robeson County Health Department for case management and other core services. Due to sequestration, Healthy Start CORPS recently lost their partnership with RCHD and have decided to move case management in-house to take over the current client caseload. Healthy Start CORPS is located at the Regional Center in Pembroke, NC. The Regional Center is the University's link to the community and is coordinated through the Office of Engaged Outreach, directed by Associate Vice Chancellor, Dr. Cammie Hunt. As a separate project for the Esther G. Maynor Honors College, coordinating a Diaper Drive project will enable me to incorporate my knowledge base as a social work student and also gain insight into project planning and implementation.

Through my internship at Healthy Start I have observed a real need for community awareness of this program; the opportunity to actively affect a positive change is presented in the form of an Honors College community service project. For the healthy start program to survive in the coming years of tightening fiscal budgets, program outreach and awareness will be critical. Through this proposed community service project I will strive to meet the material needs of current clients as well as to make potential community partners and donors aware of the services Healthy Start provides. Lowering the infant mortality rate (IMR) in Robeson County is critical to the health of its population. Infant mortality refers to any child who dies before the age of one. IMR has long been used to reflect the overall health and development of a country, state, region, or community.

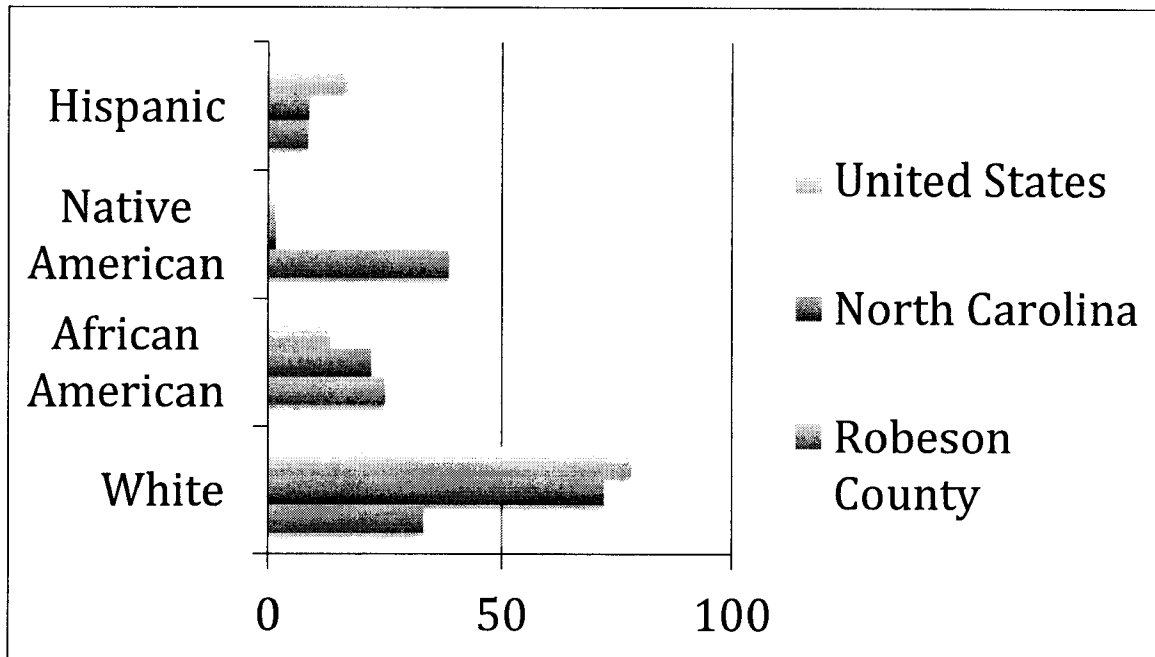
Year	White	Non-White	Black	Native	Total		Hispanic	Non-Hispanic	1 <sup>st</sup> Trimester Entry (%)		Robeson (Total, Black, Native)**
					Robeson	US			Robeson	US	
1999	4.72	20.28	24.34	18.16	<u>15.61</u>	<u>7.1</u>	6.85	16.26	<u>65.99</u>	<u>83</u>	1 <sup>st</sup> trimester care increasing and IMR improving
2000	9.42	13.23	18.02	10.52	<u>12.1</u>	<u>6.9</u>	11.98	12.11	<u>67.29</u>	<u>83</u>	
2001	6.82	12.31	18.56	9.01	<u>10.41</u>	<u>6.8</u>	8.03	10.72	<u>73.79</u>	<u>83.4</u>	
2002	9.68	16.04	16.49	15.99	<u>13.78</u>	<u>7</u>	0	15.87	<u>74.26</u>	<u>83.7</u>	
2003 (best year)	2.76	8.01	14.22	4.91	<u>6.08</u>	<u>6.9</u>	3.39	6.56	<u>77.55</u>	<u>84.1</u>	year of massive job loss starting
2004	10.44	14.26	16.74	12.76	<u>12.82</u>	<u>6.8</u>	12.12	12.97	<u>76.23</u>	<u>84</u>	1 <sup>st</sup> trimester care decreasing and IMR going up
2005	11.89	9.7	10.85	8.16	<u>10.49</u>	<u>6.9</u>	5.73	11.44	<u>75.58</u>	<u>83.9</u>	
2006	9.69	20.13	35.79	11.76	<u>16.15</u>	<u>6.7</u>	12.72	16.91	<u>70.14</u>	<u>83.2*</u>	
2007	9.25	17.82	17.18	17.36	<u>14.55</u>	<u>6.8</u>	7.25	16.18	<u>65.34</u>	<u>83.9*</u>	
2008	4.9	22.8	17.44	25.84	<u>16.19</u>	<u>6.59</u>	7.59	18.05	<u>67.39</u>	<u>NA</u>	
2009	15.96	12.35	12.2	12.43	<u>13.62</u>	<u>6.39</u>	8.66	14.56	<u>70</u>	<u>NA</u>	
2010	11.1	12.3	14.68	12.09	<u>11.9</u>	<u>6.14</u>	11.2	12.03	<u>NA/2103</u>	<u>NA</u>	
Mean	<u>8.89</u>	<u>14.94</u>	<u>18.04</u>	<u>13.25</u>	<u>12.81</u>	<u>6.75</u>	<u>7.96</u>	<u>13.64</u>	<u>71.23</u>	<u>83.6</u>	

As can be seen in the above and below charts, developed by Dr. Wei from the UNCP department of Mathematics and Computer Science, the national IMR is much less than that of Robeson County, and trends at about a constant 6 deaths per 1000 births while it averages at 12 deaths for

Robeson County. Such disparities can be explained by the high rate of minority residents in Robeson County, primarily Native American. This predominant minority population and the co-occurring high IMR is the reason why Pembroke was chosen to house a Healthy Start project.



The above chart reflects the current client population for Healthy Start Corps- UNC Pembroke, and the chart below illustrates racial demographics when comparing national, state and Robeson County populations.



The successful completion of the diaper drive to benefit the clients of Healthy Start was an instrumental tool in my social work education. Planning a program takes intense networking, planning, and leadership skills. Through seeking out resources on campus and in the community to donate time and material goods as well as financial donations to provide for clients in the community, I gained a better understanding of the available resources. Another goal that was accomplished, meeting and forming partnerships with community organizations, enabled me to experience program outreach, both for potential clients and future resources.

My first steps were to:

1. Plan a Timeline of Tasks/Events for Diaper Drive:
  - a. Create flyers and prepare letters to be sent out to community businesses and potential donors
  - b. Create a list of all possible goods that can be accepted as donations
  - c. Place flyers around community and on campus

- d. Create collection stations with boxes for goods (Regional Center, True Value, Social Work Department)
  - e. Meet with community leaders and businesses to request donations
  - f. Meet with Campus Association of Social Workers to request donations
  - g. Coordinate donation collection with BSN students Charlene and Carrie who partnered with me their capstone project
2. Access Diaper Drive
- a. After all items and monetary donations were collected an informal inventory was completed:
    - b. A \$40 donation from K-Mart, Lumberton
    - c. A \$75 donation from Wal-Mart, Lumberton
    - d. About 100 packs of diapers, 100 packs of baby wipes
    - e. Assorted collection of baby and mom care items
    - f. An estimated 1000 gently used clothing items
    - g. Several car seats, bassinets, large child toys, bouncers, and walkers
3. Coordinate client attendance
- a. Clients who have actively participated in Healthy Start events were invited to attend
  - b. About 30 responded
  - c. Transportation was arranged for 7 clients who were in need
4. Plan Baby Shower
- a. Certificates of client achievements and appreciation were created as well as personalized gift bags with diapers for their infants

- b. All other donated items were set up “flea market” style for clients to browse through and take whatever they wanted
- c. There was a raffle for the larger big-ticket items
- d. Decorate Regional Center assembly room
- e. Sort through donated clothing items and arrange by size for the “flea market”

The Baby Shower was a huge success, the donations of gently used clothing items, strollers, cribs, car seats, toys, etc. far exceeded my expectations. The community came together to take care of its disadvantaged in a time where it was so needed. The clients were able to take home numerous bags of items from the market style tables. All leftover items were donated to Robeson Church and Community Center. Perhaps the greatest accomplishment of the Shower was new client recruitment, we were able to sign up three new clients before the event and more calls come in every day with Robeson County residents requesting to be a part of our program. I am so enthusiastic about the positive program outreach outcomes of the diaper drive and baby shower.