



# NORTHEAST FLORIDA HEALTHY START COALITION



saving babies. strengthening families. building communities.



## LETTER FROM THE HEALTHY START COALITION

### SAVING BABIES...STRENGTHENING FAMILIES...BUILDING COMMUNITIES...

It was a year of activity and success in each of these areas for the Northeast Florida Healthy Start Coalition, Inc.

Infant mortality rates continued to improve in the region, with all counties posting decreases. Despite racial and ethnic disparities in birth outcomes, the region saw progress in reducing infant deaths among nonwhite babies. These positive trends mirror Coalition efforts to ensure the neediest families get the prenatal care, education and support they need to give their babies a Healthy Start.

Families were strengthened through new partnerships which expanded Boot Camp for New Dads and other fatherhood initiatives. More families were assisted in securing health insurance coverage for their children through KidCare outreach. A new Nurse-Family Partnership project was approved in Northeast Florida, one of five sites in the state to receive funding under the federal Maternal, Infant and Early Childhood Home Visiting initiative. A strategic plan to address the health and educational deficiencies in teen pregnancy was developed with wide teen and community input.

A grass roots Leadership Academy was launched to help Healthy Start participants and other community residents identify and address neighborhood problems impacting their health and the well-being of their families. Advocacy was promoted through PhotoVoice and meetings by Coalition volunteers with state, local and federal lawmakers. The Make a Noise! Make a Difference! public awareness and education campaign continued to keep infant mortality and efforts to prevent it on the region's agenda.

Our success in 2011 reflects the work of a strong, engaged and diverse Board of Directors and Membership. Despite the economic downturn, our volunteers, donors and supporters doubled revenue raised through Rounds at the Grounds which enabled us to sustain our community outreach and education. Our focus on accountability and results was key to our success in leveraging limited resources.

We are challenged in the coming year by state and local funding cuts which eliminated services for more than 1,300 at-risk expectant and new families in the five county area. We need your help in making the case for continued investment in Healthy Start. Our future success—and the well-being of our babies and their families—depends on your involvement, advocacy and support. Every baby deserves a healthy start.

*Carol Brady*  
Executive Director

*Linda Asay*  
Chair, 2011

## HEALTHY START SERVES 11,000 MOTHERS & BABIES IN 2011

Healthy Start provided case management and other education and support services to 7,000 pregnant women and 4,000 families with newborns in 2011 in an effort to reduce infant mortality and promote healthy child development.

Services were provided by county health departments in Baker, Clay, Duval, Nassau and St. Johns, Shands Jacksonville, Gateway Community Services/Azalea Project, Healthy Mothers, Healthy Babies of North Florida and Children’s Home Society. Two special initiatives were funded in 2011 to address specific regional needs. The Northeast Florida Area Health Education Center received support to provide staff training and smoking cessation services to pregnant women and their families. A parent education pilot in the New Town Success Zone was also implemented by Shands Jacksonville.

The Coalition allocated more than \$4.7 million in state and federal funds for Healthy Start services in 2011. The Coalition Board of Directors continued to track agency performance with the Healthy Start “dashboard.”



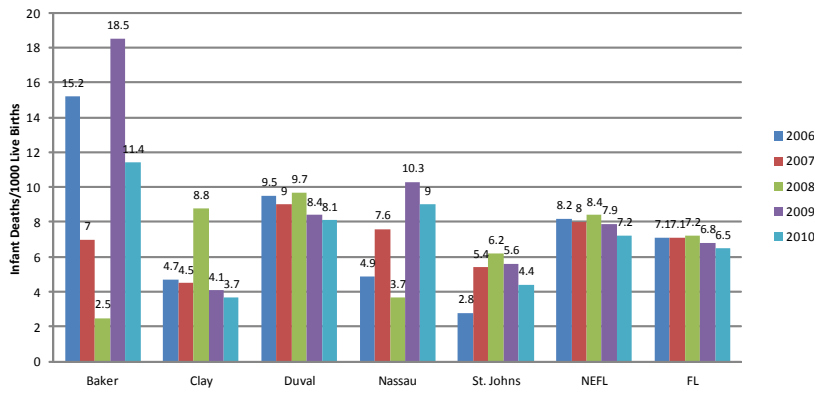
## HEALTHY START SCREENING IMPROVES

Healthy Start screening is a vital step in ensuring that moms and babies are able to access the services they need to be healthy. As a result of targeted outreach to providers, both prenatal and postnatal screening rates have increased significantly.

Since the expansion of provider outreach in 2009, prenatal screening rates for Northeast Florida increased from 64.7 percent in 2008-2009 to 81.4 percent in 2010-2011, a jump of 16.7 percent. Twelve OB/GYN offices are visited on a weekly or biweekly basis to ensure that pregnant women are being screened, providers are appropriately referring high-risk clients into the Healthy Start program and the forms are filled out correctly. Hospital screening rates have also been on the rise. From 2008-2009 to 2010-2011, the infant rate increased 15.6 percentage points to 88.4 percent.

	Prenatal Screening Rate			Infant Screening Rates		
	2008-2009	2010-2011	Difference	2008-2009	2010-2011	Difference
Baker	64%	75.20%	11.2	77.10%	95.00%	17.9
Clay	64.60%	73.80%	9.2	80.90%	89.60%	8.7
Duval	63.20%	84.40%	21.2	72.80%	86.90%	14.1
Nassau	71.20%	86.40%	15.2	82.50%	95.10%	12.6
St. Johns	67.80%	68.90%	1.1	60.30%	89.60%	29.3
NEFL	64.70%	81.40%	16.7	72.80%	88.40%	15.6
FL	72.10%	86.40%	8.3	87.90%	89.60%	1.7

Infant Mortality By County  
2006-2010



## BIRTH OUTCOMES IMPROVE IN 2010

Final 2010 infant mortality rates show continued improvement in birth outcomes in the region, with all counties posting decreases. The overall infant death rate was 7.3 deaths per 1,000 live births in 2010 compared to 7.9 deaths per 1,000 in 2009. Though disparities continue to persist in the region, the gap between white and nonwhite birth outcomes narrowed slightly in 2010, with all racial groups posting improved outcomes.

## HEALTHY BABIES ARE WORTH THE WAIT! MARCH OF DIMES FUNDS NEW INITIATIVE

The Florida Association of Healthy Start Coalitions (FAHSC), under the leadership of the Northeast Florida Healthy Start Coalition, has begun implementation of a three-year statewide consumer education campaign with funding from the March of Dimes Florida Chapter. The campaign, Healthy Babies are Worth the Wait, highlights the importance of the last weeks of pregnancy and the contribution of the period to healthy fetal development and reduced morbidity. The overall goal is to reduce elective deliveries prior to 39 weeks gestation. Non-medically indicated deliveries before 39 weeks gestation have increased significantly in the past 10 years and are associated with increased NICU admissions, breathing and feeding problems, increased risk of infection and increased rates of C-sections and late preterm births. Much of the problem stems from misconceptions about what constitutes a full-term delivery and the assumption that delivering just a few weeks early is safe.

The campaign officially launched this November during National Prematurity Awareness Month and will utilize consumer material and messaging developed by the national March of Dimes, as well as original adjunct materials developed by FAHSC for Hispanics and fathers. Healthy Start Coalitions in Miami-Dade, Hillsborough, Palm Beach, Santa Rosa, Broward, Sarasota and Lee counties will lead education efforts. The campaign is being coordinated with the Florida Perinatal Quality Initiative, currently being implemented in the same seven counties, and a parallel provider education program by the Chiles Center at the University of South Florida. Campaign partners include the Florida Department of Health, major state insurers and experienced social marketing firms.

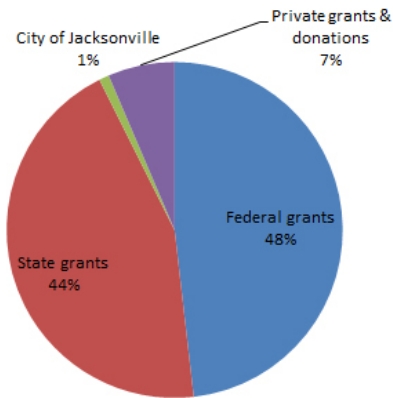
## BARBERS FOR BABIES REACHES MEN IN ARLINGTON

Fathers made a stand for healthy babies last August at Healthy Start's second Barbers for Babies family event. The Coalition, in conjunction with the Woodland Acres Boys & Girls Club, Jacksonville Urban League Head Start Program and The Cut Above Barber Shop, sponsored the Florida KidCare enrollment and black infant mortality awareness event, which specifically targeted men. A total of 27 children were enrolled in the Florida KidCare program at the event, while barbers from six local barber shops provided free hair cut certificates and tips on preventing infant mortality. The event also featured a 3-on-3 basketball tournament, dancing, food and refreshments, and a raffle. In addition, 250 men and women received a presentation and educational materials on preventing infant mortality, and 350 children received a book bag full of school supplies for the upcoming school year.

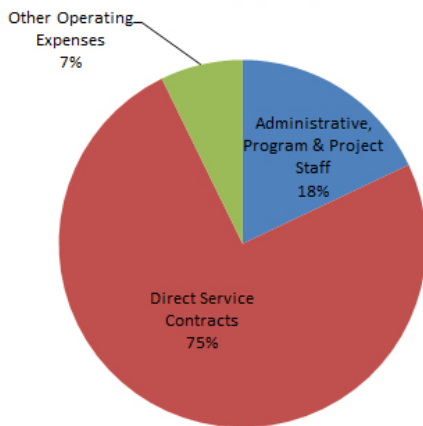


## NORTHEAST FLORIDA HEALTHY START COALITION

Revenues (Year Ending June 30, 2011)  
Total = \$6,270,324



Expenses (Year Ending June 30, 2011)  
Total = \$6,398,933



## CLAY COUNTY LAUNCHES SAFE SLEEP CAMPAIGN

The Clay County Health Department – Healthy Start program launched a campaign in September during Infant Mortality Awareness Month this year. The campaign aimed to spread the word about the importance of safe sleep practices, crucial information for both parents and any caregivers of a baby, including grandparents, sitters and day cares.

Each week, the newspaper Clay Today featured a full page PSA with rotating messages about Safe Sleep and Tummy Time. A 15-second PSA was also shown before every movie at Orange Park AMC during the month of September, and two billboards on major roads in the county featured the same message. The ads emphasized the ABC's of Safe Sleep (Alone, on Back, and in a Crib to sleep), as well as the importance of placing a baby on its stomach, or "Tummy Time," to increase strength and mobility during play time.



## CAMELLIA PARTICIPANTS FEEL CAMARADERIE WITH OTHER "NICU MOMS"

The Camellia Project held 14 groups in 2011, graduating 67 women throughout the year. The three-year initiative, funded by the March of Dimes, had group sessions in various locations including Baptist Medical Center-Downtown, Shands Medical Center, Flagler Hospital-St. Augustine and the YMCA-Orange Park in order to reach women in rural parts of the region. The groups aim to improve the health behaviors and status of women who have had a baby hospitalized in the Neonatal Intensive Care Unit (NICU). Mothers completing the group sessions showed increased knowledge and improved health behaviors, especially in the areas of stress management, nutrition, physical activity and folic acid usage. In addition, many mothers expressed a desire for the groups to continue, stating they enjoyed the camaraderie felt with other "NICU moms" as well as the educational information provided.

## BAKER COUNTY INFANT MORTALITY TASK FORCE

The Baker County Infant Mortality Task Force launched a media campaign, “Moms Matter!,” targeted at pregnant women and the overall community. Because of high rates of late or no prenatal care in the county, the campaign promoted early and regular prenatal care and encouraged the community to support women during their pregnancies. Ads ran in the newspaper, local articles and news blurbs on the issue were printed and approximately 1,000 fans were distributed to churches and community agencies. The fans included a list of 100 “Intentional Acts of Kindness Toward a Pregnant Woman” and a link to a Web page devoted to resources in the community available to pregnant women.

## ST. JOHNS COUNTY INFANT MORTALITY TASK FORCE

Reducing the rate of low birth weight babies was the focus for the St. Johns Infant Mortality Task Force in 2011. Low birth weight was identified as a key objective in the St. Johns County Health Leadership Council’s 2011 Community Health Assessment and Community Health Improvement Plan, with the Task Force taking on responsibility for efforts in this area. The Task Force identified three focus areas based on risk factors for low birth weight babies: promoting healthy pre-pregnancy/ pregnancy BMIs, reducing tobacco usage among pregnant women and increasing pregnancy intervals. Strategies included education and improvements to access to care. A few of the proposed activities of the Task Force include educating OB/GYNs about infant mortality and community efforts to reduce it, programs to support OB/GYNs in encouraging healthy eating and lifestyles to annual gynecological patients, and smoking cessation classes for pregnant women and their families.

## RESPONSIBLE FATHERHOOD PARTNERS WITH DEPARTMENT OF REVENUE

Training on responsible fatherhood and a mother’s role in the father-child relationship became available to men and women in May through a new partnership with the Department of Revenue – Child Support Enforcement Department. The training, arranged through the DOR’s Bringing Relief, Education and Assets to Children and their Household project (BREACH project), assigns a case manager to men and women identified by the state for not paying child support payments or being in arrearage. Case managers assist participants with job training, financial management courses, payment modification, delayed child support enforcement action, a matched savings plan for business/school/home ownership goals for qualified participants and the Coalition’s Responsible Fatherhood and Mom as a Gateway programs.





## MAGNOLIA PROJECT OFFERS CARE BEFORE AND BETWEEN PREGNANCY

Funded by the federal Healthy Start Initiative, the Magnolia Project provided pre-and interconceptional services to more than 700 women in 2011 with a goal of reducing racial disparities in infant mortality. The project offers targeted outreach, screening, case management and risk reduction and health education in a predominantly African American community of Jacksonville. The Magnolia Project clinic, staffed by the Duval County Health Department, provided well-woman and prenatal care, as well as family planning and STI treatment to neighborhood women of childbearing age. In 2011, the project successfully met 70 percent of its federal performance objectives. Mental health services and group support was strengthened in 2011 with the addition of a mental health counselor. Outreach staff organized community education activities at housing complexes and other community sites that reached more than 500 residents. Nearly 70 community leaders were trained using the new “Make a Noise! Make a Difference” lay health worker curriculum.

## AZALEA PROJECT FOCUSES ON FAMILIES IMPACTED BY DRUGS

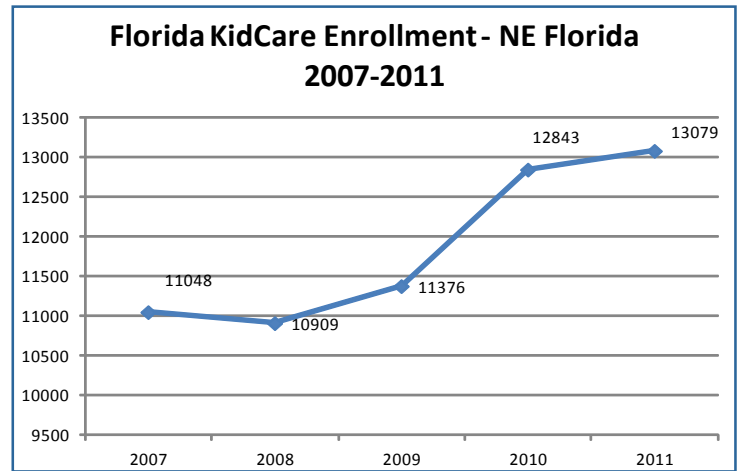
The Azalea Project successfully provided intensive case management, education and support to more than 190 pregnant, preconceptional and postpartum substance-involved women last year, reducing their risk of HIV and poor birth outcomes.

Healthy Start case managers, provided by Gateway Community Services, served 65 high-risk women and 34 new families. Pregnant and postpartum substance-involved participants received more than 1,200 face-to-face contacts, including case management, group and individual education and support.

Additional prevention and support services were provided to more than 77 high-risk women of childbearing age with funding from the City of Jacksonville. These participants received more than 865 face-to-face encounters during project enrollment and resolved more than 75 percent of risks associated with substance use and HIV transmission at closure. An additional 50 high-risk women received services under a grant from the Justice Action Grant (JAG) through the City of Jacksonville. These women, who are engaged in criminal behavior such as prostitution, theft or substance use, receive intensive prevention and education services through one-on-one support. Participants resolved about 66 percent of risks associated with substance abuse and criminal activity as a result of program services during 2011.

## FLORIDA KIDCARE OUTREACH BOOSTS ENROLLMENT

Efforts to enroll uninsured children in Northeast Florida in Florida KidCare were significantly expanded in 2011 thanks to more than \$146,000 in support from Florida Covering Kids & Families, Jacksonville Children’s Commission, Florida Healthy Kids Corporation, St. Vincent’s HealthCare, Wolfson Children’s Hospital and Ronald McDonald House Charities of Jacksonville. Florida Covering Kids & Families awarded the Coalition a \$64,000 grant to increase outreach efforts. The Jacksonville Children’s Commission provided a \$35,000 local match for the grant which will be implemented through June, 2012. Florida Healthy Kids, St. Vincent’s HealthCare, Wolfson Children’s Hospital and Ronald McDonald House Charities of Jacksonville also provided support for outreach and enrollment efforts. With this funding, Healthy Start was able to hire six additional outreach staff in 2011 to train emergency departments, urgent care centers, pediatrician offices and school health offices on how to enroll uninsured children into Florida KidCare. Despite several previous years where Florida KidCare outreach was a barebones effort funded through several local organizations, efforts have been consistent and are reflected in the constantly increasing enrollment figures. Over 13,000 children in the region are currently enrolled in the program.



## COALITION CO-SPONSORS UNDOING RACISM WORKSHOP

The impact of structural racism on birth outcomes was the focus of a three-day workshop last August organized as part of a CDC initiative to address health disparities. Co-sponsored by the Coalition and the Duval County Health Department, the workshop was conducted by the People’s Institute for Survival and Beyond and the Genesee County Health Department in Flint, Michigan. More than 30 people from Northeast Florida and around the state participated in the meeting. The transformative workshop traced the history of race in the U.S. and its ongoing impact on health care, education, criminal justice, social services and other institutions. The workshop, which included a windshield tour of several Jacksonville neighborhoods that suffer the worst disparities in infant mortality and other health outcomes, stressed the importance of engaging the community in identifying and resolving health disparities underscored by racism and concluded with the creation of an action plan of ongoing efforts in our community.

## BOOT CAMP FOR NEW DADS EXPANDS TO NEW COUNTIES

Boot camp for New Dads, a nationally-recognized and evidence based program for new fathers, became available in St. Johns and Baker Counties last year. The training utilizes a man-to-man approach, allowing veteran dads and their babies to orient rookie dads who are expecting their first child. The training, currently offered in more than 40 states, covers a range of topics including what to expect in the first year of fatherhood; how to prepare for changes in your house; how to handle the stressors of fatherhood; how to feed, soothe and change your child; and questions answered by other dads. Expansion was implemented by Healthy Baker with funding from the March of Dimes in Baker County and Flagler Hospital in St. Johns County.



## HEALTHY START PARENTING PILOT SHOWS PROMISE IN NEW TOWN

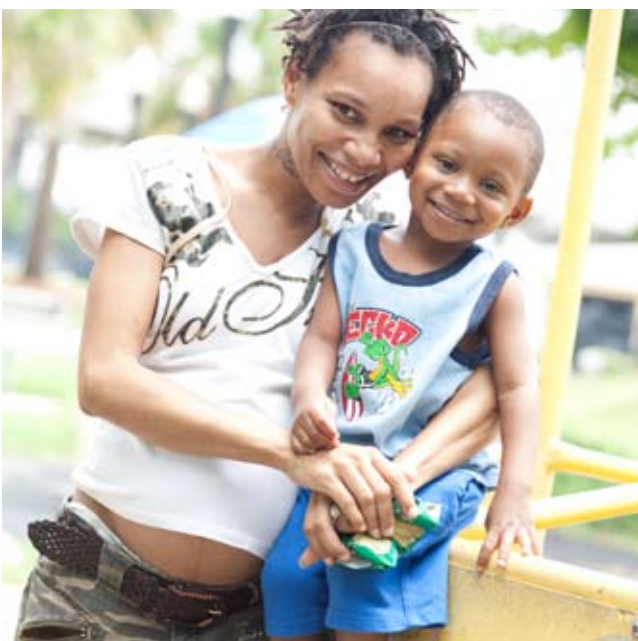
Participants in the New Town Success Zone Children's University pilot significantly improved their knowledge and behavior in key areas of parenting according to a final evaluation report. Shands Jacksonville implemented the year-long pilot using a research-based curriculum developed by the Jacksonville Children's Commission in 2011. Funding was provided by Healthy Start and the Community Foundation of Jacksonville. A total of 64 parents and other caregivers participated in the pilot, half of whom completed the entire series of classes.

An analysis of pre- and post-questionnaires completed by participants showed significant gains in parent/caregiver interaction, specifically reading; bed sharing; understanding discipline vs. punishment; and selected home safety activities. Following completion of the parenting series, all participants indicated that playing, reading and discipline all impacted brain development in children, rather than just one of these activities alone.

## TONYA LEWIS LEE RETURNS TO JACKSONVILLE

National Infant Mortality spokesperson Tonya Lewis Lee visited Jacksonville for the second time last September as a part of Healthy Start's Infant Mortality Awareness Month activities. Ms. Lee serves as the face of the Office of Minority Health's "A Healthy Baby Begins with You" campaign, which focuses on the importance of preconception health.

During her visit, Ms. Lee presented to physicians, healthcare professionals, nursing students and medical students at Wolfson Children's Hospital and UF/Shands about the role of healthcare providers in preventing infant mortality. In addition, Ms. Lee attended a meet and greet with local barbers previously trained as community advocates on healthy lifestyles and infant mortality prevention. A viewing of the Office of Minority Health's documentary "Crisis in the Crib" sparked an open discussion about the importance of engaging men in the fight to improve birth outcomes. Ms. Lee also spoke to a gathering of more than 50 college students being trained as Preconception Peer Educators, an initiative aimed at reducing health disparities that impact infant mortality.



## MOMCARE LINKS PREGNANT WOMEN WITH PRENATAL CARE

More than 17,000 pregnant women received health insurance and assistance in obtaining prenatal care in 2011 through MomCare, a special counseling and education program funded by Medicaid. Women enrolled in Medicaid for Pregnant Women receive help in identifying a provider, making prenatal appointments, as well as information about WIC, Florida KidCare and other services. The program also partners with the Early Learning Coalition of Duval County to distribute information about child care and voluntary preschool programs. This information is included in a packet of educational material mailed to each participant prior to delivery.

## TEEN PREGNANCY TASK FORCE RELEASES PREVENTION REPORT

The NEFL Teen Pregnancy Task Force culminated a year of work with the release of a comprehensive plan for community action that identifies strategies and community partners to address the high rate of teenage pregnancy, birth and repeat teen pregnancies in the region.

The Task Force first convened in October 2010 because teens in the region give birth at a higher rate than the state and nation, and they account for a higher proportion of poor birth outcomes, including infant deaths, low birth weight babies, preterm births and fetal deaths. Nearly one out of five teen moms will give birth again before leaving their teens. Membership included Coalition volunteers; representatives from agencies and organizations that serve adolescents; adolescent health care providers; school systems; youth-serving organizations; teens and other interested organizations.

One of the first activities was to hold “Listening Tours” with more than 60 teens to solicit their input on the issue. In addition, the Task Force collected and reviewed relevant literature and studies on teen pregnancy and had briefings and conversations with a variety of health service providers, school district representatives and organizations that serve teens.

After collecting information, the Task Force decided to focus on five specific areas: engaging parents, adolescent health services, community-based teen pregnancy prevention, public policy and repeat teen pregnancies.

Each theme includes regional and national best practices/evidence-based programs, general implementation strategies and priority strategies. Some of the strategies — including a comprehensive sex education program in Jacksonville Housing Authority complexes and a “Listening Tour” for parents — have been implemented by the Coalition and other community partners.

The plan received significant attention when released to the community December 7. The Coalition and Task Force leadership will continue to monitor progress of the plan going forward.





## MAKE A NOISE! MAKE A DIFFERENCE! GRASSROOTS INITIATIVES EXPAND IN 2011

A new effort to train grassroots leaders in our community was launched this July with the Make a Difference! Leadership Academy. The academy, which uses an established grassroots leadership curriculum developed by the University of Arizona Extension Office, has already trained nine budding community leaders identified by the Azalea Project and other agencies in the academy's inaugural class held last fall. The 12-week curriculum covers various topics, including leadership, your personal leadership style, community values, ethical leadership, working together as a team, effective meetings, public speaking, conflict resolution, problem solving, sharing work through delegation, community diversity and community action planning. The goal of the leadership academy is to support the efforts of local residents to make changes in neighborhood factors that contribute to disparities in health and birth outcomes. The second class of the leadership academy will begin in January 2012.

The Make a Noise! Make a Difference! Lay Health Advocate initiative continued its work to raise awareness and engage community residents in the fight to prevent infant mortality and reduce health disparities. Nearly 70 residents in high-risk areas of Jacksonville have completed the five-week Make a Noise! training since its inception in May. The training provides information on infant mortality and its impact on the black community, as well as ways to prevent it by encouraging healthy behaviors and early prenatal care. Participants are enlisted as lay health workers and encouraged to talk to people they know about what they have learned. Make a Noise! is being implemented in the Magnolia Project, which serves area codes 32202, 04, 06, 08 and 09, as well as two tipping point neighborhoods (Arlington and the Westside).

The "Make a Noise! Make a Difference! Prevent Infant Mortality." social marketing campaign and its activities are funded through a challenge grant awarded by the Chartrand Foundation.



## FEED THE CHILDREN RETURNS TO JACKSONVILLE

Feed the Children returned to Jacksonville this year, bringing two semi-tractor trailers carrying 42,000 pounds of food and essentials for 800 local families, valued at over \$250,000. The Northeast Florida Healthy Start Coalition was chosen to host the food distribution event for a second year in a row as part of Feed the Children's "Americans Feeding Americans" initiative. Nearly one in five children living in Jacksonville (19 percent) is considered impoverished.

Healthy Start held the event on World Prematurity Day (Nov. 17) and extended a special invite to mothers and pregnant women in Jacksonville. Pre-identified families, served by Healthy Start and other local non-profit agencies, received a set of three boxes containing food, household and personal items, designed to supplement a family of four for one week.

Healthy Start Coalition staff, Board and Coalition members served as volunteers, joined by personnel from Naval Air Station Jacksonville Hospital, McGladrey, the Cross Agency, Colomer USA and more. Thank you to all our wonderful volunteers!

## PHOTOVOICE DEBUTS AT ART WALK

The New Town Success Zone's PhotoVoice initiative, "Strengthening the Voices of Women in New Town," employed photography as a method of identifying neighborhood strengths and weaknesses for women in north Jacksonville. Funded by the Women's Giving Alliance, the Chartrand Foundation, the International Brotherhood of Police Officers and individual donors, the initiative also provided mentoring and advocacy training, giving participants the tools to address their community concerns, captured in photos and exhibited at April's Jacksonville Artwalk.

## GILBERT AWARD GIVEN TO DEDICATED VOLUNTEER

The Philip H. Gilbert Award for Outstanding Volunteer Service is reserved for a dedicated, passionate person who shares Healthy Start's vision and actively contributes to reaching organization goals. Rev. Tom Rodgers, long time Board Member and community advocate, was awarded this plaque for his leadership as chair of the JCCI Infant Mortality Advocacy Task Force and his dedication to Healthy Start and the women and families served in Northeast Florida. Rev. Rodgers serves as an assistant pastor at St. Matthew Church. The Gilbert Award was established in 2006 in memory the Coalition's founding chairman. Mr. Gilbert was a tireless advocate for women, children and families.



## HEALTHY START LAUNCHES NEW WEBSITE, FORAYS INTO SOCIAL MEDIA

Healthy Start launched a completely revamped website in March 2011, featuring a brighter and more user-friendly layout. The new website, designed by Brown Dog Creative with funding from the Chartrand Foundation, incorporates tools that allow greater interaction between Healthy Start and the public. Some of the most exciting additions to the website are the frequently updated blog and the interactive calendar of events, which both feature information on Healthy Start news, activities and initiatives, as well as maternal and child health updates from around the nation. To visit the new website, go to [www.nefhealthystart.org](http://www.nefhealthystart.org).

Healthy Start also dove head first into the world of social media in 2011, establishing a presence on major social media platforms including Facebook, Twitter and LinkedIn. Healthy Start currently manages two Facebook pages. The first targets local professionals, healthcare providers, stakeholders and others interested in staying abreast of maternal and child health news and Healthy Start happenings in the community. The second page, called “Belly Buttons,” is positioned as a resource for new and expectant parents featuring education, news, tips, and information about local events. To subscribe to our social media outlets, follow the links below:

LinkedIn: <http://www.linkedin.com/company/northeast-florida-healthy-start-coalition>

Twitter: [www.twitter.com/NEFhealthystart](http://www.twitter.com/NEFhealthystart)

Facebook (Healthy Start): [www.facebook.com/NEFHealthyStart](http://www.facebook.com/NEFHealthyStart)

Facebook (Belly Buttons): [www.facebook.com/bellybuttonFL](http://www.facebook.com/bellybuttonFL)

## HEALTHY START RECEIVES NURSE-FAMILY PARTNERSHIP FUNDING

The Coalition received funding to establish a Nurse-Family Partnership (NFP) program under a new federal initiative supporting evidence-based home visiting programs.

One of five projects funded as part of Florida’s Maternal, Infant and Early Childhood Home Visiting (MIECHV) Program, NFP will use specially trained nurses to provide intensive, long-term education and support to first-time mothers living in high-risk communities in Jacksonville. The new initiative will be implemented by a multi-agency Healthy Start team from the Duval County Health Department and Shands Jacksonville. The team will focus on families in selected high-risk neighborhoods, including New Town and the surrounding community, the Westside and Arlington. Eligible first-time mothers will be identified through the current Healthy Start screening process and community referrals. Priority will be given to low-income, first-time mothers at highest risk (teens, history of substance abuse or tobacco use, low student achievement), as well as expectant military families at the Naval Hospital Jacksonville. Intensive services will be provided to 100 families annually.

Funding for the state’s MIECHV program was provided as part of the federal Affordable Care Act (ACA). The intent of the initiative is to equip parents and caregivers with knowledge, skills and tools to assist their children in being healthy, safe and ready to succeed in school. NFP was one of seven evidence-based models identified in the state plan as eligible for funding and implementation over the next five years.

## ROUNDS AT THE GROUNDS: BASEBALL FOR BABIES

Healthy Start hit another grand slam with its second annual Rounds at the Grounds: Baseball for Babies fundraiser, co-hosted by the Jacksonville Suns. Thirty area physicians competed in the tournament September 4th, held in observance of National Infant Mortality Awareness Month.

Jacksonville Jaguar and Healthy Start ambassador Eugene Monroe and teammate Eben Britton coached opposing teams, and Olympic gold medalist Shannon Miller and local broadcast personality Al Emerick served as celebrity sideline correspondents, keeping the crowd engaged with their colorful and comedic commentary. The friendly competition, held just prior to the Suns' Fan Appreciation Night game, brought more than 500 spectators while also raising awareness about infant mortality and strategies to prevent it. Baseball cards and hand fans with health tips and educational messaging were distributed to attendees, as well as to over 5,000 people who attended the Suns' game.



Nearly 40 dedicated sponsors contributed to Healthy Start's efforts, helping raise over \$43,000 – more than double the funds raised for the inaugural event in 2010! Funding supports the Make a Noise! Make a Difference! social marketing campaign activities, including the lay health advocate program, leadership academy, grassroots community education and outreach, and public service advertisements. Thank you to all our generous sponsors, supporters, participants and fans for helping us make a noise and make a difference to prevent infant mortality in Northeast Florida!

## THANKS TO OUR DONORS FOR HELPING US MAKE A DIFFERENCE!

Blue Cross and Blue Shield of Florida  
 Centene Management Co., LLC  
 Chartrand Foundation  
 Chuck and Nancy Perrone  
 City of Jacksonville  
 CJ Foundation for SIDS  
 Community Foundation of Jacksonville  
 DuBow Family Foundation  
 Al Emerick  
 Sherry Murray  
 Early Learning Coalition of Duval  
 Feed the Children  
 First Coast Oncology, PA  
 Florida Department of Health  
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Health Planning Council of NEF, Inc.  
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Rogers Towers  
 Ronald McDonald House Charities of Jacksonville  
 Shands Jacksonville  
 Shannon Miller  
 Solantic  
 Stellar Foundation  
 St. Vincent's HealthCare  
 Sunshine State Health Plan  
 U. S. Department of Health & Human Services  
 WalMart  
 Wolfson Children's Hospital  
 Women's Giving Alliance

*And more than 50 individual donors.  
 Special thanks to Marsha Oliver, O. Communications*

## 2011 COALITION MEMBERSHIP & STAFF

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Jack Johnson, Florida KidCare & Fatherhood Initiative  
Erin Petrie, Special Community Projects Liaison

### AZALEA PROJECT

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### MAGNOLIA PROJECT

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Jenetha Denmark, Community Outreach  
Vanessa Jefferson, Case Manager  
Alicia King, Women's Intervention Specialist  
Anna Matthews, Case Manager  
Shelby Salter, Make A Noise!  
Ashley Tompkins, Community Outreach Specialist  
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### CAMELLIA PROJECT

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### FLORIDA KIDCARE

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# HEALTHY START

*Northeast Florida Healthy Start Coalition, Inc.*

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