



*Northeast Florida Healthy Start Coalition, Inc.*

saving babies. strengthening families. building communities.

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## NORTHEAST FLORIDA HEALTHY START COALITION



2010  
annual report

saving babies. strengthening families. building communities.



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### I AM A HEALTHY START BABY.

Those six words—more than any graph, table or report—capture the impact of Healthy Start and the importance of our organization. The words are written on the back of pink and blue hand-made plaques; on the front—a baby's hand or footprint, a birth date and birth-weight. The plaques were given to Board members and staff by families from the Azalea Project in a moving tribute for our advocacy, dedication and hard work for healthy babies in our region.

More babies lived to celebrate their first birthdays this year because of our efforts. One-on-one education, support and linkage to needed services were provided to more than 8,600 expectant and new families by local health departments and community agencies with Healthy Start funding. Special initiatives—like the Magnolia, Azalea and Camellia Projects—were implemented by the Coalition to address high-risk families and communities. Additional care coordination was provided to more than 15,000 pregnant women covered by Medicaid through the MomCare program. Fathers received expanded attention through new initiatives. More children received health insurance coverage. Community task forces were organized to focus on teen pregnancy and infant health in Baker and St. Johns Counties.

The Coalition continued to work hard to ensure Healthy Start services are provided in a cost-effective way that also responds to community needs. A new Healthy Start dashboard was created—enabling Board volunteers to monitor the delivery and impact of the services we are responsible for funding. Healthy Start contracts continue to tie funding to performance. We are responsible and accountable for the public dollars we administer.

Beyond serving individual families, the Coalition expanded its community-building, public awareness and education efforts. Resources were garnered to continue the successful *Make a Noise! Make a Difference!* initiative, allowing the Coalition and its community partners to implement grass-roots education and advocacy. Our first significant fundraising event, Rounds at the Grounds, successfully raised match money for the initiative while educating participants on factors that contribute to unhealthy births. The Coalition's unique capacity to build partnerships allows us to leverage limited public resources to address the unmet needs of our families.

New infant mortality data shows these activities are paying off. Despite economic challenges, the health of mothers and babies improved in our region. These outcomes underscore the need and importance of investing resources in the first years of life. Sustained investment is needed to continue our progress and to address lingering disparities impacting the health of our families.

We appreciate and value all of our partners, funders and committed volunteers who support our efforts and work so hard to ensure every baby born in Northeast Florida has a healthy start.

*Carol Brady*  
Executive Director

*Karen Wolfson*  
Chair, 2010

#### HEALTHY START ADMINISTRATION

Carol Brady, MA, Executive Director  
Dawn Clarke, MS, Associate Executive Director  
Sarah Holdstein, Communications & Advocacy Coordinator  
Jack Johnson, Florida KidCare & Fatherhood Initiative  
Erin Petrie, Special Community Projects Liaison

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Michelle Clark, Case Manager  
Nina Odom, Case Manager

#### MAGNOLIA PROJECT

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Vanessa Jefferson, Case Manager  
Alicia King, Women's Intervention Specialist  
Anna Matthews, Case Manager  
Shelby Salter, Community Voice  
Ashley Tompkins, Community Outreach Specialist

#### CAMELLIA PROJECT

Audrey Hall, Health Educator

#### MOMCARE

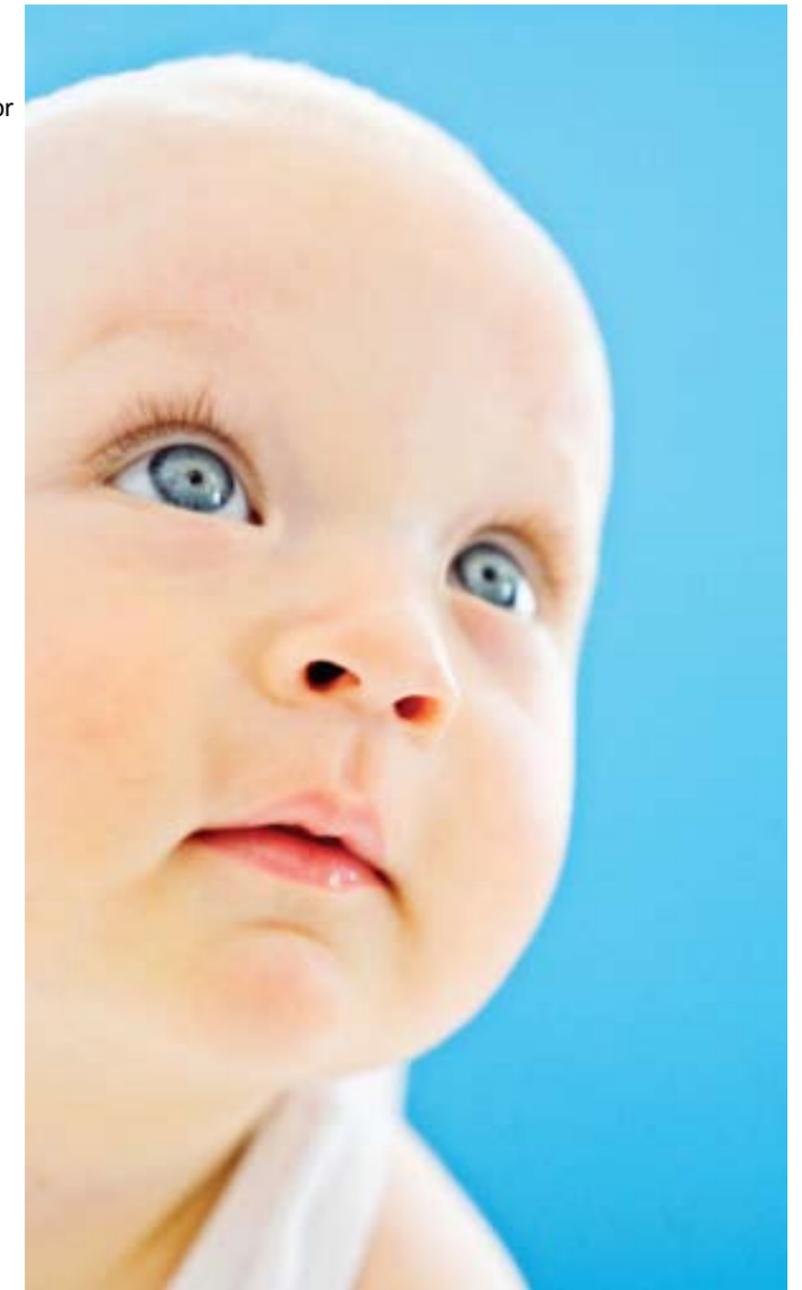
Kim Campbell, MomCare Advisor  
Pam Frennier, MomCare Advisor  
Terri Gibson, MomCare Advisor  
Lisa Miller, MomCare Advisor  
Elaine Weaver, MomCare Advisor

#### HOLD OUT THE LIFELINE

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Amanda Hedemark, AmeriCorps Member  
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Nancy Perrone, RN, QI Consultant



## ROUNDS AT THE GROUNDS:BASEBALL FOR BABIES

Each day, doctors step up to the plate to hit homeruns for Jacksonville families seeking quality health care and solutions. Thirty area physicians did just that as they gathered at the Baseball Grounds of Jacksonville to make “Rounds at the Grounds: Baseball for Babies”. In recognition of Infant Mortality Awareness Month, Healthy Start, in partnership with the Jacksonville Suns, hosted a celebrity softball game on September 5th. Area doctors, including obstetricians, surgeons, pediatricians, orthopedics, oncologists and other medical professionals participated in the inaugural game. Dr. C.B. McIntosh, Jacksonville’s first African American pediatrician, threw out the first pitch.

The teams were coached by Eugene Monroe, Jacksonville Jaguar, and his teammate, Eben Britton. The players not only played an entertaining game, but helped raise awareness about the ways to prevent infant mortality. Baseball cards with health tips were passed out to the people who attended the softball game and to the more than 4,000 people who attended the Jacksonville Suns game. Olympic gold medalist, Shannon Miller, and local commentator, Al Emerick, served as celebrity correspondents and helped make the game very colorful with their fun commentary.

The buzz surrounding the “Rounds at the Grounds” was incredible with more than 500 people attending the game. Nearly 20 dedicated sponsors of all levels supported Healthy Start’s efforts by donating more than \$21,000 and attending the game to cheer on the doctors who were making a noise and making a difference to prevent infant mortality!



## COMMUNITY BREAKFAST HELD AT EWC

During Infant Mortality Awareness Month, a Community Breakfast hosted by the Healthy Start Coalition’s Black Infant Health Community Council was held to discuss social inequality and health disparities linked to race and gender. Dr. Fleda Mask Jackson, who was featured in the award-winning PBS series, *Unnatural Causes: Is Inequality Make Us Sick*, discussed that same question among members of the Jacksonville community. Dr. Jackson facilitated discussion regarding infant mortality and the issues surrounding the challenges black families and communities face in regards to community viability, jobs, income, housing and education. She urged everyone to do something individually, organizationally and institutionally to help reduce the number of babies who die each year before their first birthday.

## SAVING BABIES

### HEALTHY START SERVES 8,600 PREGNANT WOMEN & NEW FAMILIES IN 2010

Healthy Start provided case management and other education and support services to 5,700 pregnant women and 2,800 families with newborns in 2010 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; the Bridge of Northeast Florida; Gateway Community Services/Azalea Project; Healthy Mothers, Healthy Babies of North Florida; and Children’s Home Society. The Coalition allocated more than \$4.1 million in state and federal funding to these agencies to support staff and related expenses. A new Healthy Start “dashboard” was developed in 2010 to monitor agency performance and program outcomes. The dashboard, which is reviewed quarterly by the Coalition Board of Directors, tracks five key indicators which reflect the success of Healthy Start providers in engaging and serving at-risk pregnant women and families.

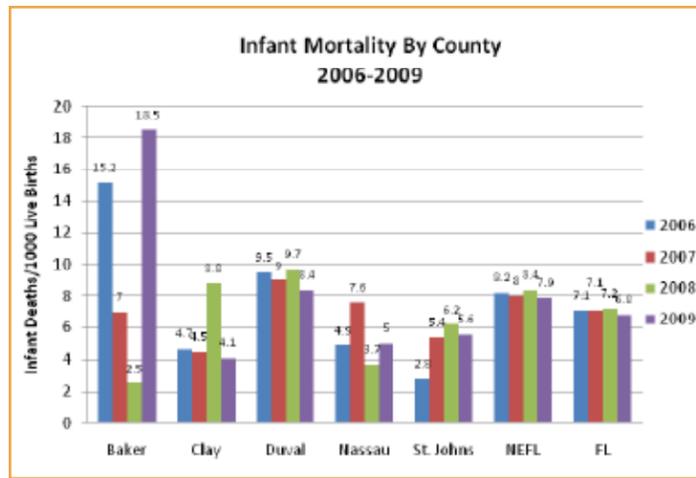


### HEALTHY START SCREENING IMPROVES

More pregnant women in Northeast Florida are being offered the Healthy Start screen and completing it at their prenatal visits as a result of targeted outreach efforts. Screening rates are up significantly in the region, jumping 11.9 percentage points between the 2008-2009 and 2009-2010 fiscal years. More women are consenting to complete the screen too — up three percent region wide from the prior year. This allows more women who qualify for the program or who are interested to have access to services.

Since 2009, the Coalition has visited targeted providers in Duval County on a regular basis. The screens are picked up and reviewed to ensure completeness and correct errors before they are processed by the county health departments. Technical assistance and education have been provided to assist office staff. Currently, 12 offices are visited on a weekly or biweekly basis.

	Screening Rate			Consent Rate		
	2008-09	2009-10	Difference	2008-09	2009-10	Difference
Baker	64.0%	79.6%	15.6	76.0%	88.7%	12.7
Clay	64.6%	71.8%	7.2	67.8%	77.3%	9.5
Duval	63.2%	76.4%	13.2	84.6%	83.2%	-1.4
Nassau	71.2%	76.3%	5.1	70.2%	77.9%	7.7
St. Johns	67.8%	78.8%	11	74.8%	82.5%	7.7
NEFL	64.2%	76.1%	11.9	80.2%	83.2%	3
FL	78.1%	83.5%	5.4	83.1%	86.6%	3.5



## BIRTH OUTCOMES IMPROVE IN 2009

Final 2009 infant mortality rates show continued improvement in birth outcomes in the region. The overall infant death rates decreased more than 10 percent between 2008 and 2009 (7.9 deaths per 1,000 live births compared to 8.9 deaths per 1,000). Outcomes improved for all racial groups. The region experienced a notable drop in sleep-related deaths which contributed to the overall decrease. Baker County experienced the only significant increase in deaths in the five-county area. Infant mortality rates also decreased statewide, dropping below seven deaths per 1,000 live births, the lowest level in a decade.



## CHARTRAND FOUNDATION ENSURES FIVE-YEARS CONTINUED FUNDING FOR AWARENESS CAMPAIGN

Impressed by the initial implementation of a community awareness campaign, the Chartrand Foundation approved funding for a five-year, dollar-for-dollar matching grant to continue the *Make a Noise! Make a Difference! Prevent Infant Mortality* initiative. The Foundation understood the importance of continuity for years to come to truly make a difference in the lives of Jacksonville's families and unborn babies. Matching funds for the initial year of Chartrand support were provided by the Community Foundation PI class and other donations. The ongoing effort includes large and small educational events for specific audiences, such as teens, fathers and older caregivers, as well as implementation of the newly developed *Make a Noise! Make a Difference! Intervention* which is based on the nationally-recognized Community Voice model. The Intervention trains community members to be Lay Health Advocates who are challenged to share what they've learned about infant mortality and how to prevent it with friends, family and other community residents. An evaluation of the *Make a Noise! Make a Difference!* campaign demonstrated its impact on awareness about infant mortality and its disproportionate impact on the Black community. A presentation on the campaign was featured at the 2010 annual meeting of CityMatCH in Chicago.

## SAVING BABIES

### MATERNAL HEALTH: KEY FACTOR IN FETAL, INFANT DEATHS

The mother's health prior to and during pregnancy remained the most frequent contributing factor identified in fetal and infant deaths reviewed using Fetal and Infant Mortality Review (FIMR) in 2005-2010. In nearly 70 percent of the cases reviewed, maternal health issues were identified as impacting poor birth outcomes. Family planning issues and preterm labor were cited as factors in more than half of all cases reviewed over the last five years. Late or no prenatal care, maternal infections and prematurity also impacted more than 40 percent of the cases examined through the FIMR process.

Using an approach developed by the American College of Obstetrics and Gynecology (ACOG), the FIMR Project abstracts information from birth, death, medical, hospital and autopsy records. Efforts are also made to interview the family. No information which identifies the family or medical providers is included on the abstraction form. Case summaries are developed and presented bimonthly to the Case Review Team (CRT). A multidisciplinary group of community, medical and social service professionals, the CRT examines each case to determine medical, social, financial and other issues that may have impacted the poor birth outcome. Recommendations for community action are crafted by the CRT each year based on review findings. These recommendations are shared with the Community Action Team (CAT), a group of volunteers working with at-risk families and other partner agencies in the region for implementation. FIMR recommendations in 2010 focused on promoting safe sleep practices, increasing awareness and understanding of risk factors that are developed over the life course, and increasing Healthy Start screening and referral.



MOST FREQUENTLY IDENTIFIED FACTORS	
<b>FIMR Case Reviews</b>	
Contributing Factor	% of Cases
General Health, Medical History of Mom	68%
Family Planning Issues	52%
Preterm Labor	51%
Maternal Infections other than STDs	47%
Late or No Prenatal Care	46%
Prematurity	44%
Life Course Issues	38%
History of Fetal, Infant Loss	36%
Substance Abuse	34%
Service Issues	30%

Source: July 2005-June 2010 FIMR Case Reviews (n= 144)  
Multiple factors may be present in individual cases.

## BUILDING COMMUNITIES

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

- |                                    |                                       |  |
|------------------------------------|---------------------------------------|--|
| Chartrand Foundation               | Rotary Club of South Jax              | Printing & Promotional Partners            |
| Feed the Children                  | Jacksonville Jaguars                  | Brooke Images                              |
| March of Dimes                     | O. Communications                     | Shands Jacksonville                        |
| Women's Giving Alliance            | United Way                            | WalMart                                    |
| Community Foundation               | St. Vincent's Health System           | U.S. Department of Health & Human Services |
| Eugene Monroe                      | Solantic                              | NCS Pearson                                |
| Centene Management Co., LLC        | Florida Department of Health          | George A. Koury, Inc.                      |
| Emily Smith Trust                  | Sunoptics                             | First Coast Oncology, PA                   |
| Al Emerick                         | Winn-Dixie                            | Wolfson Children's Hospital                |
| Phat Ryders                        | Shannon Miller                        | Baptist Medical Center                     |
| St. Luke's Episcopal Church        | Vandross Insurance                    | Regions Bank                               |
| City of Jacksonville               | Blue Cross, Blue Shield of Florida    | Publix                                     |
| Jacksonville Children's Commission | Florida Healthy Kids Corporation      |  |
| CJ Foundation                      | Rogers Towers                         |  |
| Ronald McDonald House Charities    | Magers & Associates                   |  |
| Jacksonville Suns                  | Jacksonville Transportation Authority |  |
- And more than 40 individual donors.*

## ST. JOHNS COUNTY INFANT MORTALITY TASK FORCE

Since the inception of the St. Johns Infant Mortality Task Force in March 2006, infant mortality— particularly among the non-white population — has decreased to some of the lowest levels in years. The Task Force most recently has chosen nutrition and safe sleep as its main focuses, based on the latest Fetal and Infant Mortality Review report. A nutrition subcommittee was formed and will develop recommendations to combat the poor birth outcomes associated with overweight and obesity in mothers. The Task Force also toured the WIC department’s farmer’s market and partnered with Slow Food First Coast to determine ways to bring local, healthy food to residents of St. Johns County.

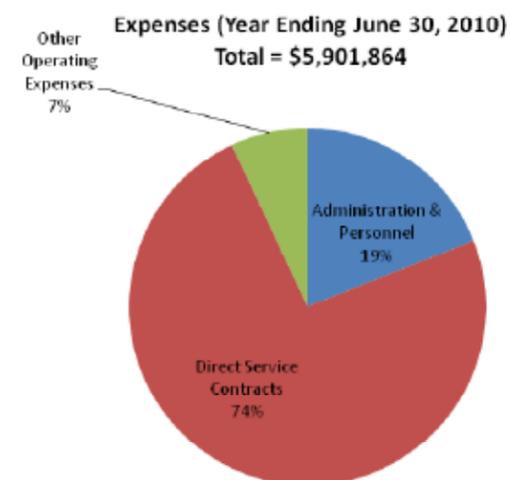
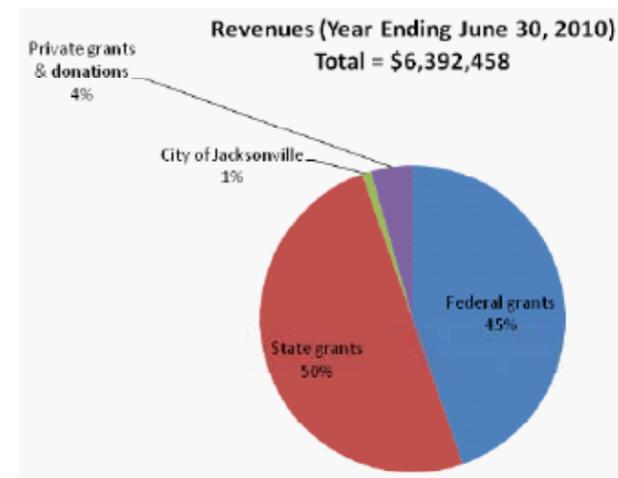
## HOTLL PROJECT ACHIEVES HEALTHY WEIGHTS, INCREASED EXERCISE

“Your Body, Your Temple,” a new project of the AME Ministers Alliance Hold Out the Lifeline initiative, successfully improved the health and well-being of women of childbearing age who participated in wellness groups organized by churches and other community organizations. Funded by the Florida Department of Health Closing the Gap program, the project achieved significant improvements in participants’ BMI, weight and hip sizes, as well as their knowledge of healthy eating and exercise. Nearly 50 people completed the 12-week intervention in 2009-2010, along with 12 weeks of ongoing support and preconception education. The Coalition provided staffing and administrative support for the project.

## BAKER COUNTY INFANT MORTALITY TASK FORCE

The Northeast Florida Healthy Start Coalition and the Healthy Baker, Inc. organized a community task force in Baker County this year to address the consistently high infant mortality rate and poor health outcomes of the county. The Baker County Infant Mortality Task Force is a new subcommittee of Healthy Baker and will pinpoint factors which may be amenable to intervention by the community, health care providers or Healthy Start; and develop specific community recommendations and an action plan based on a consensus of participants.

## NORTHEAST FLORIDA HEALTHY START COALITION



## JACKSONVILLE BIRTHING PROJECT

Launched in 2009 with funding from the Chartrand Foundation, the Jacksonville Birthing Project has been recognized nationally for its work in the community. The Birthing Project, adopted from the national model, Birthing Project USA, provides direction, emotional support and education to mothers enrolled in the program. The Project matches young pregnant black women to trained Sister Friends throughout the pregnancy and the baby’s first year of life. Sister Friends provide one-on-one support to pregnant women - Little Sisters - to help reduce Jacksonville’s high infant death rate. Targeted outreach has been done in the New Town Success Zone, where there are 70 births annually and more than 24 percent of those births were to teen mothers. The Jacksonville Birthing Project coordinator received the “Harriet Tubman Trail Blazer Award” for doing the critical work of co-creating a community organization to ensure babies are born as healthy as possible to mothers and families who are prepared to care for and nurture them. Twenty Little Sisters were served during the initial year of implementation, with more than 60 additional women participating in one-time community educational events.

## STRENGTHENING FAMILIES



## MARCH OF DIMES FUNDS HEALTHY START’S CAMELLIA PROJECT

In February 2010, Healthy Start was awarded a three-year March of Dimes grant to implement the Camellia Project focusing on families who have had a prior loss or baby in the Neonatal Intensive Care Unit (NICU). Launched in March, the goal of the Camellia Project is to improve the health behaviors and status of women living in rural parts of our region who have had a baby hospitalized in the NICU. The project will complement Duval County’s nationally-recognized preconception initiative, the Magnolia Project, which targets an inner-city African American population. The Camellia Project will provide initial support for mothers with babies in the NICU, facilitate post-partum health care, education and support through group activities and linkage to other needed services. The project aims to serve about 60 women annually.

## STRENGTHENING FAMILIES



### MAGNOLIA'S 10TH ANNIVERSARY GARDEN PARTY

The Magnolia Project celebrated its 10th anniversary and National Women's Health Check-up Month with a Garden Party Open House in May. Shannon Miller, Olympic gymnast, and Eugene Monroe, Jacksonville Jaguar, came to celebrate the day and show their support. Numerous elected officials, community leaders and families attended and committed their support through "pledge cards" to promote overall health and wellness. Diabetes, cholesterol, blood pressure, HIV and BMI checks were provided to those in attendance, along with healthy food and exciting give-a-ways! The Magnolia Project provided well-woman care, outreach and education, case management and support to more than 1,000 at-risk women in 2010. Support for the project is provided by the federal Healthy Start program.

### MAGNOLIA PARTICIPATES IN A "LEARNING COMMUNITY"

Magnolia Project staff joined teams from federal Healthy Start programs across the country in a national learning collaborative designed to promote preconception health. The Magnolia Project is working on a special initiative to address obesity among women of childbearing age (15-44 years old). During Phase I of the initiative, staff calculated and documented BMIs for 512 participants. The study showed that the average participant's BMI was 28.8, which is considered overweight. Thirty-nine percent were normal weight and 55 percent were obese or overweight. The Project has adopted a BMI protocol and pre- and post-tests have been designed. During Phase II, handouts were developed, education was given to women with a BMI over 25, staff promoted participation in the Magnolia Project community garden and partnered with the YMCA to promote physical exercise, along with many others steps.



### TEEN PREGNANCY TASK FORCE FORMS IN NORTHEAST FLORIDA

The Coalition formed a regional Teen Pregnancy Task Force in 2010 to address the high rate of teen births and repeat teen births in Northeast Florida. The Task Force will serve for one year to determine effective methods of prevention, particularly around repeat teen births.

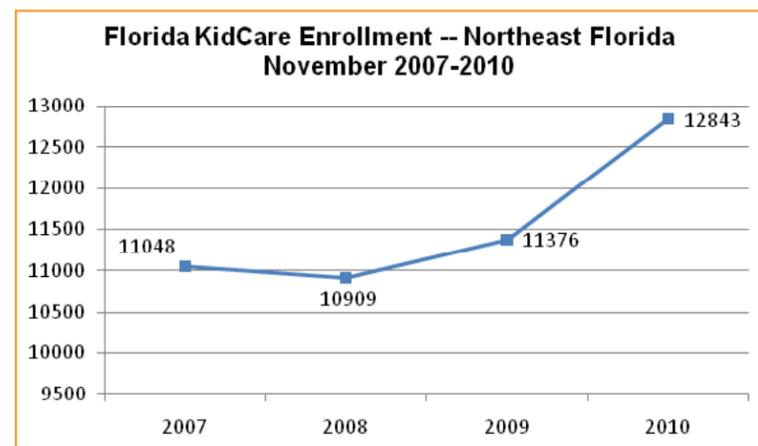
One of the first activities of the Task Force was to hold seven focus groups around the region with a diversity of teenagers, to find out their opinions on sexual behaviors, teen pregnancy, sex education and effective methods of prevention. About 67 teens from diverse backgrounds participated in the groups and four common themes were identified – peer pressure, the importance of family, self-esteem and the need for sex education.

In addition to hearing from teens themselves, the Task Force will also assess programs both locally and nationally; examine existing local services; determine areas for improvement; develop or emulate successful strategies and interventions; examine partnerships and possible expansion of Healthy Start services. Since nearly one out of five teens in Northeast Florida who has a baby will become pregnant again before leaving her teens, the Task Force will focus efforts on preventing repeat pregnancies and births. The Task Force will issue its final report and recommendations in Summer 2011.

## STRENGTHENING FAMILIES

## FLORIDA KIDCARE OUTREACH FUNDING RECEIVED

Efforts to enroll uninsured children in Northeast Florida in Florida KidCare were significantly expanded in 2010 thanks to more than \$80,000 in support from the Florida Healthy Kids Corporation, Ronald McDonald House Charities and the Jacksonville Children's Commission. The Florida Healthy Kids Corporation awarded the Coalition a \$26,000 grant to increase outreach efforts through the business community and expand local enrollment sites. The grant includes stipends for two outreach workers, who are serving as liaisons to the local chambers of commerce and staff community enrollment sites where families can apply for the program. The Jacksonville Children's Commission provided a \$35,000 local match for the grant which will be implemented through June, 2011. Ronald McDonald House Charities of Jacksonville awarded the Coalition \$20,000 for a grant ending in December 31, 2011. Under this grant, additional outreach staff will be hired to train emergency departments, urgent care centers, pediatrician offices and school health offices on how to enroll uninsured children into Florida KidCare. An outreach worker will also be available on the Ronald McDonald Care Van, which provides health care to students in Duval County. 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. Nearly 13,000 children in the region are currently enrolled in the program.



## PHILIP H. GILBERT AWARD GIVEN TO AN ENERGETIC & DEDICATED VOLUNTEER

Dedicated, passionate and giving are ways to describe 2010's Philip H. Gilbert Award for Outstanding Volunteer Service recipient. Dr. Steve Baker, a long time Board member and Chair of the Community Advocacy and Public Policy (CAPP) Committee, was awarded this plaque for his contributions to Healthy Start and the women and families served in Northeast Florida. Dr. Baker, a political science professor at Jacksonville University, annually organizes an advocacy trip to Tallahassee for students during Children's Week and leads local efforts to educate elected officials about the Healthy Start program. The Phil Gilbert Award was established in 2006 in memory of Philip H. Gilbert, founding chairman of the Coalition. Mr. Gilbert was a tireless advocate on behalf of women, children and families.



## AZALEA PROJECT SELECTED AS FEED THE CHILDREN SITE

This year, the Northeast Florida Healthy Start Coalition's Azalea Project was selected for a visit from the Feed the Children truck. Sponsored by Jacksonville-based, Sunoptic Technologies, the truck delivered more than 21,000 pounds of food and personal care items which was distributed to area families in need. Healthy Start, along with Healthy Start ambassador, Eugene Monroe, and other Jacksonville Jaguars players helped greet and disseminate to food to nearly 400 families. Feed the Children, recognized worldwide for its size and leadership in international hunger relief, arrived in Jacksonville this December in Springfield adjacent to the Azalea Project. The donation, valued at more than \$112,000, enabled families to receive three boxes of food, household and personal items.



## ST. LUKE'S EPISCOPAL CHURCH DONATES TO AZALEA

In honor of Mother's Day, St. Luke's Episcopal Church hosted a collection to provide funding for the women and babies who receive services at the Azalea Project. The partnership started in 2009 in response to an article in the Florida Times-Union regarding Healthy Start's fight against infant mortality and another year later, St. Luke's is still fighting with us!

## SUBSTANCE-ABUSE, HIV RISKS ADDRESSED BY AZALEA PROJECT

The Azalea Project successfully provided intensive case management, education and support to more than 180 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 54 high-risk women and 30 new families. Pregnant and postpartum substance-involved participants received more than 1,300 face-to-face contacts, including case management, group and individual education and support.

Additional prevention and support services were provided to more than 60 high-risk women of childbearing age with funding from the City of Jacksonville. These participants received more than 400 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 45 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 2010. Additional funding was provided to the Azalea Project in 2010 by the Women's Giving Alliance to support the neighborhood project site.



## PARENTING PILOT FUNDED

A new parent education program is being piloted in the New Town Success Zone with funding from Healthy Start and the Community Foundation of Jacksonville. Shands Jacksonville is implementing the program using a curriculum developed by the Jacksonville Children's Commission. Dubbed "Children's University," the pilot is a key component of the NTSZ initiative, an adaptation of the Harlem Children's Zone. Approximately 50 expectant and new parents will participate in the program over a nine-month period. The curriculum promotes healthy child development, early learning and positive discipline through parent-led discussion and interactive activities. The pilot will measure both short and long-term impact of the five week program on parents' knowledge and behavior.

## STRENGTHENING FAMILIES

### SAFE SLEEP TRAINING FOR WIC STAFF

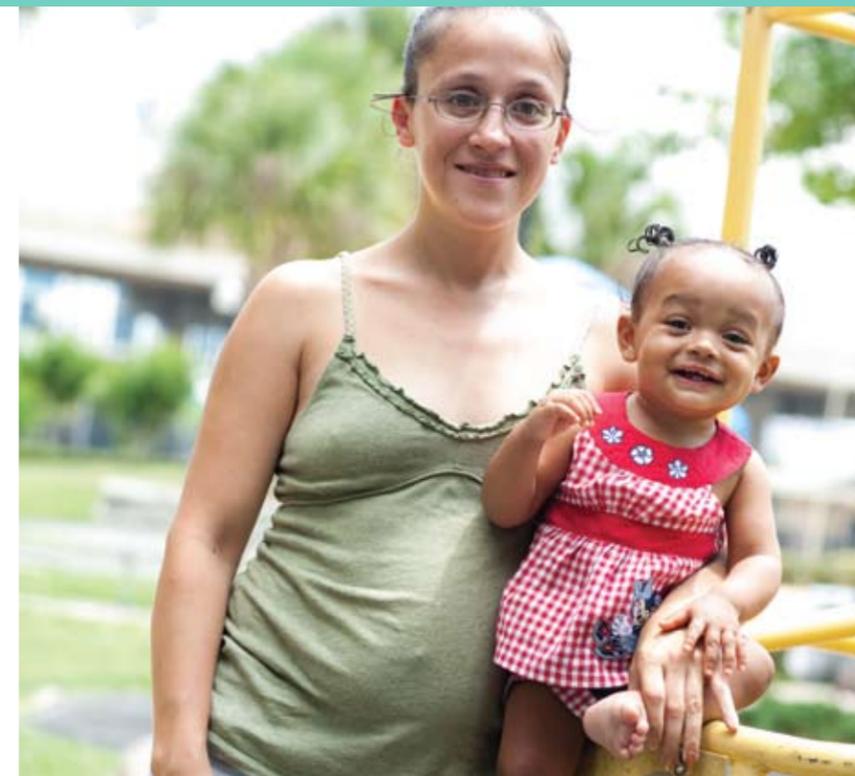
UNF nursing students implemented a special "train-the-trainer" program for WIC staff to promote safe sleep practices among expectant and new parents. The effort was designed to augment WIC staff's safe sleep knowledge and encourage them to disseminate information to clients. Five workshops were held throughout the five-county region to train all WIC staff members. The Coalition has a strong and longstanding relationship with the University of North Florida School of Nursing. The partnership allows students to work collaboratively with the Coalition to gain community knowledge surrounding maternal and child health. Four students researched the scope of the problem and current state of knowledge about the prevention of infant sleep-related deaths. The population at highest risk could be readily accessed through the WIC program, so students developed a workshop to prepare WIC staff to teach safe sleep practices to clients. The student-led project was featured at the annual meeting of the American Association of Colleges of Nursing.

### WOMEN ASSESS COMMUNITY THROUGH PHOTOVOICE

A unique community assessment project that uses photography by local residents to document neighborhood strengths and challenges was initiated in 2010 as part of the New Town Success Zone (NTSZ) initiative. Eight women were provided cameras to capture and record their opinions and experiences - through photography and stories - living in New Town and raising children 0-5 years old. PhotoVoice, the methodology for this initiative, is a grassroots process in which photography is used by regular citizens to promote social action in their community. The New Town Success Zone is an effort by the Jacksonville Children's Commission to replicate the Harlem Children's Zone, a neighborhood based strategy that offers a comprehensive array of services to at-risk children and their families. The Healthy Start Coalition is serving as the organizational home for the PhotoVoice project, a collaboration between the NTSZ Early Childhood Subcommittee and the Mayor's Commission on the Status of Women. Participants have been paired with mentors who are assisting with framing discussion and identifying potential action. Support for the project has been provided by the Chartrand Foundation and the Women's Giving Alliance.

### BOOTCAMP FOR NEW DADS EXPANDS TO ST. JOHNS COUNTY

Flagler Hospital in St. Johns County began offering the Boot Camp for New Dads program in 2010. The hospital worked with the Coalition to recruit and train veteran dads and organize classes for new fathers. Boot Camp for New Dads is a unique childbirth education program offered by dads to dads. It uses a nationally-recognized curriculum and material and has been implemented at a variety of community and hospital sites, including Shands Jacksonville and the Schell-Sweet Center.



### MOMCARE LINKS PREGNANT WOMEN WITH PRENATAL CARE

More than 15,000 pregnant women received health insurance and assistance in obtaining prenatal care in 2010 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. A new partnership was forged in 2010 with the Early Learning Coalition of Duval County to distribute information about child care and voluntary preschool programs to all MomCare participants. This information is included in a packet of educational material mailed to each participant prior to delivery.

### NORTH FLORIDA HEALTH CORPS - AMERICORPS PARTNERSHIP

Since 2005, the Coalition has been able to expand and create new initiatives through a partnership with the North Florida Health Corps AmeriCorps program. NFHC AmeriCorps members serve 46 weeks in health care or public health settings throughout the First Coast, fulfilling unmet health care needs and decreasing disparities. This year, at the Coalition, they are continuing to improve the health of mothers and babies.

In 2010, utilizing the AmeriCorps members, the Coalition was able to greatly expand provider outreach, ensuring doctors' offices and hospitals in the five-county area are screening pregnant women and infants and appropriately referring high-risk clients into the Healthy Start program. The members also went out into the community to complete self-referrals with women who were uninsured, had not started prenatal care and/or were unsure how to access community resources. As a result, more than 100 women have been entered into Healthy Start and received services.

AmeriCorps members will also be responsible for implementing the new *Make a Noise! Make a Difference!* intervention for Lay Health Advocates through a new partnership with the UNF Florida Education Institute's parent support program at Woodland Acres Elementary in Jacksonville.