***2013-14 Action Plan: Summary***

|  | **Issue** | **Program Strategies** |
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| **Infancy** | **Infant mortality rates** in northeast Florida exceed state, national rates. | * Increase Healthy Start infant screening rates, initial contacts, delivery of intensive, face-to-face case management and related risk reduction services through Healthy Start. * Continue NFP implementation targeting first-time mothers. * Provide training on core competencies, social determinants, life course to case managers, partner agency staff. * Strengthen and expand fatherhood initiatives, including BREACH partnership. * Expand services to Hispanic population. |
|  | **Infant mortality rates for blacks and babies of other races** is twice as high as the rates for white babies. | * Ensure high-risk prenatal participants are transitioned to postpartum services. * Continue implementation of social marketing campaign to increase awareness of black infant mortality and behavioral risks. * Expand community advocacy and engagement activities (Grassroots Leadership Academy; lay health worker training, PPE). * Develop community Leadership Council through Magnolia Project. |
|  | **Postneonatal mortality** (28-365 days) is higher than state and national rates. | * Partner with WCH Child Advocacy Center to create an organizational home Safe Sleep Partnership and related awareness efforts to address SIDS and other sleep-related deaths. * Distribute safe sleep material to prenatal care providers through outreach activities. |
|  | **Low birth weight** rates exceed state and national rates. | * Identify and pilot evidence-based smoking cessation program through HS home visiting and care coordination. * Provide interconceptional services to high-risk mothers. * Promote sustainability of the Camellia Project by training to area hospitals on program model. * Promote enrollment in health insurance options available under the Affordable Care Act through Healthy Start, MomCare. |
| **Childhood & Adolescence** | Too many **children** are **overweigh**t or at-risk of being over-weight. | * Promote and encourage efforts by area hospitals to secure designation as Baby Friendly Hospitals. * Partner with Childhood Obesity Coalition to increase breastfeeding initiation and duration focusing on child care centers and worksites. |
|  | The **teen STD/HIV rate** in the region exceeds state and national rates. | * Collaborate with Duval CHD, other groups to implement social media strategies (S.H.A.R.E) * Continue implementation of 4ME Teen Health Project in partnership with low-income housing communities and other community partners (PREP grant). * Implement mini-grants to teen-serving agencies to address Teen Pregnancy Prevention Plan recommendations. |
|  | **Repeat births** to teens are increasing. | * Identify and pilot, based on availability of funding, an evidence-based intervention through Healthy Start aimed at reducing repeat teen pregnancies. * Implement NFP in high-risk communities. |
| **Preconception** | Women age 15-44 do not regularly consume a **multivitamin** containing **folic acid.** | * Increase interconception education and counseling provided to postpartum HS participants on key behaviors, including daily folate consumption. * Continue implementation of Show Your Love preconception campaign. * Implement Preconception Peer Educator (PPE) program targeting college-age women. |
|  | Too many women age 15-44 use **tobacco**. | * Pilot evidence-based smoking cessation program (SCRIPT) in St. Johns County through HS home visiting and care coordination provided to families of infants enrolled in HS. |
|  | **STD/HIV rates** among women of childbearing age are increasing in the region. | * + Increase integration of STD/HIV treatment and family planning services. |
|  | Too many women are **overweight or obese** prior to pregnancy. | * Provide interconception care and risk reduction services to women who are overweight or obese through Healthy Start, WIC. |
|  | More than one fourth of women have **interpregnancy intervals of less than 18 months**. | * Promote participation of women enrolled in Healthy Start, Healthy Families, MomCare and other programs in family planning Medicaid waiver. * Stress importance of baby spacing in Healthy Start case management activities. |
| **Pregnancy & Childbirth** | Women delivering with **late or no prenatal care** has increased significantly in the region. | * + Promote simplified Medicaid enrollment process for pregnant women. |
|  | Too many women use **tobacco** while they are pregnant. | * Pilot evidence-based smoking cessation program (SCRIPT) in St. Johns County through HS home visiting and care coordination provided to families of infants enrolled in HS. |
|  | **Maternal mortality** in the region exceeds state rates and is increasing. | * Continue interconceptional case management and risk reduction services for high-risk mothers. * Promote enrollment in health insurance options available under the Affordable Care Act through Healthy Start, MomCare. |
|  | **Single motherhood** is increasing in the region among all groups. | * Integrate life course perspective into all programs. |
|  | **Infant mortality rates** in northeast Florida exceed state, national rates. | * Provide support for local infant mortality task forces (St. Johns, Baker, Nassau) * Implement targeted initiatives for high-risk mothers (Magnolia, Azalea, ~~Camellia,~~ NFP) |