



HEALTHY START

Northeast Florida Healthy Start Coalition, Inc.

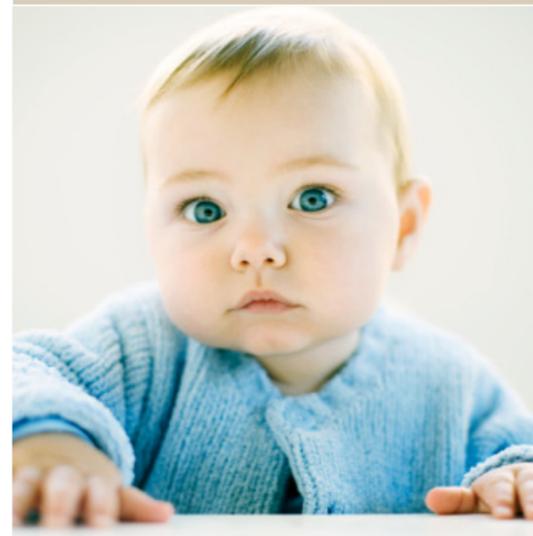
saving babies. strengthening families. building communities.

644 Cesery Boulevard, Suite 210, Jacksonville, Florida 32211
P. 904.723.5422 | F. 904.723.5433 | www.nefhealthystart.org



NORTHEAST FLORIDA HEALTHY START COALITION, INC.

2009 annual report



saving babies. strengthening families. building communities.



LETTER FROM THE HEALTHY START COALITION

Dear Friends of Mothers, Babies and Families in Northeast Florida:

Make a Noise! Make a Difference! That was our charge in 2009, an important year of service, awareness and friend-raising activities for the Coalition.

Despite a tight budget year, the Florida Legislature recognized the importance of investing in the state's youngest residents and retained most of the funding for Healthy Start. This support enabled our local providers to serve more than 10,000 expectant and new families during the year. Additional care coordination was provided to more than 14,000 pregnant women covered by Medicaid through the MomCare program. The Magnolia and Azalea Projects served those most at-risk, providing critical care before and between pregnancies. Fathers received expanded focus through new community initiatives. These, along with the activities and services provided by many partner organizations, helped to keep our infant mortality rates stable despite hard economic times.

Community awareness activities reached new levels in 2009 with the implementation of a social marketing campaign that brought attention to the impact of infant mortality and strategies to reduce the number of babies who die before reaching their first birthdays. We are grateful to the Young Philanthropists at the Community Foundation for funding this effort, and all of the volunteers who joined us in implementing the many successful campaign activities.

Work in developing our five-year service delivery plan underscored the challenges ahead of us. We now know pregnancy is too late to impact many birth outcomes — we must impact the life course and all of its health and social dimensions to improve the health of our babies. This understanding has increased our focus on collaboration and partnerships. We appreciate and value all of the organizations, agencies, funders and committed individuals who joined us in working to achieve our mission of saving babies, strengthening families and building communities.

Together, we made a noise, we made a difference. We're eager to be even louder in 2010 for our babies and families. With your support, we know we can do just that!

Carol Brady
Executive Director

Karen Wolfson
Chair, 2009

2009 COALITION MEMBERSHIP & STAFF

| | | | |
|---------------------------|-----------------------------|-------------------|-----------------------|
| Karen Wolfson, Chair * | Joy Burgess, RN, MSN * | Robert Harmon, MD | Jan Morse * |
| Jay Millson, Vice-Chair * | Deborah Campbell | Mark Hartley | Mary von Mohr |
| Linda Asay, Secretary * | Meredith Chartrand Frisch * | Rosa Haslip | Elizabeth Muller |
| Bob Cook, Treasurer * | Thomas Chiu, MD * | Jan Holder | Sue Murphy |
| Dawn Allicock, MD | Rev. Alton Coles * | Heather Huffman | Alice Poe, PhD |
| Stephen Baker, PhD * | Hon. Pauline Drake | Judy Lanham | Mary Randall |
| Latarsha Bethea * | Kym Seavey Dunton, RN | George S. Lewis * | Rev. Tom Rodgers * |
| Rodney Brown * | Lisa Duncan | Kathy Mankinen * | Joann Telfair |
| Thomas Bryant III | Dawn Emerick, Ed | Carmen Mantay | Martha Valdes-Pellino |
| Sherry Buchman, RN | Jeffrey Goldhagen, MD | Elizabeth Means | Sally Weerts, PhD |
| | Jackie Gray | Nancy Mills | |

* Board of Directors

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

AZALEA PROJECT

Faye Johnson, Director
Michelle Clark, Case Manager
Tonya Jarrell, Outreach Specialist

MAGNOLIA PROJECT

Rhonda Johnson, MBA, Director
Marsha Davis, Community Development Coordinator
Jenetha Denmark, Community Outreach
Vanessa Jefferson, Case Manager
Alicia King, Women's Intervention Specialist
Anna Matthews, Case Manager
Ashley Morris, Community Outreach Specialist
Trina Williams, Case Manager

MOMCARE

Janet Boyer, MomCare Advisor
Kim Campbell, MomCare Advisor
Terri Gibson, MomCare Advisor
Lisa Miller, MomCare Advisor
Elaine Weaver, MomCare Advisor

HOLD OUT THE LIFELINE

Karen Smithson, Program Manager
Ruth Carter, Program Assistant

CONSULTANTS

Mickee Brown, Black Infant Health Community Council
Charlotte Clark-Rowe, Birthing Project
Charisse Fox, AmeriCorps Member
Laurie Lee, RN, FIMR Coordinator
Lisa Pelle, QI Consultant
Nancy Perrone, QI Consultant
Katelyn Vonfeldt, AmeriCorps Member





COLOR OUR WORLD | COLOR OUR FUTURE RECEPTION

With the support of the federal Office of Minority Health and their “A Healthy Baby Begins With You” spokeswoman, Tonya Lewis Lee, the Color Our World | Color Our Future Reception was a huge success. More than 100 community leaders attended the event hosted by Wolfson Children’s Hospital and held on the “Children’s Walk” in September. The event was Healthy Start’s initial launch of National Infant Mortality Awareness Month, which brought judges, doctors, nurses, nonprofit leaders, church leaders, social organization volunteers and many others out to honor the nearly 130 babies who die before their first birthday every year.

The national “A Healthy Baby Begins With You” campaign is led by Ms. Lewis Lee, mother, attorney and wife of director Spike Lee. She was available to talk about her experiences traveling the country to raise awareness and reduce infant mortality.

FAMILY REUNION FOR OUR FUTURE HEALTH FAIR

Got noise? We did at the Family Reunion for Our Future Festival in September at Edward Waters College! The Family Reunion was held to sound the alarm about the number of infants who die before their first birthday in Jacksonville. Area leaders, city officials, health advocates, community citizens, along with Andrew Jackson High School’s drumline, participated in a Pink & Blue Parade pushing 75 empty strollers down Kings Road in honor of the 75 African American babies who died in 2008 before their first birthday.

During the Health Fair, family members visited “zones” that were tailored to specific age groups, gender and interests. Mommy & Me, Men Matter, Color Our World and many other “zones” gave away free materials to educate the community about the importance of healthy behaviors and its impact on Jacksonville’s infant mortality rate. Free food and amazing prizes were given to the nearly 300 people who attended the event.

WALK FOR AWARENESS & HEALTH FAIR

The Walk for Awareness culminated Healthy Start’s Infant Mortality Awareness Month activities. The walk, followed by a health fair, drew more than 170 people in September to A. Philip Randolph Park and raised more than \$1,100. Of those 170 people, 67 walked in honor of the many lives that have been lost before reaching their first birthday. The walk, supported by the Buffalo Soldiers, went through a neighborhood that is disproportionately affected by infant mortality. It was a powerful way to raise awareness about the factors that contribute to our high infant mortality rate. Crime, poverty, access to health care, among many other causes, are key contributing factors to birth outcomes, with a mother’s health prior to pregnancy being the leading risk factor.

SEPTEMBER: NATIONAL INFANT MORTALITY AWARENESS MONTH



NEW APPROACH: 2009-2014 SERVICE DELIVERY PLAN

A new and innovative Healthy Start Service Delivery Plan was adopted by the Coalition and approved by the Florida Department of Health. The 2009-2014 Plan provides an assessment of community maternal/child health and health care needs and will guide the allocation of Healthy Start service dollars. The plan uses a life-course model, which was designed by researcher Michael Lu, MD. Four life-course stages were examined: infancy; childhood and adolescence; preconception; and pregnancy and child birth. Over the next five years, more than 15 goals and strategies will be addressed. The new plan is posted at www.nefhealthystart.org.



2 | NEFL Healthy Start Coalition 2009



SLIGHT RISE IN 2008 INFANT MORTALITY RATES

With a slight rise in infant mortality rates, the Healthy Start Coalition continued efforts to combat the issue plaguing our community. The 2009 Fetal & Infant Mortality Review (FIMR) data was released in October with the latest statistics on Northeast Florida's rates. The project gathers and reviews detailed information to gain a better understanding of the fetal and infant deaths in Baker, Clay, Duval, Nassau and St. Johns counties.

The FIMR report showed a slight increase from eight deaths per 1,000 live births to 8.4 deaths per 1,000 live births in 2008. Northeast Florida continues to exceed the state rate of 7.2 deaths per 1,000 live births. Rates ranged from 9.7 deaths per 1,000 live births in Duval County to 2.5 deaths per 1,000 live births in Baker County.

There were 166 infant deaths in Northeast Florida, which equals more than eight classes of children who will not start kindergarten in five years. There is a two-fold gap between black and white outcomes. More than six white babies per 1,000 live births died before their first birthday compared to 12 black babies in Northeast Florida. The FIMR Report is posted at www.nefhealthystart.org.

SAVING BABIES



HEALTHY START SERVES 10,000 MOTHERS, BABIES IN 2009

Healthy Start provided case management and other education and support services to 5,100 pregnant women and 5,400 families with newborns in 2009 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 Coalition of North Florida and Children's Home Society.

Participants are referred to the program as a result of Healthy Start screening offered by prenatal providers and hospitals following delivery. The five-county area had a prenatal screening rate of 64 percent in 2009, while 73 percent of newborns were screened for the program. A new prenatal screening form was introduced by the state in 2008 with a goal of increasing screening rates statewide. The Coalition, along with lead agencies in each county, promotes screening through provider outreach.



JACKSONVILLE BIRTHING PROJECT LAUNCHED

As the only national African American maternal child health program, Birthing Project USA's goal is to ensure every baby has a healthy start in life by providing direction, emotional support and education to their mothers. The Jacksonville Birthing Project, funded by the Chartrand Foundation, was launched for high-risk mothers who live in the New Town Success Zone area.

"Sister Friends" provide one-on-one support to their "Sisters", standing as the link between the women who needs services and the personal and political barriers that are set in place. Support systems are critical to the health of the mother and unborn child.

BUILDING COMMUNITIES



GRANNY SAID

Granny Said, hosted by the Black Infant Health Community Council in December, was a workshop for grandmothers who stand as the gatekeeper and strong role model for children in our community.

Fifteen grandmothers and one grandfather joined the Black Infant Health Community Council members for an information session on infant mortality, safe sleep for babies and the importance of being strong and understanding role models for not only their children but others in need.

FATHER-BASED OUTREACH EVENT: BARBERS FOR BABIES

Men took a stand against infant mortality in a Barbers for Babies event hosted at The Cut Above Barber Shop in August. More than 12 barbers participated in a workshop to learn about the social and health-related determinants of infant mortality and the importance of being a responsible father.

Barbers for Babies drew a crowd of more than 200 men, women and children. Free food, drinks, music, games, gift bags and haircuts were given out at the awareness event hosted by the Black Infant Health Community Council.

Men and their families learned about the importance of their involvement in their children's lives and the effect it has on an entire family if they are not positively supporting the mother and baby. In 2008, more than 40 percent of all births in Northeast Florida were to single mothers, while nearly half of all pregnancies were unintended. Fathers have a direct and measurable impact on child development, educational attainment, delinquency and the financial stability of a household.

CHAT & CHEW

Families talked about infant mortality and its impact on families at two community Chat & Chew events hosted at Brentwood Lakes Apartments and Cleveland Arms Apartments in September. With their support, nearly 70 people participated in a frank discussion about infant mortality, the root causes, its impact on the Jacksonville community and ways to help prevent it from happening. Participants of all ages took part in the discussion facilitated by Magnolia Project staff and Black Infant Health Community Council members.

At the events, a baby casket was displayed to demonstrate that infant mortality does exist within our community. It was a harsh reality for the participants that too many babies are dying each year.

TEEN TALK: INFANT MORTALITY

Bowling and fun were the way to engage teenagers at the Teen Talk: Infant Mortality events in November and December. Teens were recruited through the housing complexes, schools and businesses in the targeted zip codes. Free bowling, shoes, pizza and drinks for the teens took place at the educational event about infant mortality. Four questions were asked about infant mortality and a short discussion about each topic was addressed.

Teens from 11 to 19 years old, addressed important questions like what is infant mortality and is there something you can do about it. Black Infant Health Community Council members were there to give correct answers and good advice!

2009 BLACK INFANT HEALTH COMMUNITY COUNCIL

After a busy year with the grassroots social marketing campaign, the Black Infant Health Community Council (BIHCC) still continues its dedication to raising awareness about infant mortality among the African American population in Duval County.

In January 2008, House Bill 1269 created the Black Infant Health Practice Initiative to determine the medical and social factors contributing to elevated rates of infant death among black babies in Florida. Duval County was one of eight counties that participated in the initiative. As a result of the initiative, the BIHCC was created to increase community knowledge about factors that contribute to black infant death and promote community action to improve the health of black infants and women of childbearing age in Duval County.

The BIHCC received a \$70,000 grant from the Community Foundation's Philanthropic Initiative Class of 2008 to implement a grassroots community education and social marketing campaign to address infant mortality. The initiative brought together young philanthropists for a year to study the history and purpose of giving. Each participant contributed \$2,500 to a grant pool, which was matched by the Community Foundation.

With the grant, O. Communication & Armstrong Design Group were hired to brand infant mortality and create a buzz in our community to educate and reduce the number of babies who die before their first birthday in Duval County, especially in the high-risk area of Health Zone 1.



BUILDING COMMUNITIES

YOUR SUPPORT MADE A DIFFERENCE

The Coalition appreciates and values the support provided by the following organizations for its programs and services to reduce infant mortality and promote healthy child development:

- | | |
|--|-------------------------|
| Florida Department of Health | City of Jacksonville |
| Florida Medicaid Program | Pearson |
| U.S. Department of Health & Human Services | O. Communications |
| Community Foundation (Young Philanthropists) | Women's Giving Alliance |
| Wolfson Children's Hospital | Chartrand Foundation |
| CJ Foundation for the Prevention of SIDS | Winn-Dixie |
| St. Vincent's Medical Center | Winn-Dixie Baby Club |
| Armstrong Design Group | Johnson Family YMCA |
| Historic Mt. Zion AME Church | Daily Billboard |
| Jacksonville Children's Commission | Edward Waters College |
| Blue Cross Blue Shield of Florida | Regions Bank |
| Jacksonville Transportation Authority | DuBow Family Foundation |



YEAR OF PARTNERSHIPS & FUNDRAISING

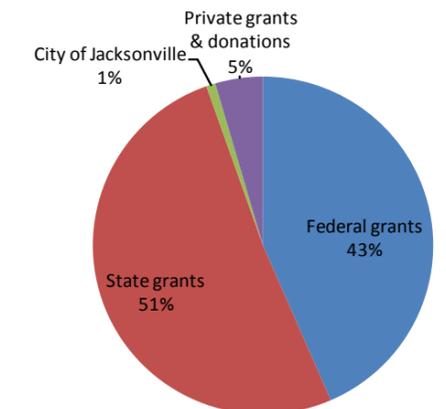
With wonderful partners and donors, the Healthy Start Coalition launched its first fundraising campaign, Loving Mom Mother's Day Campaign. The Coalition wanted to honor its mothers and raised \$5,000 for the Azalea Project. The funding was used to meet the basic needs of our participants who enter project services in crisis. With support from the Healthy Start Coalition and many other donors, like the DuBow Family Foundation, our first fundraising campaign was a success.

The University of North Florida dedicates many of its resources to the Healthy Start Coalition and this year, we welcomed a new partnership with the UNF College of Business. Holiday cheer was brought to Healthy Start families by the UNF student business clubs. A 2009 Holiday Charity Party was hosted in December for more than 175 students, faculty and others. Gifts were donated in lieu of ticket sales to the party filled with food, games, music and fun!

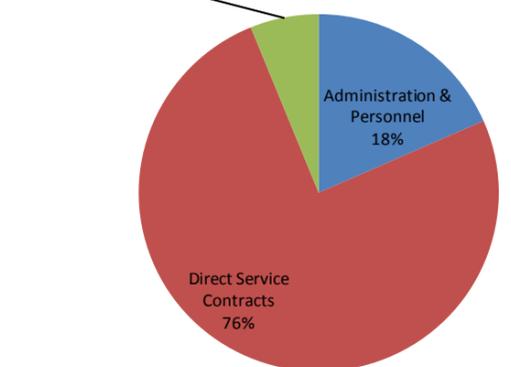
The Coalition continued its strong partnership with the AME Ministers Alliance and its Hold-Out the Lifeline Project (HOTLL), which is funded by the state Closing the Gap Initiative. HOTLL has worked to promote safe sleep through its faith-based network and has shifted its focus to addressing healthy weights and physical activity among African American women of childbearing age in Jacksonville. The Coalition serves as fiscal agent and employs staff for the project.

Northeast Florida Healthy Start Coalition, Inc.

Revenues (Year Ending June 30, 2009)
Total = \$6,175,044



Expenses (Year Ending June 30, 2009)
Total = \$6,099,963





HEALTHY START'S FATHERHOOD INITIATIVE BROADENED IN 2009

Healthy Start revitalized Boot Camp for New Dads this year with trainings to help create better fathers for families and communities that need them. The nationally acclaimed program prepares men to be dads in all respects beginning with holding and comforting a real baby. The curriculum deals with a broad range of issues including bonding, work hours, forming a parenting team and safety. Boot Camp is held at Shands Jacksonville, was introduced in surrounding counties and will be launched at Edward Waters College in 2010.

With the focus on fathers in 2009, trainings and activities were held in all five counties, Baker, Clay, Duval, Nassau and St. Johns, served by the Coalition.

Fatherhood initiatives broadened in 2009 with programs like Real Dad Real Man and Mom as Gateway. Real Dad Real Man continued to recognize fathers who did an outstanding job at being a role model for not only their children but others who needed guidance. This year, Torrey Manning and Oves Baker were nominated by friends and family for their work in the community and the impact they are making in the lives of their children. Plaques are given to the fathers to show the importance of responsible men, dads and mentors in our community.

The newest initiative, Mom as Gateway, helps break down barriers between mothers and fathers and helps facilitate discussion and efforts towards co-parenting. Mothers are a key factor for getting fathers involved. When both parents can effectively co-parent together, their children benefit greatly.



NEW COORDINATORS IN CLAY & ST. JOHNS

The Healthy Start programs in Clay and St. Johns counties welcomed new coordinators in 2009. Patricia Austin assumed program leadership in Clay County, and Elaine Mathews was named director in St. Johns County.

Both coordinators have impressive experience implementing and managing maternal and child health services, and are strongly committed to improving the health of mothers and babies in their communities. The new coordinators are employed by the local county health departments which serve as lead agencies for the Healthy Start program.

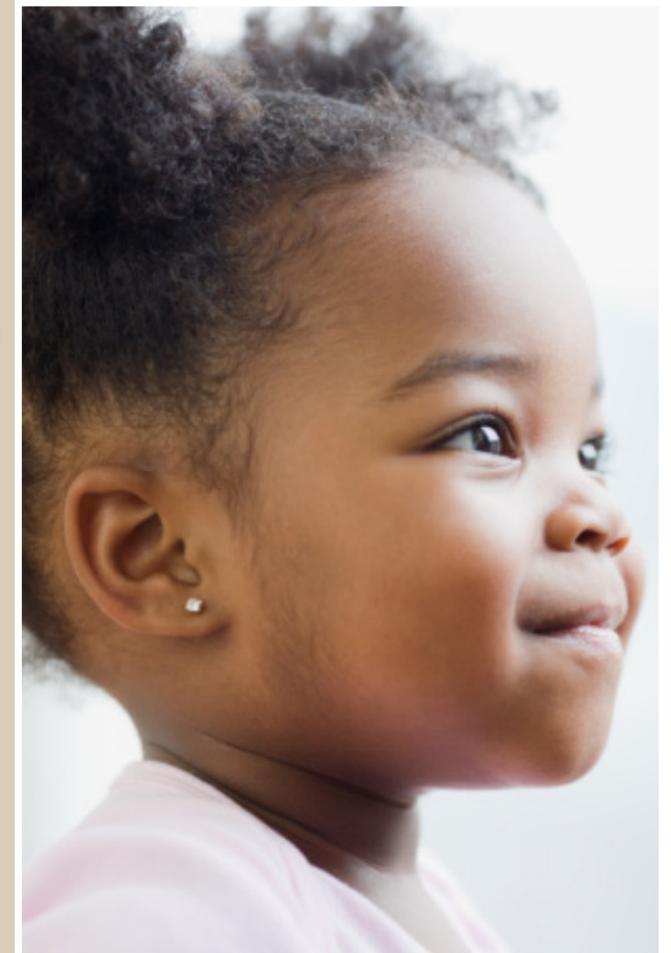
STRENGTHENING FAMILIES

KIDCARE CONTINUES TO ENROLL CHILDREN IN NEFL

Funding for Florida KidCare and other state children's health insurance programs was renewed on the federal level in February 2009 by the Children's Health Insurance Program Reauthorization Act. On the state level, new administrative simplifications were passed to make it easier for families to enroll their children into the program.

As a result of these changes and local outreach efforts, funded by the Jacksonville Children's Commission, Wolfson Children's Hospital and St. Vincent's Medical Center, enrollment in the five-county Northeast Florida region increased to 11,752 children. Outreach staff attended over 100 health fairs, community events and presentations. In addition to one-on-one assistance with families, outreach efforts were also targeted towards retaining families already enrolled in Florida KidCare by utilizing community partners.

The Coalition was recognized for its outreach efforts in the July 2009 publication "Florida KidCare Innovations." The report is produced by the Florida Covering Kids and Families project at the University of South Florida and highlights innovative outreach for the state children's health insurance program. In the summer of 2008, faced with the end of state outreach funding, the Coalition successfully trained and provided outreach materials to staff for 14 of the 18 Jacksonville City Council members.



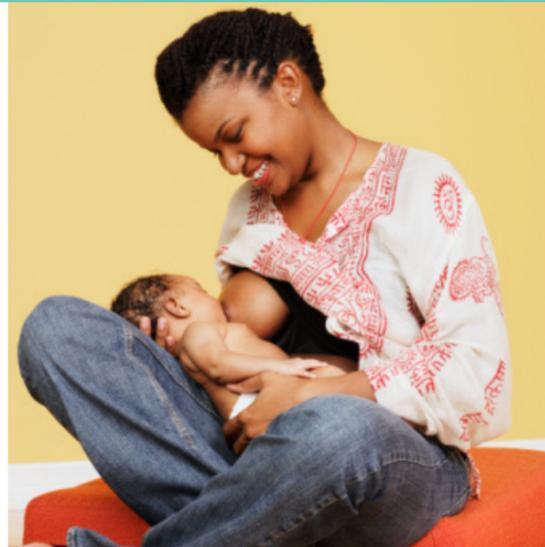


NEW INITIATIVES COME FROM THE ST. JOHNS COUNTY INFANT MORTALITY TASK FORCE IN 2009

The St. Johns Infant Mortality Task Force, created in 2006, continues to provide coordinated community outreach to increase awareness about the effects of domestic violence, smoking, prenatal care and baby spacing on pregnancy and babies' health.

In November, the Task Force successfully organized the county's first Safe Sleep Sunday. Almost one quarter of all infant deaths in St. Johns County are sleep-related. The Task Force committed to holding Safe Sleep Sunday to engage the faith-based community in reducing these largely preventable deaths. The faith-based community has been recognized as not only a source of spiritual support and guidance, but also in many communities as an agent for education and change.

The Westside Wildflower Clinic in West Augustine was born out of collaboration between Task Force agencies in 2007, but had many changes in 2009. Good Samaritan runs the clinic, which is now in a new building that opened in December across from New Mt. Moriah Christian Ministry under the name The Wildflower Clinic. The Clinic offers new, expanded medical and dental services and a new focus on "Healthy Lifestyles."



STRENGTHENING FAMILIES

SUBSTANCE-ABUSE AND HIV RISKS ADDRESSED BY AZALEA PROJECT

The Azalea Project successfully provided intensive case management, education and support to more than 150 pregnant and preconceptional substance-involved women during 2009, reducing their risk of HIV and poor birth outcomes.

Healthy Start case managers, provided by Gateway Community Services, served nearly 100 high-risk women. Pregnant and postpartum substance-involved participants received more than 3,400 services, including case management, group and individual education and support. Additional prevention and support services were provided to 60 high-risk women of childbearing age with funding from the City of Jacksonville. These participants received more than 650 face-to-face encounters during project enrollment and resolved more than 80 percent of risks associated with substance use and HIV transmission at closure. The Azalea Project was awarded two-year funding from the Justice Action Grant (JAG) through the City of Jacksonville to serve court-ordered women of reproductive age beginning in 2010. Additional funding was provided to the Azalea Project in 2009 by the Women's Giving Alliance to support community outreach and participant engagement.



EDUCATION & FUN WITH AZALEA PROJECT PARTICIPANTS & THEIR FAMILIES

Each year, the Azalea Project recognizes their participants in a Mother's Day event and Holiday Party. Participants and their families are welcome to spend an afternoon in a safe and fun environment. The Project provides "Azalea Bucks" as incentives for the women to complete certain milestones like obtaining housing, completing their GED, attending all prenatal appointments, plus many others. These incentives buy donated items like cleaning supplies, items for their children and personal hygiene products. The staff's support and mentorship has greatly increased the women's chances of having a healthy baby. The women are treated to a day of relaxation and education to encourage and empower them to believe in themselves and strive for a safe and healthy environment for their families.



STRENGTHENING FAMILIES

FAMILIES TOUCHED BY SAFE SLEEP MESSAGE THROUGHOUT NORTHEAST FLORIDA

Sudden Infant Death Syndrome (SIDS) and other sleep-related deaths are a leading cause of infant mortality in the region after the first month of life. Many of these deaths are preventable, so in 2006 the Northeast Florida Safe Sleep Partnership was created to educate the community about safe sleep behaviors for infants. In 2009, the Coalition and Partnership completed a one-year outreach project funded by the CJ Foundation. The project included a media campaign, distribution of material, including magnets and brochures, training of child serving agency and related staff, training of maternity care nurses and outreach in non-traditional venues, such as beauty salons and churches.

With a loss of funding for the Partnership, the Coalition has built a strong partnership with the University of North Florida's College of Nursing, which has taken an active role in updating safe sleep materials and providing community and professional training throughout the region.

In 2009, the UNF nursing students conducted many trainings throughout the community. In December, the Duval County Health Department's Community Nutrition Services division, which consists of more than 100 people, was trained on the risk factors, research and best practices for safe sleep. The students will continue work within the community and professional groups to raise awareness about safe sleep for babies in hopes of reducing Northeast Florida's infant mortality rates.

STRENGTHENING FAMILIES

MAGNOLIA PROJECT IMPACTS HEALTH OF AT-RISK WOMEN

More than 2,000 at-risk women received clinical care, case management and other services aimed at reducing their risk of having a poor birth outcome during a four-year Magnolia Project grant period ending in 2009. The project met six of eight (75%) outcome objectives, including percentage of babies born low- and very low birthweight, infant deaths, neonatal mortality rate and percentage of case management participants with no recurrent STDs. Ten of 16 (63%) performance objectives were achieved by the project during the four-year funding period, including family participation, cultural competency, infants with a medical home, completed referrals, leadership in women's health, risk screening, health education, screening for stress and resolution of participant risk factors.

The project provided prenatal and well-woman services to more than 2,200 at-risk participants. Bacterial vaginosis and other infections, family planning issues, STDs, dental problems and poor nutrition were the most common reasons for seeking health care at the project clinic. Case management and risk reduction services were provided to nearly 400 participants during the four-year period. Participants completed 96 percent of referrals and resolved or managed 70 percent of identified risks prior to closure.

Participants reported a high level of satisfaction with services received at the project. Ninety-nine percent of participants using the clinic and 86 percent of those enrolled in case management were satisfied with services. The success of preconception interventions utilized by the Magnolia Project to address disparities in birth outcomes was documented in a longitudinal evaluation completed during the project period by the Institute for Health, Policy and Evaluation Research (IPHER) at the Duval County Health Department. Funded by the U.S. Centers for Disease Control and Prevention (CDC), the study found the project was successful in engaging and serving an exceptionally high-risk population. Clients who received case management were more likely to have a decrease in low birthweight and infant mortality in subsequent pregnancies and lower rates of recurrent STDs compared to women who did not receive project services.

The success of the project was recognized with a new five-year grant from the U.S. Department of Health & Human Services.



NORTH FLORIDA AMERICORPS PARTNERSHIP

The Coalition has had AmeriCorps members since the local North Florida Health Corps AmeriCorps program began in 2004, mainly utilizing them at the Magnolia Project and to conduct outreach with Florida KidCare. In 2009, AmeriCorps members expanded initiatives to reach all parts of the family.

As part of the Coalition's Male Responsibility Initiative, the AmeriCorps members implemented a teen leaders program at seven Northside parks through JaxParks' Intramural Sports League for teens ages 13 to 17. A male life plan that the Coalition created was adapted and taught to the teen males.

In the fall, AmeriCorps members also spearheaded a new community-based outreach effort to reach high-risk pregnant women who aren't getting into prenatal care and completing a Healthy Start screen. The members are in the community, completing self-referrals into Healthy Start and assisting with Medicaid applications and accessing community resources. The initiative has already reached several dozen women and will continue into 2010.

AmeriCorps members dedicate 46 weeks to serve in a health care or public health setting, fulfilling unmet health care needs and decreasing disparities in the greater Jacksonville area.



MOMCARE LINKS PREGNANT WOMEN WITH CARE

More than 14,600 pregnant women received health insurance and assistance in obtaining prenatal care in 2009 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.

PHILIP H. GILBERT AWARD GIVEN TO DEDICATED, LONG TIME VOLUNTEER

Dedicated, caring and driven are words to describe 2009's Philip H. Gilbert Award for Outstanding Volunteer Service. Joy Burgess, a long time Board member of the Healthy Start Coalition, was awarded with this plaque for her continuous support to Healthy Start and the families in Northeast Florida. Ms. Burgess, founding Chair of the successful Black Infant Health Community Council, is respected by the maternal and child health care community for her dedication to the issue of improving quality of care of mothers and babies. 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.