



2007 Magnolia Project Highlights

- 2007 Women's Conference, Poster Presentation
- 2007 Minority Health Disparities Summit, Concurrent Session
- Domestic Violence, Technical Assistance, HRSA
- Featured as a "Promising Practice" Project, Second National Preconception Care Summit, Oakland, California
- Received Funding from the City of Jacksonville to complete the build-out at the new Pearl Plaza location

Mayor Proclaims Infant Mortality Awareness Month

During a press conference Rhonda Brown, Magnolia Project Director, and George Lewis, Chair of the Northeast Florida Healthy Start Coalition, accepted a Proclamation from Jacksonville Mayor John Peyton dedicating September as Infant Mortality Awareness Month due to the high rates of infant mortality in the area.

Jacksonville's infant mortality rate is higher than many cities in the world, and the Jacksonville area has taken action to reduce the devastating numbers throughout our community. The goal of Infant Mortality Awareness Month was to educate and increase the community's awareness of the number of infant deaths that occur in the city.



Participants Give Project High Marks

Participants gave the Magnolia Project high ratings in 2007, with 99 percent stating they would recommend the program to other women. More than 150 participants completed a short survey as part of the project's annual evaluation.

Most of the survey respondents had been receiving services at the Magnolia Project for a year or more. Suggestions for improvement included expanded facilities, more parking and additional staff and services. The UNF Center for Community Initiatives conducts annual surveys and focus groups of Magnolia Project participants and Community Council members as part of the project evaluation.



Magnolia Project Staff Listing

Rhonda Brown
Project Director

Clinical
Alma Amoran
Health Educator

Shelia Barton
Lab Technician

Wynetta Brown
Front Desk Clerk

Sara Heath
ARNP

Vontricia Johnson
Billing Clerk

Conastine Morgan
Human Service Counselor

Ann Smith
RN

Jacqueline Thies
Nurse Supervisor

Outreach
Marsha Davis
Community Development Coordinator

Jenetha Denmark
Outreach Follow-up

Chellene Stephens
Community Outreach

Case Management
Faye Johnson
Case Management Consultant

Alicia King
Women's Intervention Specialist

Anna M. Matthews
Case Manager

Meloni McNealy
Case Manager

Trina Williams
Case Manager

Ashley Morris
AmeriCorps Member

THE magnolia PROJECT



2007 community report

Magnolia Project has New Home

The Magnolia Project, a federal Healthy Start initiative, relocated to Pearl Plaza in 2008. The project received funding from the City of Jacksonville to complete the build out. The move will expand access to needed health and social services for women in a community that accounts for nearly half of the infant mortality (death of a baby before their first birthday) in Jacksonville.

Recognizing that infant mortality is affected by community health as well as behaviors and risks, the Magnolia Project implements interventions that are directed at both individual and neighborhood levels. The project provides well-women and prenatal care, health education and case management services to women age 15 – 44, who reside in the targeted zip codes (32202, 32204, 32206, 32208 and 32209), and able to get pregnant. Community level activities focus on neighborhood development, education and capacity building.



In 2007, more than 700 women of childbearing age received well-woman and prenatal care services at the Magnolia Project. Intensive case management services were provided to 160 women. The outreach team participated in or hosted 305 outreach activities. Outreach activities are designed to link women in need of care with available services. The Magnolia Project also offers free pregnancy tests on a walk-in basis that help identify at-risk pregnant and sexually-active women in need of family planning and well-woman care.

National Health Summit Features Preconception Health

The work of the Magnolia Project was featured at the second National Preconception Health Summit held last fall in Oakland, California. The closing plenary session of the meeting, which attracted more than 500 participants from across the country, included video presentations from five model programs throughout the United States.

Magnolia Project's video captured a "day-in-the-life" of the federal Healthy Start project, with interviews of Magnolia Project participants and staff members. The video was produced by Jacksonville public television station WJCT.

The Birthing Project Adopted at the Magnolia Project

The Birthing Project—a new mentoring program for Black women by Black women—was launched this year by the Magnolia Project Community Council. The unique project pairs community volunteers with young, pregnant women, offering personal assistance and support.

The Jacksonville project is one of more than 70 Birthing Project USA sites. The Birthing Project is the only national African American maternal and child health program in the country. The volunteer effort is designed to encourage better birth outcomes by providing practical support to women during pregnancy and for one year after the birth of their children.

Magnolia Project's Community Council members are recruiting and training "Sister Friends" using project material. "Little Sisters" are recruited from the Magnolia Project Centering Pregnancy program and the community. The Magnolia Project's Community Development Coordinator and a Healthy Start AmeriCorps member attended the national Birthing Project conference in 2007.



Community Council Members Provide Education, Link to Community

The Magnolia Project Community Council takes an active role in neighborhood education and outreach, ensuring the project is linked to the community it serves. The Council is comprised of leaders in the neighborhood housing communities, Magnolia Project staff members, participants and community residents. The goal of the Council is to empower women with the proper educational tools that will enable them to make informed and intelligent decisions that would promote healthy lifestyles and reduce the risk of infant mortality. Members organize health fairs, distribute information on a range of services and health-related issues.

Council members include: Tracie Edwards, Latarsha Bethea, Zina Jackson, Eartha Bryant, Teleicia Davis, Del'toria Wims, Ernestine Shannon, Lisa Thomas, Patria Reeves, Ciletha Mann, Trina Reed and Katrina McGriff. Staff participants are Marsha Davis and Chellene Stephens.

"They look to them (the staff) as a positive role model in the community."
Community Council Member

"A kind word can mean a lot... there was one girl who was highly upset... after she went to Magnolia she was all smiles. It means a lot"
Community Council Member

Florida State Initiative Aims to Reduce Black Infant Deaths

The Magnolia Project and the Northeast Florida Healthy Start Coalition joined with state and federal Healthy Start projects to implement a new initiative to reduce black infant deaths in the state of Florida, The Florida Black Infant Health Practice Initiative. The initiative aims to address disparities in birth outcomes in Duval and seven other counties. It is a collaborative effort involving the state and federal Healthy Start programs and their community partners. The University of South Florida and Florida A&M University are providing technical assistance in implementing the initiative. The state legislature provided \$1 million in funding to carry out the year-long project.



The initiative is examining data on birth outcomes, as well as information from case reviews of fetal and infant deaths. Efforts are also aimed at building awareness and involvement in the Black community. The Black Infant Health Community Council has been organized and is meeting monthly at the Magnolia Project to learn more about factors contributing to high infant death rates in Jacksonville.

Magnolia Evaluation Finds Positive Impact on Future Pregnancies

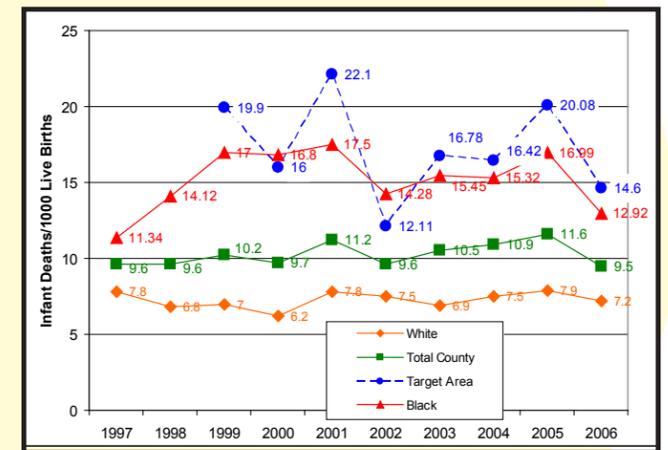
Findings from a longitudinal evaluation pilot of the Magnolia Project completed in 2007 demonstrate the positive impact of project interventions on the subsequent pregnancies of participants. Significant impacts were found on low birth weight and repeat STDs among Magnolia Project participants who received case management services, compared to a demographically similar group who did not receive services from the project. Highly meaningful reductions in infant mortality (over 40 infant deaths per 1,000 live births) were observed, but these reductions were not statistically significant due to the small number of live births.

The pilot evaluation also revealed that case management and culturally sensitive clinical care were important factors that enhanced service utilization and client-focused decision-making.

The evaluation was conducted by the Institute for Health, Policy and Evaluation Research (IHPER) at the Duval County Health Department with funding from the U.S. Centers for Disease Control & Prevention (CDC). The evaluation employed a mixed methods design, incorporating both quantitative and qualitative methods.

Infant Mortality Drops in Project Area

Infant mortality—the death of a child before age one—dropped in Jacksonville and the area served by the Magnolia Project in 2006. The city's infant death rate was 9.5 deaths per 1,000 live births, compared to 11.6 deaths per 1,000 in 2005. Infant mortality rates dropped by 27 percent in the five zip code areas served by the Magnolia Project. Black infant deaths citywide were 12.9 deaths per 1,000 in 2006, compared to 16.9 deaths per 1,000 in the previous year. The gap between Black and White outcomes also narrowed during 2006.



Community Action Team Focuses on Family Violence

The FIMR Community Action Team, made up of representatives from agencies serving high-risk areas in northwest Jacksonville, joined with Hubbard House in developing and implementing an awareness and educational initiative focusing on family violence. The campaign, which began in October, features outdoor advertisements encouraging people to seek help if they are victims of family violence. Community training on screening and identifying family violence was also sponsored during 2007 by the federally-funded Magnolia Project.

"Beauty of Protection" Campaign Promoted Women's Health Messages



In October 2007, the Magnolia Project launched the "Beauty of Protection" campaign, which is a comprehensive women's health advertising campaign targeted towards women in its service area. The campaign, which lasted six months, promoted health-related messages that express the importance of receiving annual exams and the value of protecting yourself against STDs. The campaign also informed the community of the relocation of the Magnolia Project.