

Community Action Team



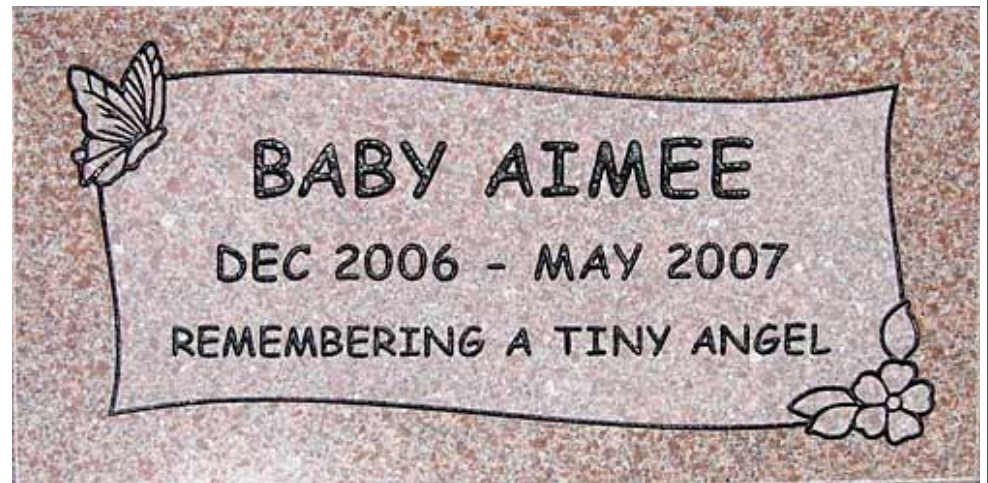
COMMUNITY ACTION TEAM (CAT)

An Initiative of the Northeast Florida Healthy Start Coalition, INC.

Imagine

In 4 weeks
I can hold
you in
my
arms.....





Who would have thought?

Community Action Team (CAT)

Goal

To implement and develop street-level outreach activities to educate families.

Mission

To improve the outcomes and health status of families in our community and to reduce the high rate of infant mortality in Jacksonville

The Problem

Infant mortality, the death of an infant before the age of one (1), is higher in Duval County area than in the rest of the state. Jacksonville's infant mortality rate is seven (7) deaths per one thousand (1,000) babies born, but among black babies the rate is almost doubled- thirteen (13) deaths per one thousand (1,000) live deaths.

CAT Solutions

FIMR

RECOMMENDATIONS

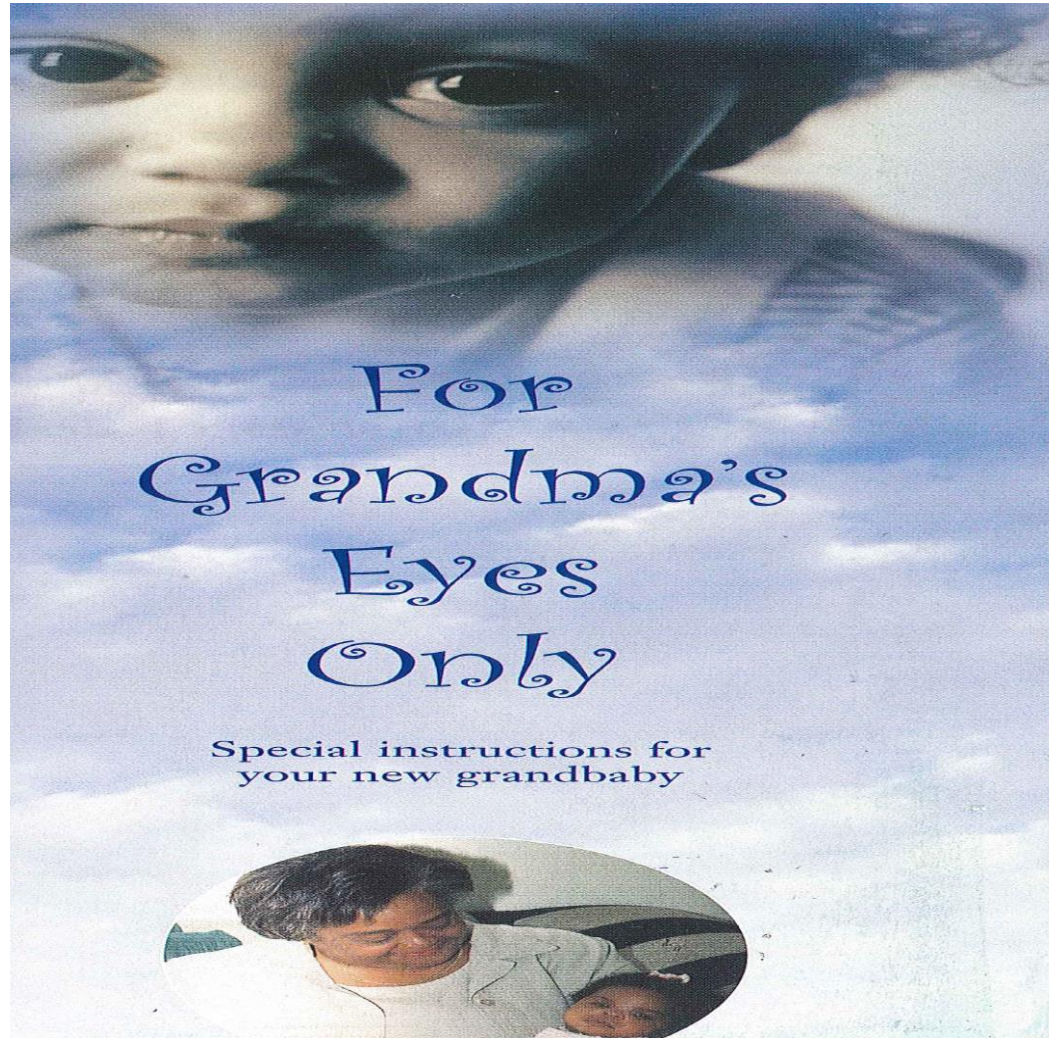
- Prevent sleep related deaths.
- Safe sleep surface and bed sharing.
- Safe sex, STD prevention
- Family planning.



CAT ACTIVITIES

- Focus Groups
- For Grandma's eyes only brochure
- Night Club Outreach
- 1-866-U-R-WOMAN Campaign

Grandma's Eyes Only



- Babies are safer sleeping alone and on their backs.
- Tobacco smoke increases the risk of crib death.
- Encourage breast feeding.

Street Level Outreach



Girl, I Know He's ALL THAT
But...



IS HE
SAFE?

Remember, not everything
that looks good
IS good for you.

Check yourself,
Protect yourself.
Use a sure-fit condom.

Call 1 866 U-R-WOMAN to access
health services or information.

Sponsored by Northeast Florida Healthy Start Coalition, Inc.



FIMR RECOMMENDATION

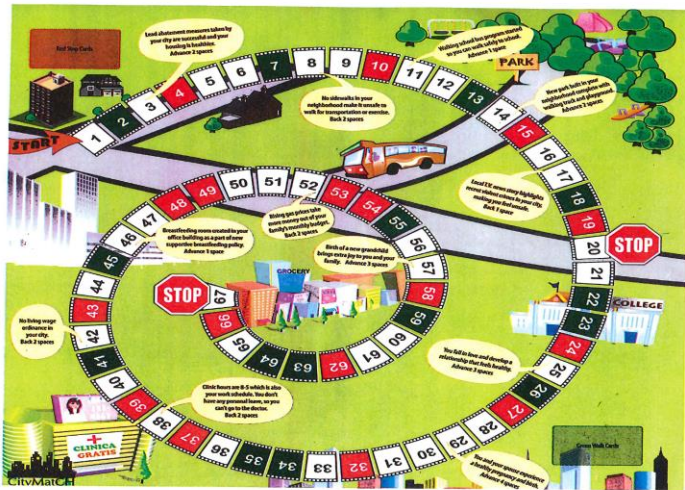
Focus on dangers of 1st, 2nd and 3rd hand smoke during pregnancy.

CAT ACTIVITIES

- Life Course Game
- Anti- Smoking Campaign, Phase 1
- Chat and Chew

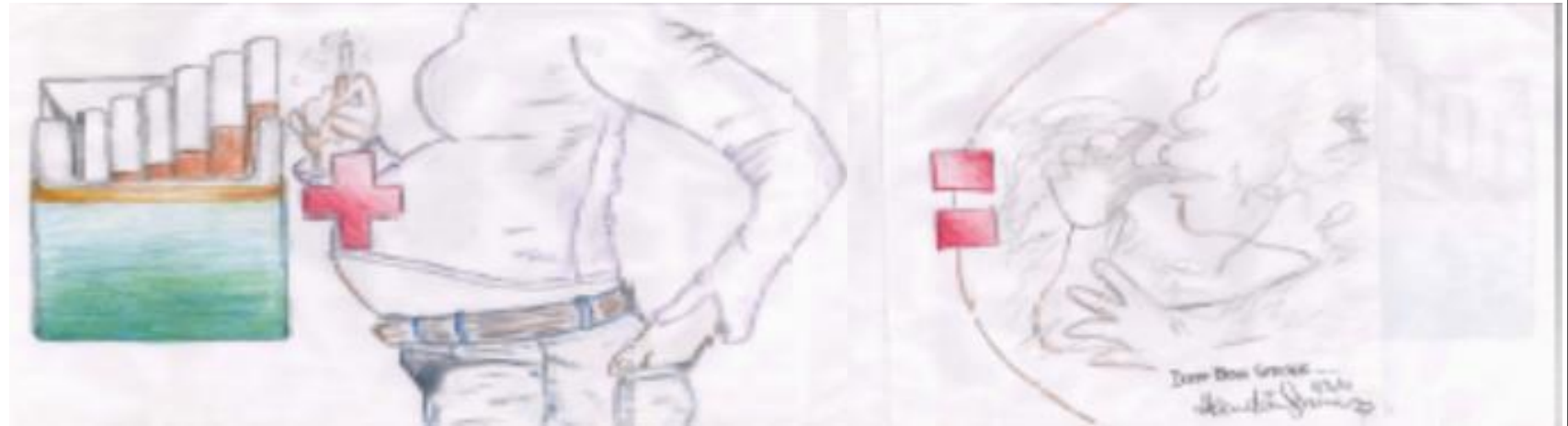
Life Course Game created to Address Social Determinants of health

Community Groups



- Teens (Male and Females)
- Young Adults
- Counselors and Therapists
- Women in Recovery
- Social Services Staff
- Women in abuse shelters

Anti-Smoking Campaign Phase 1



Simple equations don't always add up....
Don't blow smoke



FIMR

RECOMMENDATION

- Prevent sleep related deaths.
- Safe sex, STD prevention
- Family planning
- Smoking - 1st, 2nd and 3rd hand smoke.

CAT ACTIVITIES

- Anti- Smoking Campaign, Phase 2 which includes Social Media (YouTube and Facebook)
- Magnolia Men Component
- STD Family Planning (LARC)

Phase II

Social Media



ANTI-SMOKING VIDEO CONTEST

Create a video showing the affect smoking has on pregnant women & others. Get the most views & likes on YouTube, win prizes!

Look for the official rules on the Community Action Team - NE FL Facebook page

1ST PLACE \$150.00
2ND PLACE \$100.00
3RD PLACE \$50.00

TO ENTER: Submit your video by flash drive, USB card or by email to mdavis@nefhsc.org

All videos submitted will be reviewed by CAT committee members before being uploaded to the YouTube channel.

*Contestants must be 15-21 years of age to participate.

Deadline for submissions:

- Social Media Campaign
- Facebook and YouTube
- Target audience teens (ages 15-19)



Like us on Facebook
Community Action Team -
NE FL

CAT desires to decrease the infant mortality rates
and have more healthy and happy moms and dads
loving their babies to life!

