



ANNUAL REPORT

2013-14

The Year of Change

The Northeast Florida Healthy Start Coalition has experienced much change in the past year. Change, which can sometimes be scary, has helped us grow as a team. We have been amazed at the resilience of our staff to stay focused on the moms, babies, families, teens and fathers we serve. In 2013-14 we experienced:

- New leadership both with our Executive Director and our Associate Executive Director.
- New funding for our Magnolia Project through the Federal Healthy Start Program and the State of Florida.
- New funding streams and program goals for our State Healthy Start program.
- New partnerships for our Teen Pregnancy Prevention program.
- The Baby Buggy Walk in the Park, a new fundraising, community awareness activity during Infant Mortality Awareness Month.
- An increase in need for Fatherhood services, with a reduction in community funds to support Fatherhood initiatives and efforts.

The Healthy Start Coalition leads a cooperative community effort to reduce infant mortality and improve the health of children, childbearing women and their families in Northeast Florida.

In 2013-2014, unfortunately as a community, we saw an increase in the number of babies who did not live to celebrate their first birthdays, underlining the fact there is still so much more work to be done. One-on-one education, support and linkage to needed services were provided to more than 18,000 expectant and new families by local health departments and community agencies with Healthy Start funding. Special initiatives — like Magnolia, Azalea, the Teen Health Project, AmeriCorps, Nurse-Family Partnership and our Fatherhood initiative — were implemented by the Coalition to address high-risk families and communities. Additional care coordination was provided to more than 12,000 pregnant women covered by Medicaid through the MomCare program.

Community task forces were organized to focus on teen pregnancy and infant health in Baker, Nassau and St. Johns counties.

“Change is the law of life. And those who look only to the past or present are certain to miss the future.”

-JOHN F. KENNEDY

The Coalition continued to work hard to ensure Healthy Start services are provided in a cost-effective way that also responds to community needs.

Beyond serving individual families, the Coalition continues 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 5th annual fundraising event, Rounds at the Grounds, successfully raised 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 that while our infant mortality is decreasing in some of our areas, the Magnolia Project target area of Health Zone 1 for example, we are seeing increases in other areas such as with our white population. We have also seen an increase in substance-exposed newborns. 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, value the positive change that we are experiencing as an organization and work so hard to ensure every baby born in Northeast Florida has a healthy start.



JENNIFER GORNITO

Executive Director, Northeast Florida Healthy Start Coalition



STEPHEN BAKER, PH.D.

Chair, Jacksonville University



SAVING BABIES

Healthy Babies Are Worth the Wait consumer education initiative comes to a close



The Think 39 Weeks! Healthy Babies Are Worth the Wait statewide consumer education and awareness campaign came to a close in December 2015, after developing materials, media, toolkits and

more to decrease the number of late pre-term births and elective C-sections in Florida. The program was funded by the March of Dimes and implemented in conjunction with a parallel provider education program by the Chiles Center at the University of South Florida. The consumer campaign was administered by the Florida Association of Healthy Start Coalitions under the leadership of the Northeast Florida Healthy Start Coalition.

Campaign highlights include:

- Development of Motivational Interview tools (client workbook, staff guide and instructional video) to educate pregnant women on the importance of the last few weeks of pregnancy and waiting for labor to begin on its own if healthy.
- Creation of rack cards and wallet cards from the information obtained from eight focus groups. The newly created cards along with March of Dimes materials — brain card and flyers and healthy pregnancy DVDs — were disseminated to Healthy Start Coalitions throughout the state.
- Creation of the www.39weeksfl.org website, Facebook and Twitter pages.
- Creation of the Prematurity Awareness Month toolkit that is updated each November and downloadable from the 39 Weeks website.
- Education of over 400 people (community members, pregnant women, community partners, health care professionals, etc.) on the campaign objectives and the importance of waiting for labor to begin on its own if it's a healthy pregnancy.
- Poster sessions and presentations nationally and throughout Florida.

Healthy Start serves thousands of mothers and babies, undergoes redesign

Healthy Start provided case management, including education and supportive services, to 11,701 pregnant women and 6,538 families with newborns in 2013 in an effort to reduce infant mortality and promote healthy child development. In 2014 (January – November), Healthy Start served 10,303 pregnant women and 5,988 families. Services were provided by county health departments in Baker, Clay, Duval, Nassau and St. Johns, UF Health/Shands Jacksonville, Gateway Community Services/Azalea Project and Children's Home Society.

In 2014, the Coalition Providers began to implement the Prenatal Healthy Start Redesign, which includes using the Partners for A Healthy Baby Curriculum for parenting education and the evidenced based Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) Program. Training on both curricula was provided to the Healthy Start Care Coordinators, who are using and implementing these programs to fidelity. Some new initiatives include being able to use a Carbon Monoxide (CO) monitor with clients to show them their CO levels in their blood for women trying to quit smoking.

The Coalition is also a part of the Well Family System Pilot Project. The Northeast Florida providers are using and testing the new data system that will allow Healthy Start to run more detailed reports and evaluate the effectiveness of the program.

The Coalition allocated more than \$4.3 million in state and federal funds for Healthy Start services in 2013 and nearly \$4.7 million in 2014.

Healthy Start by the numbers



**HEALTHY
START
PROVIDERS**
in Northeast
Florida

18,239

MOTHERS & BABIES
served in 2013



655 to OB/GYN
VISITS providers' offices to
improve screening

My Baby Was Worth the Wait!

Amy Olen, LM, CLC, is a consultant with the Healthy Start Coalition of Miami-Dade and the ACOG Region 6 contact for the 39 Weeks project.



Amy Olen, LM, CLC

As a childbirth educator, I have long understood the importance of a healthy pregnant woman allowing her labor to begin naturally. After becoming involved in the “39 Weeks” project with the Healthy Start Coalition of Miami-Dade, I became even more committed to ensuring that pregnant women

learn the importance of staying pregnant for at least 39 weeks. The women and partners who participate in my childbirth classes are always amazed by the popular March of Dimes Brain Card showing the comparison of fetal brain development at 35 weeks and at 39-40 weeks—how remarkable!

Jessica* and her husband attended one of my childbirth education classes. In class, we talked about the important development that is still happening during those last few weeks of pregnancy. Jessica, along with the rest of the students in the class, was surprised and interested in the pictures showing a baby’s brain growth during this time.

Several weeks later, after a breastfeeding class, Jessica and her husband were at the front of the line

to speak with me. With wide eyes, they informed me that Jessica’s doctor had advised them to schedule an induction for the following week—“before 38 weeks!” Jessica said she immediately remembered the childbirth education class and how her baby grows during the last few weeks of pregnancy. She asked her doctor why he wanted to induce her at 38 weeks and if it could wait until at least 39 weeks. Jessica told me her doctor was concerned that her baby seemed to be getting very big, but agreed that the induction could be postponed. “I can’t wait to meet my baby, but I want to make sure she has enough time to grow inside me!” Jessica told me confidently. I congratulated Jessica and her husband for advocating for their baby’s health and for being great parents already.

“ I can't wait to meet my baby, but I want to make sure she has enough time to grow inside me! ”

-JESSICA,
First-time mom

At a Mommy, Daddy & Me class two months later, Jessica was very pleased to introduce me to her healthy little girl, Sofia. Jessica shared Sofia’s birth story, telling me that she naturally went into labor the night before her doctor had scheduled the induction (which was to be just past 39 weeks). Jessica and her husband were so happy that they advocated for their baby to have that extra time to grow. Baby Sofia was a healthy 6 ½ pounds at birth ...and was “just perfect!”

*Note: names and minor details have been modified to protect the identity of program participants.

16,291
MOTHERS & BABIES
served in 2014 (Jan - Nov)

100
WOMEN
served per
year in NFP

MILLIONS IN FUNDING
distributed for Healthy Start services
2013 4.3 **2014 4.7**

17,721
NORTHEAST FLORIDA
BABIES
babies born in 2013

79.18% HEALTHY START
screening rate in 2013

 **54** NFP
GRADUATES





First annual Jacksonville Baby Buggy Walk in the Park a success!

The community came together on September 13 to bring awareness to infant mortality at the inaugural Jacksonville Baby Buggy Walk in the Park.

The Northeast Florida Healthy Start Coalition hosted the city's first annual walk, along with cities across the country, in honor of National Infant Mortality Awareness month. The event emphasizes the important role of parents and the community as a whole in preventing infant deaths and promoting health birth outcomes, particularly in minority communities.

Event-goers participated in a health festival and 2.2 mile fitness walk at the Magnolia Project, a federal Healthy Start program in the Jacksonville urban core aimed at improving the health of women prior to pregnancy. The free family event provided an opportunity for families to come together for exercise and fun activities, receive valuable health information and screenings and enjoy a fun day in the park.

Moms and dads were pushing babies in their buggies and community members walked in honor of babies that died and to celebrate the babies that made it to their first birthday. After the walk, attendees had an opportunity to speak with various vendors whose focus was on healthy lifestyle and eating. Children who attended were able to listen to a story from a local storyteller from the public library, get their face painted and play arts/crafts. To wrap up the day, participants had the opportunity to participate in a Zumba demonstration.

The Baby Buggy Walk is a unique event that was developed in 2012 by Baltimore Healthy Start, Inc. with a goal of empowering women of the reproductive age and mothers to take care of their health and the health of their children through education with a theme of fitness, fun, and family. The event was supported by the U.S. Department of Health and Human Services' Office of Minority Health and other partners.

Denise Mills
GRADUATE OF FIRST NFP CLASS
Mom of son, Calvin

Denise Mills was scared when she found out she was pregnant with her first child, so she enrolled in the Nurse-Family Partnership program to help her prepare for motherhood. Now, the proud mom of two-year-old energetic Calvin, she credits the program with not only providing her with good parenting skills, but helping her become a better woman.

Denise said the program helped her to be calm, realize that she was on the right track and taught her how and what she should do to help her son develop into a smart and happy individual. Denise is in a very good relationship with her son's father, her fiancé, and she breastfed Calvin for a full year and encourages her friends to breastfeed.

To Denise, NFP is not just a program – she considers it a part of her life.



MomCare links pregnant women with managed care organizations for prenatal care

More than 7,805 new clients received services in 2014 through MomCare, a special counseling and education program for pregnant women funded by Medicaid. Women enrolled in Medicaid for Pregnant Women receive help in enrolling them in a Managed Care Organization. MomCare advisors also help clients identifying a provider, as well as information about WIC, Healthy Start and Family Planning, Florida KidCare and other services. The program also conducts home visits to those clients who were not able to be reached by phone.



Lisa Read

MATERNITY CARE ADVISOR

Lisa joined the Coalition in February 2013 after working with the Florida Department of Health – Clay County Healthy Start Program for several years.

"I love working for the MomCare Program because we are given the unique opportunity to share in one of the most intimate moments of a woman's life. Our Maternity Care Advisors not only provide emotional support to women during their pregnancy, but they help them acquire the skills and resources needed as they make a smooth transition into motherhood."

Nurse-Family Partnership Program

In 2014, 54 two-year-olds walked across a stage in caps and gowns with their mothers, celebrating graduation from the Nurse-Family Partnership program.

NFP is administered by the Coalition, with services provided by the Healthy Start programs at the Florida Department of Health — Duval County and UF Health Jacksonville. It is funded through the Florida Maternal, Infant, Early Childhood Home Visiting Program.

Services are provided to 100 high-risk, first-time mothers in the New Town Success Zone and two other neighborhoods annually by specially-trained nurses. Each mother receives intensive case management and home visiting from pregnancy until the baby is two.

In 2013 nurses served approximately 110 families, with more than 500 home visits and 200 referrals. The first group of graduates completed the program in August 2014, while the second class finished in December 2014.

The model has been identified as successfully impacting key outcomes in maternal and child health, child maltreatment, child development, school readiness, family socio-economic status and more.

Infant mortality rates continue to rise in 2013, black rates decline while white rates increase

The infant mortality rate in Northeast Florida increased for the second year in a row due to increases in white infant mortality and sleep-related deaths.

The regional infant mortality rate – the death of a baby before his or her first birthday – increased from 7.2 deaths per 1000 live births to 8 deaths. The regional rate remains higher than the state rate of 6.1 deaths per 1000 live births in 2013.

Sleep-related deaths, which had been declining after several years of a nationwide education campaign, are on the rise again. Sudden Unexplained Infant Deaths (SUIDs), which include SIDS, accounted for 18.4 percent of infant deaths in 2013.

The Northeast Florida black and other nonwhite infant death rate, which typically is more than twice the white rate, decreased from 11.8 deaths per 1000 live births to 11.6 deaths. The white rate increased from 4.6 to 6 deaths per 1000 live births. While the racial gap is closing, more work needs to be done to close it further and bring the overall infant death rate down.

Magnolia completes five-year funding cycle with positive outcomes

The Magnolia Project, the Coalition's federal Healthy Start program, completed its five-year grant cycle in 2014. The project met or exceeded 86 percent of the grant objectives, creating a foundation for a healthier community and improved birth outcomes in the project's target area in Jacksonville's urban core.

The project met all three of its birth outcome goals for prenatal participants. No infants died during the grant period and a majority of the babies were born at or above normal weight (93.2 percent). Participants had an average of 6.9 risk factors each, and of those, 75.8 percent were successfully resolved or managed.

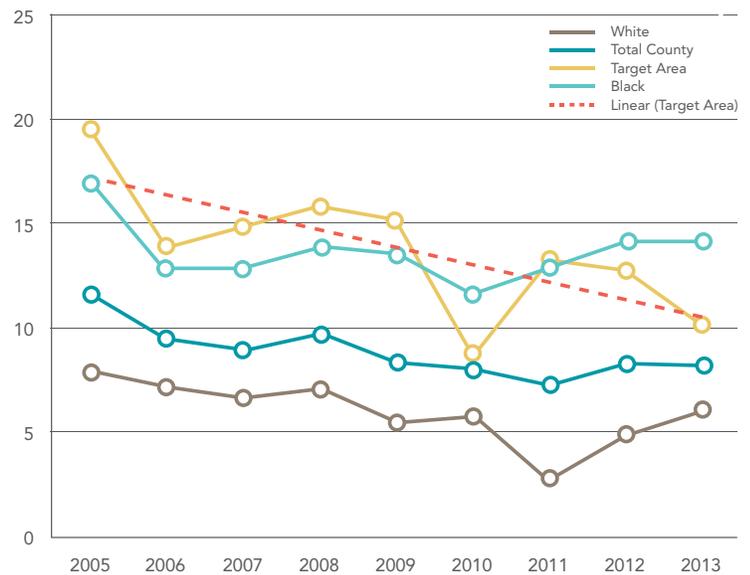
Project case managers work with participants to address identified risks. Participants were referred to community agencies for about 30.5 percent of their risks, with three-quarters of those risks resolved or managed as a result of completed referrals. Case management participants that move on to Level 2 assess their progress in attaining goals outlined in their individual life plans using a Goal Attainment Scale (GAS), which are reviewed monthly with case managers. The majority of participants met or exceeded goals related to reproductive health; family and community; and poverty and social equity.

The Project's health educator received long-acting reversible contraception (LARC) training through the Choices Project to provide patient-centered education on the most effective birth control methods (IUD or implant). LARC contraception counseling and

education is a major focal point to address unintended pregnancies and birth spacing.

Improving rates of early prenatal care, postpartum care and interconceptional family planning were three target areas identified in the 2009-2014 grant period. The Project is establishing several special initiatives in the new funding period to pay particular attention to these areas of need.

INFANT MORTALITY RATES, MAGNOLIA PROJECT AREA & DUVAL COUNTY, 2005-13



Linda Gomez

MAGNOLIA PROJECT PARTICIPANT
Mother & Wife

Linda Gomez is a Magnolia Project participant. She is in a 10-year committed relationship with her children's father. Together the couple has maintained stable housing, stable income and their 7-year-old is making strides in the first grade. Linda completed an annual exam in July 2014, has maintained a family planning method and successfully completed level 2 of case management.

"The Magnolia Project has been great about helping me take care of myself so we can take care of our family."



Magnolia Project expands services with new funding

The Magnolia Project launched several new initiatives in 2014 to better meet the needs of clients based on their life course and to address gaps in services in the community. The Project was awarded a five-year grant through the federal Healthy Start program and one-year funding through the Florida Department of Health.

The Project provides life course education for case management participants through weekly group activities related to the three Life Plan domains: access to preventive health care and related risk reduction services; family and community support; and education on poverty and social inequities that assist participants in completing their education, gaining job skills, confronting discrimination and racism, and developing financial literacy.

Participants are encouraged to take part in group education activities based on the goals they have set in their Life Plans. The overall goal of this approach is to build interdependence, increase knowledge in specific areas and facilitate mutual support.

Several new initiatives also launched in 2014 to address critical health issues impacting Project participants:

- **Primary Care:** The Magnolia Project will offer primary care services one day a week at the clinic as a pilot. Magnolia participants that utilize clinical services will have the opportunity to receive primary care to help them manage other health conditions such as hypertension and diabetes.
- **Preconception Health:** Within the Magnolia Project clinic, the primary care and reproductive health ARNPs will implement the Preconception Care Clinical toolkit, a series of evidence-based recommendations for delivery of preventive care and reproductive health services. The goal of the toolkit is to help clinicians reach every woman who might someday become pregnant every time she presents for routine primary care with efficient, evidence-based strategies and resources.
- **Postpartum Depression:** To address postpartum depression, Magnolia is offering the Mother and Babies Course (MB): Preventing Postpartum Depression, an evidence-based group and home visitation intervention for use with at-risk pre- and inter-conceptual women served by the Magnolia Project. It provides these women with a course aimed at preventing the onset of major depressive episodes, allowing them to practice ways to free their mind and connect with others.

Magnolia by the numbers: 2009-2014

5 ZIP CODES SERVED

32202, 32204, 32206, 32208 and 32209. The project expanded to 32254.



1,393 OUTREACH ACTIVITIES

100%

OF PARTICIPANTS

received health information and education on risk factors impacting birth outcomes. Topics covered included: substance use, including smoking cessation; STDs and infections; douching; baby spacing and family planning; and a healthy lifestyle, including nutrition exercise and safe sex



758 WOMEN

referred to case management and clinical services by the Outreach Team

344

COMMUNITY RESIDENTS

trained as lay health workers through the Make a Noise! Make a Difference! Community Intervention

2,723 PROJECT PARTICIPANTS

received clinical services, including prenatal care, postpartum care, family planning services and well woman care



Infant mortality task forces implement county-specific strategies to improve birth outcomes

Baker County: The Baker County Infant Mortality Task Force focused on safe sleep, services available to pregnant women and breastfeeding in 2013 and 2014.

The Florida Department of Health - Baker County and City of Macclenny presented a "Movie in the Park," where task force members provided safe sleep information to more than 300 residents and a slide on the ABCs of Safe Sleep was shown on the big screen before the movie began. The Players Center at Wolfson Children's Hospital hosted two "Ready, Set, Sleep" classes for pregnant women in the county. They were educated on safe sleep, infant CPR and baby care information and received a pack-n-play at the end of the class.

The Task Force researched breastfeeding policies at different employers within the county and local newspaper the Baker County Press published an article with the results, raising awareness of the importance of breastfeeding and educating residents about local workplace policies. A Task Force member also presented information about the laws surrounding breastfeeding policies at a Baker Chamber of Commerce meeting.

St. Johns: In 2013, there were 14 infant deaths in St. Johns County, a significant increase from the three deaths in 2012. The Florida Department of Health – St. Johns County requested a special Fetal Infant Mortality Review for St. Johns County so each death could be reviewed by a team of qualified professionals. The review team started in September and a report will be created and shared with the Infant Mortality Task Force and other community partners in Spring 2015. The Task Force will utilize the report to guide the 2015 Strategic Action Plan.

Nassau County: Nassau County focused their efforts on safe sleep. The Players Center at Wolfson Children's Hospital hosted two "Ready, Set, Sleep" classes for pregnant women in the county. They were educated on safe sleep, infant CPR and baby care information and received a pack-n-play at the end of the class. The Florida Department of Health – Nassau County staff were trained on safe sleep in April through a satellite conference live webinar. Safe sleep information was given out at the numerous community events, including parades, health fairs and back to school fairs.

Anna Matthews
CASE MANAGER
The Magnolia Project

Anna has worked with the Coalition since 2006 as a case manager with the Magnolia Project, working with women to address risk factors, work on their goals and improve their knowledge and skills.

"The work that the Magnolia Project does is important because children and families are important. At Magnolia, we believe that every child is special, that every child has the potential for greatness, that every child deserves a healthy start and that every child deserves to grow up in a safe and healthy environment.

The impact that we have on the women we serve changes the way they view themselves, resulting in stronger, more confident women. They learn to make better decisions for them and their family. They learn that it's okay to stumble and even fall, but to get up, no guilt or shame. They learn to love themselves. That is Magnolia."





STRENGTHENING FAMILIES

Dereamus Townsend-Foster
 GRADUATE OF THE INAUGURAL CLASS
 4Me Teen Health Project Teen Ambassadors in 2013-14
 Site: Victory Pointe Apartments

"As I was growing up there were two other siblings at home along with my mother. I was always the shy type and I never really expressed myself around other people. As I've gotten older it has been easier to open up to others, but I am still a quiet person in my opinion.

I joined this program to become a better role model in my community. This program helps spread awareness about sex and brings comfort to those with questions. My role as a Teen Ambassador is to influence my peers in a positive way. I serve as a role model to all and help bring attention to social problems such as unsafe sex."



The birds and the bees for the digital age: Teens get their sexual health questions answered through text message program

Does he love me? How do I put on a condom? Am I ready for sex?

Northeast Florida teens were looking for answers to their questions — and got them from BrdsNBz NE Florida, a free, anonymous text message line for adolescents that launched in January 2013. The youth are able to ask follow-up questions, allowing them to have a "conversation" with the health educator.

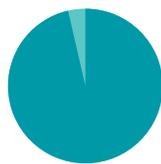
The service provides confidential, factually accurate answers to sexual health questions via text message. It is free, anonymous and provides real-time responses within 24 hours.

Twenty percent (20%) of all texts were received between 9pm and 6am. This unusually high frequency of "night-time utilization" could indicate that adolescents are seeking information during unsupervised times when they might be making decisions about risky behavior

BrdsNBz NE Florida is available to teens in Baker, Clay, Duval, Nassau and St. Johns counties through the Healthy Start Coalition's funding from the Personal Responsibility Education Program. The BrdsNBz National Text Line System is a public-private partnership between APPCNC and *OneSeventeen Media/KidThrive.org*.

4Me by the numbers

300
YOUTH
 completed the sex education classes



96%
OF TEENS

who were abstinent while participating in the Teen Health Project continued abstinent behavior

86%



OF PARENTS who participated in a parent workshop reported at least one conversation about sex with their children

150

PARENTS completed a parent workshop



575 **QUESTIONS** submitted through BrdsNBz



88%

OF TEENS who were sexually active reported using contraception

4Me Teen Health Project improves behaviors, self efficacy for youth and parents

Participants in the 4Me Teen Health Project have shown improved behaviors; knowledge gains; and increased confidence in their ability to gather information and resources, communicate with their family and remove themselves from risky situations since the program began in 2011.

The 4Me program is a community-level comprehensive sex education and prevention program focused on preventing HIV, sexually transmitted infections and teen pregnancy. Youth complete a six-hour education series, while parents attend a one-time workshop.

Nearly a hundred youth that have completed the program have also become Teen Leaders, spending six months developing and implementing community projects at their sites to increase knowledge among their

peers. The first class of six Teen Ambassadors graduated in September 2014 after spending a year participating in regional skill-building and service learning activities.

Providing the program is an implementation strategy of the NEFL Teen Pregnancy Task Force after it was identified as a best practice in both providing education and youth development opportunities to teens and engaging parents. The teen birth rate in the region exceeds that of the state and nation, despite declines over the past 20 years.

The project has been funded through the teen pregnancy prevention-focused Personal Responsibility Education Program (PREP) grant from the U.S. Department of Health and Human Service's Administration for Children and Families since 2012.

Men, dads continue to receive fatherhood and male responsibility training

Fathers, father figures and men in the community continue to have access to training on how to be responsible dads and improve the father-child relationship through the Coalition's Responsible Fatherhood Initiative.

The Initiative provided training to fathers through a partnership with the Florida Department of Revenue – Child Support Enforcement's Bringing Relief, Education and Assets to Children and their Household Project (BREACH), from 2011 until the program ended in September 2014.

Classes are still available in the community, using several evidence-based curricula from the National Fatherhood Initiative. They are available at the Magnolia Project, the Jacksonville Job Corps, the Baker County Detention Center and the Duval County Community Transition Center.

Responsible Fatherhood by the numbers

82  **SERVED**
at community sites in 2014

 **15**
MOTHERS completed
co-parenting training

588 **FATHERS**
participated
in BREACH
program
since 2010


91 of fathers in
BREACH completed
Fatherhood Initiative
Training
PERCENT

“ Prior to enrolling into the BREACH Program, I struggled some what with the role I thought I had to be in my son's life and the role other family members and outsiders tried to force me to be.

I was able to bring my son to some of the classes with me, and he really enjoyed being around the other guys, hearing us talk and laugh about man stuff. I can honestly say that our relationship is better because I attended the fatherhood classes. This is an excellent program that has really supported and guided me through my time of need. ”

-TODD,
Responsible Fatherhood graduate
and single dad of Anthony



Rounds at the Grounds

The fifth annual Rounds at the Grounds: Baseball for Babies game returned August 21, pitting local celebrities and doctors in a fierce competition. The players made “rounds” at the Baseball Grounds of Jacksonville to support healthy babies in preparation for National Infant Mortality Awareness Month.

The Red and Blue teams went to bat, with the Red Team coming out victorious. Congratulations to the following players who won awards:

GOLDEN GLOVE:

David Garrard, former Jacksonville Jaguar

GAME CHANGER:

Matt Pittman, Matt About Jax/Florida Times Union

SWEETEST SWING:

Dr. Robert Harmon, Duval County Medical Society

COMMUNITY LEADER ALL STAR:

Peter Bragan, Jacksonville Suns

CLUTCH HITTER:

Al Emerick, Al Emerick Productions

SWEETEST SWING:

Nikolai Vitti, Duval County Public Schools Superintendent

MOST VALUABLE PLAYER:

Dr. Scot Ackerman, First Coast Oncology

HEART & HUSTLE:

Corrine Brown, Congresswoman

Afterwards, the All Stars, doctors, staff and families enjoyed the Jacksonville Suns game against the Pensacola Blue Wahoos. Regions Bank donated a green beach cruiser, which was raffled off during the game. Congratulations to the winner, Shelly Crawford!

Thank you to our generous sponsors and donors; players; the Jacksonville Suns; volunteers and everyone who came out to enjoy the game! The proceeds from the event will benefit the Coalition’s community-based programs, like the Magnolia and Azalea projects, the Teen Health Project, “Make a Noise! Make a Difference!” and more.

Spit’in Anger documentary screened in Jacksonville for Men’s Health Month

The Coalition hosted a documentary screening on the impact of a father’s absence in the lives of young black men at the 6th Annual Man Up 2014: Health Summit as part of Men’s Health Month. “Spit’in Anger: Venom of a Fatherless Son” was screened June 27th to an audience of 75 community members and fathers. Documentary creator Kenneth Braswell was in the audience and concluded the viewing with more about his story and a question and answer session.

The Coalition partnered with Braswell to bring the film to Northeast Florida. The documentary and screening focus on his personal anger and emotional issues stemming from his father’s absence and create a dialogue on the critical role fathers play in their child’s life. Braswell is the executive director of Fathers Incorporated, a national organization that focuses on developing support services for fathers.

Responsible Fatherhood Initiative expands to Magnolia



The Magnolia Project expanded services for men, aligning it with the Coalition and federal Healthy Start goals of strengthening families by increasing responsible fatherhood and male responsibility in the project's target area.

Magnolia, the Coalition's federal Healthy Start initiative, is a community-based health clinic and case management model that aims to improve the health and well-being of women during their childbearing years by empowering communities to address medical, behavioral, and cultural and social service needs. While the Coalition has provided fatherhood classes and trainings throughout the region for several years, Magnolia first implemented 24/7 Dad classes through the Responsible Fatherhood initiative in 2013.

Male groups are comprised of six weekly sessions using the 24/7 Dad curriculum. Various topics and activities regarding health, family planning and the social determinants of health are discussed. Since the inception of the Magnolia for Men program in year 2012, 167 men completed the program.

Beginning in Fall 2014, the Project also launched a case management component for men to strengthen the coordination of health services for male partners of the women enrolled in the Magnolia Project. Through these services, male partners will receive health screenings services and other services like STD, HIV, hypertension, transportation, housing, legal, education, financial and public benefits.



Jack Johnson

RESPONSIBLE FATHERHOOD COORDINATOR

Jack joined the Coalition in 2006 as coordinator for Florida KidCare outreach and enrollment. He currently runs the Coalition's Responsible Fatherhood and Male Responsibility initiatives.

"The role of today's fathers has changed dramatically over the past 15-20 years; however, the way society views and even prepares our young men for manhood and fatherhood has remained stagnant. We assist teens, men and fathers of all levels at their present point of transition from "boyhood-to-manhood" or "manhood-to-fatherhood".

After an assessment, I schedule teens, men and fathers for male responsibility/fatherhood trainings, health education and other vital services to match their present personal or family needs. Men are as capable as women at being competent, nurturing caregivers. Financial support is not the only element of a father's responsibility."



BUILDING COMMUNITIES

Advocacy efforts include annual training and Children's Week trip

The annual 2014 Advocacy Training expanded its scope as it linked staff from child-serving organizations with local experts to help prepare them for the 2014 legislative season and Children's Week trip. The workshop, held in January at the Jacksonville University Public Policy Institute, featured several new additions.

Over 50 participants had the choice to pick between a beginner track facilitated by Coalition Board Chair Dr. Stephen Baker, JU, and an advanced track led by Jason Roth, Director of Public Policy at the United Way of Northeast Florida.

More than 30 teens from several different adolescent-serving agencies attended a new session specifically geared to adolescents. The workshop addressed different aspects of advocacy and the role teens can take in advocacy efforts.

The training was hosted by the Coalition, Jacksonville Kids Coalition, United Way of Northeast Florida, Partnership for Child Health and Mental Health America.

More than two dozen Jacksonville Kids Coalition members, 4Me Teen Health Project teens and college students from Jacksonville University and the Preconception Peer Educator program then took the annual trip to Tallahassee for Florida Children's Week in April to tour the capital and visit with legislators.

The attendees had the opportunity to tell legislators about their projects and ask questions about topics like starting a youth council and how legislators make a difference.

College students engaged in preconception health through peer program

Local college students in Northeast Florida have been educating their campuses and communities through the Preconception Peer Educator program.

The PPE program is a part of the National Office of Minority Health's "A Healthy Baby Begins With You" campaign, which began in 2007. The program started locally in 2011 through the Healthy Start Coalition. The purpose of the program is to enlist college students as peer educators not only on college campuses but also in the community at large, to help disseminate essential preconception health messages.

Since 2011, 131 students have been trained, with 110 graduating and 21 current active students. The PPEs have participated in the following activities:

- Creation of the Jacksonville Infant Mortality Alliance in conjunction with community organizations
- Presentations on the CDC's Show Your Love and the BrdsNBz text message program to UF Health Jacksonville Healthy Start.
- Disseminated information and volunteered at local baby showers, apartment complexes, the March for Babies, the Riverside Arts Market, UNF Women's Center and Student Health Clinic, Chamberlain College of Nursing Maternity class, Children's Week in Tallahassee and more.
- Helped organize the Baby Buggy Walk in the Park
- Conducted a safe sleep presentation at Possibilities and Success Childcare Center at A. Philip Randolph High School



Ashley Taylor

PRECONCEPTION PEER EDUCATOR

School: University of North Florida

'The reason why I joined the Preconception Peer Educator program was because I am passionate about healthy babies and healthy families. I believe that people should have the right to accessible health information to help them live healthier lives. The PPE program is a great vessel to get that information out to families and expectant mothers. Also, it helps get teens involved as well.'

North Florida Health Corps program completes first year at the Coalition

The North Florida Health Corps AmeriCorps program, an established national service program focused on filling public health needs and growing health professionals, completed its first full service term as an initiative of the Coalition in 2014.

The NFHC is one of four National Health Corps AmeriCorps program funded by the Health Federation of Philadelphia through a grant from the Corporation for National Service. NFHC AmeriCorps members commit to a year of service dedicated to expanding the capacity of local public health organizations by linking people to healthcare services and information on prevention, all while gaining hands on professional experience in a supportive environment.

NFHC members conduct direct service activities such as enrolling uninsured patients into insurance programs, patients into prescription medication assistance programs and pregnant women into programs like Healthy Start; facilitating nutrition and fitness education with school children and adults with developmental and intellectual disabilities; providing health education workshops on topics such as chronic disease prevention, smoking cessation, adolescent STD/HIV and pregnancy prevention education; and helping people navigate the health care system by making appointments and providing free health screenings.

Local host site partners for the 2013-14 service term were: the Healthy Start Coalition; the Florida Department of Health in Baker, Clay and Nassau counties; UF Health Jacksonville; River Region Human Services; First Coast YMCA; The ARC of Jacksonville; Hubbard House; the

Sulzbacher Center; the Women's Center of Jacksonville; and Baptist Health. During the first year of the current three-year grant cycle, 23 AmeriCorps members provided 37,868 hours of service to more than 14,400 North Florida residents.

The Coalition was an initial investor in the NFHC program and has utilized AmeriCorps members since the program's inception in 2004. The program officially transitioned from the Florida Department of Health - Duval County Maternal & Child Health Division in August 2013.

AmeriCorps by the numbers

23  **MEMBERS SERVE**
each year

46
WEEKS

37,868
 **HOURS SERVED**
by members in 2013-14


the service
commitment
of each NFHC
member

 **14,419**
TOTAL PEOPLE SERVED

Maddy Spahr

2013-14 AMERICORPS MEMBER
UF Health Jacksonville Healthy Start

"Serving with UF Health Healthy Start has allowed me to gain invaluable experience in the field of women's sexual and reproductive health. Interacting and discussing reproductive health with patients has reaffirmed my passion for sexual and reproductive health and confirmed my desire to become a nurse midwife.

I am excited to be starting nurse midwifery school in the fall and am more confident in my decision to enter the women's health field after spending 11 months serving with the North Florida Health Corps."





COALITION OVERVIEW



Rev. Afton Coles

AME MINISTERS' ALLIANCE
Board Member, Vice Chair

Rev. Coles identifies his care for the health of all people and desire to educate on improved lifestyles and behaviors as his reason for involvement with the Coalition's Board of Directors. He has been involved with numerous Coalition and other health initiatives throughout the region.

Rev. Coles participated in a local Community Research Advisory Board and worked with the Mayo Clinic on an initiative to increase African American participation in cancer research. He also helped bring a Vitamin D screening and education event to the Magnolia and Azalea projects.

Beyond his officer position, he was the long-time chair of the Coalition's Florida KidCare Steering Committee, focused on guiding outreach activities and spreading the word about the children's health insurance program.

But Rev. Coles sees the Coalition's greatest success as being more inclusive of men and dads in the goals of Healthy Start. Rev. Coles has advocated for establishing and growing the Coalition's Responsible Fatherhood program and including fathers and father figures as a key component of Coalition services.

Dorothy Wilson Mabry Award

The Coalition launched the Dorothy Wilson Mabry Award in Recognition of Outstanding Accomplishments by a Healthy Start Participant or Grass-Roots Community Leader in 2013. The award honors the legacy of Dorothy Wilson Mabry, a community volunteer and advocate, who devoted her life to supporting the empowerment and achievement of young women and vulnerable families. The Wilson Family provided a generous donation in honor of their mother which supports a stipend for the award recipient.

The first recipient of the award was Magnolia Project participant and advocate Isadora Howell. She enrolled in Magnolia case management services in 2010 when she was new to the city and without a home for herself and her five children. With the support of Magnolia staff and community resources, Isadora was



Isadora Howell

eventually able to get her children enrolled in school, into stable housing and continue her education. She has completed CNA Training and is currently working as a Home Health Aide with dreams of one day operating her own non-profit organization that will focus on the needs of women.



Johnnie Dwayne (third from right)

The 2014 Dorothy Wilson Mabry Award was presented to Johnnie Dwayne (J.D.) Upson, a leader in the Barbers for Babies initiative and advocate for reducing infant mortality. J.D. has been a barber in his native Jacksonville for 14 years at The Cut Above Barber Shop in Arlington. He was recruited by a client

— Coalition Responsible Fatherhood Coordinator Jack Johnson — to participate in the Barbers for Babies program. He talks to his clients about infant mortality, racial disparities and fatherhood, and has held several community events along with other barbers.

“ Men are as capable as women as being competent, nurturing caregivers. Financial support is not the only element of a father's responsibility. ”

-JACK JOHNSON,
Responsible Fatherhood Coordinator

Philip Gilbert Award for Outstanding Volunteer Service

The Philip Gilbert Award for Outstanding Volunteer Service was established by the Coalition in 2006 in memory of Phil Gilbert, the founding chair of the organization and long-time Executive Vice-President of the Duval County Medical Society. The award honors individuals and organizations that have made outstanding contributions to Healthy Start and the health of women, infants and families. The award, given each January, is reserved for a dedicated and passionate volunteer who shares Healthy Start's vision and actively contributes to the realization of Coalition goals.



Meredith Chartrand Frisch (left); Linda Asay, JD (right)

Outgoing Board member Meredith Chartrand Frisch was the recipient of the 2013 Philip Gilbert Award for Outstanding Volunteer Service. Meredith served on the Coalition Board from 2008-2013. Along with her family's foundation, the Chartrand Foundation, she has contributed significantly to both the work and direction of the Coalition. Her leadership and advocacy allowed the Coalition to undertake the Make a Noise! Make a Difference! community education and awareness campaign. She also was a strong voice for Healthy Start during Children's Week. In May 2012, Meredith joined the Coalition's March for Babies team to celebrate Lyla Grace, born at 33 weeks but now a healthy toddler.

Linda Asay, JD, was the recipient of the 2014 Philip Gilbert Award for Outstanding Volunteer Service. Ms. Asay, a community volunteer, is a long-time member of the Coalition's Board of Directors. She served as Board Secretary for several years and led the Coalition as Board Chair from 2011-2012. She has provided instrumental support throughout the years for advocacy and fundraising efforts. A Nassau County/Amelia Island resident, Ms. Asay retired from Tulane University.



Linda Asay, JD COMMUNITY VOLUNTEER Board Member, Former Board Chair

Linda Asay recalls the sad stories she heard in her work before joining the Coalition Board of Directors — how the lack of basic education on maternal and child health practices and mental health impacted families.

She joined the Board because of this interest in maternal and child health. She was a long-time Board member with INMED Partnerships for Children, an international humanitarian organization, and a state child welfare attorney.

She served as Board Secretary for several years and led the Coalition as Board Chair from 2011-2012. She has provided instrumental support throughout the years for advocacy and fundraising efforts. A Nassau County/Amelia Island resident, Ms. Asay retired from Tulane University.

The biggest success she has seen during her time as a Board member? "The reduction in infant mortality and expansion of fatherhood interest."



Loreli Rogers, MACP
ASSOCIATE EXECUTIVE DIRECTOR

"I am excited to be part of the Northeast Florida Healthy Start Coalition team. I am fortunate to work with staff, providers, other professionals and volunteers who are passionate about making a difference in people's lives, which in turn improves infant mortality and health outcomes. While there is a strong need for resources and services, I am thankful for the opportunities the Coalition seeks out and has to improve and expand our outreach and influence.

The partnerships and collaboration with other agencies to help make a collective impact in our region is impressive and motivating. I look forward to the future and the potential of what we all can do together for the mothers, fathers, babies and families that we serve in our community."

Coalition undergoes new leadership

Over the course of 2013-2014, the Coalition saw new leadership take the reigns.



Jennifer Gornto, MPH

she graduated with an M.P.H from Emory University and a B.S. in Environmental Science from Mercer University.

Jennifer Gornto, MPH, joined the Coalition as Executive Director in October 2013. She came to the Coalition with nearly 20 years experience working in public health and health care and a strong background in public health, epidemiology, evaluation, marketing and community partnerships. She previously worked as Manager of Strategic Marketing at Brooks Rehabilitation. A native of Jacksonville,

Loreli Rogers, MACP, joined the Coalition as Associate Executive Director in July 2014 from the Florida Department of Health - Nassau County, where she worked in and led the Healthy Start Program for 13 years. She brings with her a wealth of knowledge in Healthy Start, teen pregnancy prevention, budgeting, grant writing, contract management and providing direct services in the community. Loreli received a Bachelor's degree in Psychology from the University of Florida and Masters in Counseling Psychology from the University of North Florida.

Long-time Executive Director Carol Brady departed the Coalition in April 2013 to become Project Director of the Florida Maternal, Infant, Early Childhood Home Visiting (MIECHV) program at the Florida Association of Healthy Start Coalitions. She was Executive Director for 16 years, leading the Coalition from a small agency within the Northeast Florida Regional Council to a thriving non-profit.

Associate Executive Director Dawn Clarke left in May 2014 to lead the newly formed Healthy Start MomCare Network. She was with the Coalition for 16 years, starting as the Coalition's second employee in the Community Liaison capacity and eventually becoming the Associate Executive Director.

“ I am fortunate to work with staff, providers, other professionals and volunteers who are passionate about making a difference in people's lives. ”

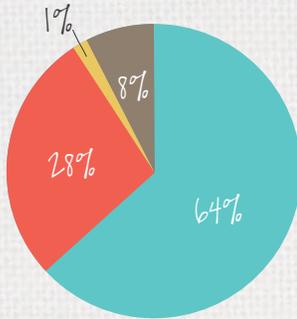
-LORELI ROGERS,
Associate Executive Director

REVENUES

YEAR ENDING

June 30, 2014

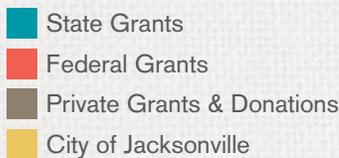
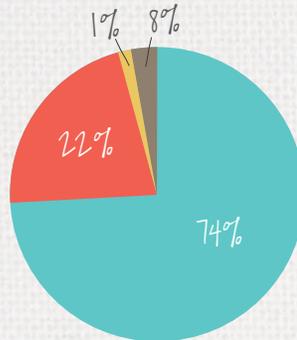
TOTAL \$8,005,802



YEAR ENDING

June 30, 2013

TOTAL \$6,408,357

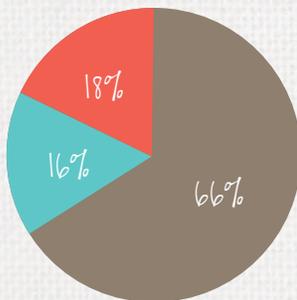


EXPENSES

YEAR ENDING

June 30, 2014

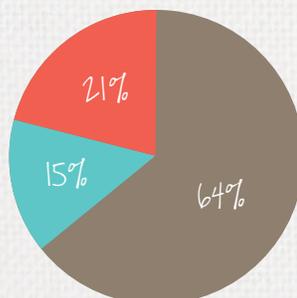
TOTAL \$7,060,318



YEAR ENDING

June 30, 2013

TOTAL \$6,067,855



COALITION OVERVIEW

COALITION MEMBERSHIP

Leslie Allen
 Dawn Allcock, MD
 Linda Asay, JD*
 Stephen Baker, PhD, Chair*
 Guy Benrubi, MD*
 Jeannie Bowles*
 Lisa Broward
 Crystal Brown
 Shanita Brown*
 Sherry Buchman, RN
 Joy Burgess, RN *
 Anthony Butler
 Stacey Cooper
 Rev. Alton Coles, Vice-Chair*
 Shelly Crawford, RN *
 Nangela Davidson
 Cindy Dennis
 Margaret Dodson, CPA, Treasurer*
 Catherine Hardee Drew, PhD*
 Kerry Dunlavy, RN
 Kym Dunton, RN
 Lisa Duncan
 Dawn Emerick, EdD
 Jacquelyn Gray*
 Bob Harmon, MD
 Janice Hawkins
 Bryan Hensley
 Winnie Holland
 Vallie Hollway, PhD
 Mark Hudak, MD*
 Heather Huffman
 Megan Hyman
 Kennetha Julien
 Bruce Lavant, PhD
 Melanie Lawson*
 Beverly Legree, RN
 George Lewis*
 Kathy Mankinen, Secretary*
 Jenni Matusko
 Jan Morse*
 Cindy Neville, PT, DPT
 Mary Kay O'Rourke
 Mary Alice Phelan
 Mary Randall
 Rev. Tom Rodgers*
 Apryl Shackelford
 Ann V. Ngo
 Natalie Taylor
 Joann Telfair
 Mary Von Mohr
 Kelli Wells, MD*
 Karen Wolfson *
 *Board of Directors

ADMINISTRATION

Jennifer Gornto, MPH,
Executive Director
 Loreli Rogers, MACP,
Associate Executive Director
 Jim Allen, *Fiscal Manager*
 Jack Johnson,
Responsible Fatherhood Coordinator
 Sara M. Rieger, MSW,
Special Community Projects Liaison
 Artillia Sampson, *Administrative Assistant*

TEEN HEALTH PROJECT

Erin Addington, *Project Director*
 LaRonda Howard, MPH,
Assistant Project Director

NORTH FLORIDA HEALTH CORPS

Jennifer Larramore, MPH, *Project Director*
 Sherry Nelson, *Project Coordinator*

AZALEA PROJECT

Mary Pinckney, *Case Manager*

MAGNOLIA PROJECT

Faye Johnson, BS, *Project Director*
 Marsha Davis,
Community Development Director
 Sabrina Willis, MHC, MS, *Freedom Coach*
 Mesha Demps, BS,
Women's Intervention Specialist
 Michelle Clark, *Case Manager*
 Anna Matthews, *Case Manager*
 Patrice Alston,
Office and Outreach Assistant
 Nina Odom, *Outreach Specialist*
 Chery Wright, *Outreach Specialist*

MOMCARE

April Cook, *MomCare Advisor*
 Cyndia Estime, *MomCare Advisor*
 Lisa Miller, *MomCare Advisor*
 Lisa Read, *MomCare Advisor*

AMERICORPS MEMBERS

Jamiecia Love, *AmeriCorps Member*
 Alex Tarabochia, *AmeriCorps Member*

CONSULTANTS

Cate Bates, *PR/Event Planning*
 Samantha Brewer, *Graphic Designer*
 Tracy Claveau, RN, *FIMR Coordinator*
 Laurie Lee, RN, *FIMR Coordinator*
 Charlene Shirk Mantarro, *PR/Event Planning*
 Lisa Pelle, *Quality Improvement*
 Nancy Perrone, RN, *Quality Improvement*

Your support made a difference!

Thanks you to the following agencies and individuals who have made the work of the Northeast Florida Healthy Start Coalition possible in 2013-2014!

- Alive Credit Union
- Acosta Marketing
- Ashley Smith Juarez
- Brennan, Manna & Diamond, P.L.
- Brooks Rehabilitation
- Capital Analysts
- Carol Brady Powell
- Catherine Hardee Drew
- Chartrand Foundation
- Citibank Volunteers
- City of Jacksonville
- Community Foundation of Jacksonville
- Corrina Steiger
- The Dorothy Wilson Mabry Family
- DuBow Family Foundation
- George Lewis
- First Coast Oncology/Ackerman Cancer Center
- Florida Agency for Health Care Administration
- Florida Association of Healthy Start Coalitions/Florida MIECHV
- Florida Blue
- Florida Department of Health
- Health Federation of Philadelphia
- Heritage Capital Group
- Jacksonville Suns
- Jaguars Foundation
- Kathy Mankinen
- Ken Smith Architects
- The LBA Group
- Linda H. Asay
- March of Dimes
- Margaret Dodson
- Mayo Clinic Jacksonville
- Nemours Children's Clinic
- Nest Eggs
- Southern Oak Insurance
- Dr. Stephen Baker
- Synovus Bank of Jacksonville
- UF Health/Shands Jacksonville
- U. S. Department of Health & Human Services -- HRSA
- U.S. Department of Health & Human Services -- ACF
- U.S. Office of Minority Health
- Wolfson Children's Hospital
- Worldwide IT



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