



The
Magnolia
Project

Mothers and Babies Implementation

Initiative of the





Mission

To Improve the health and well-being of woman during their childbearing years by empowering communities to address medical, behavioral, cultural, and social services needs.





Snap Shot of Jacksonville

- Infant mortality rate (2014): 8.8 deaths per 1,000 live births (2005 rate 11.6)
 - The Magnolia Project located in Jacksonville/Duval County Health Zone 1
- IM driven by disparities
 - 44% of births were to Blacks & other nonwhites
 - Blacks historically have poorer outcomes in Jacksonville than in other urban areas of the state
 - IM rate is slightly 2x higher than the White rate





Training and Preparation





Recruitment and Teamwork

- Case Management
- Clinic Staff
- Finding a Venue
- Contacting Participants
- Gathering Forms

CALLING ALL WOMEN!

WHEN: Tuesdays-Feb. 3-Mar. 10, 2015
(ONCE A WEEK FOR 6 WEEKS)

TIME: 11:00AM-1:00PM

LOCATION: UF Health Jacksonville Towers
580 W. 8th St.-Swisher Room

FREE CHILDCARE PROVIDED FOR 1-5 YEAR OLD CHILDREN

WHAT TO EXPECT FROM THE COURSE FOR WOMEN?

- Opportunity to practice ways to free your mind to be the mother your baby needs
- A moment to connect with others
- A moment to yourself
- Laughter
- Lunch Will Be Served

CONTACT SABRINA WILLIS AT
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Initiative of the **Northeast Florida Healthy Start** 

THE MOTHERS AND BABIES COURSE



Focus Areas

Mothers and Babies Course

Activities + Thoughts + Contacts = Mood



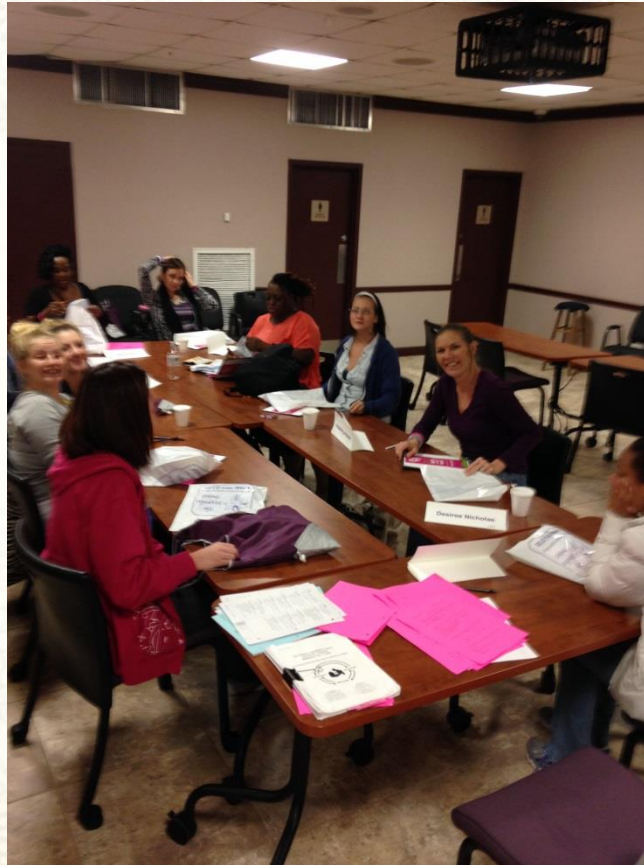


Participation





Participant Feedback





Graduation



**GO
EMBRACE!**

**Positive Activities,
Thoughts, and
Contacts**

Congratulations

Presented to

Courtney Fields

for completing the

Mothers and Babies Course

Presented this 10th day of April, 2015

Activities + Thoughts + Contacts = Mood

The Magnolia Project, Freedom Coach

The Magnolia Project: Initiative of the Northeast Florida Healthy Start Coalition, Inc



Evaluation

Depression scores decreased for 86% of participants whose scores were higher than 13 at pretest and who also completed a posttest (n=15).





Information for Replication

- The Mothers and Babies course is offered as a part of the Magnolia Project services.
- The Mothers and Babies course can be replicated in other programs easily. Staff training, Collaboration, and Support staff is key.
- The Magnolia Project has a vibrant “earn and reward” program.
- Most of all Be Creative, Passionate, and move with Purpose and watch the possibilities.





The
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Project

Thank You!

Sabrina Willis, MHC

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<http://nefhealthystart.org/for-women/magnolia-project/>

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