



Every baby deserves
a healthy start.

2020 ANNUAL REPORT

Infant mortality declines in 2019, disparities persist

While the regional infant mortality declined in 2019 in Northeast Florida, it continues to be a major health issue affecting families – particularly black families. The rate decreased from 7.9 to 7.3 deaths per 1000 live births, but black babies are still dying at nearly three times the rate of white babies.

The infant death rate for white babies was 4.9 deaths per 1000 live births, compared to 13.5 deaths for black babies. Despite gains in infant mortality over the past few decades, the racial disparities are persistent. Racial equity in birth outcomes is a key focus of the Coalition.

There were 136 babies who died before their first birthday during the year, the equivalent of eight classes of kindergarteners. The regional rate remains higher than the state (6 deaths) and nation (5.6 deaths).

The leading causes of death in 2019 were:

- Other perinatal conditions, including premature rupture of membranes, bacterial sepsis and chorioamnionitis (32 percent)
- Prematurity/Low Birth Weight (21 percent)
- Sudden Unexpected Infant Deaths (SUIDs), which were largely sleep-related (17 percent)

Other notable birth outcomes from 2019 include 132 fetal deaths, or stillborns (7 fetal deaths per 1000 live births), and almost 13 percent of births were premature.

There were nine maternal deaths in Northeast Florida in 2019. Baker, Clay, Duval and St. Johns each had at least one death. All four counties had rates exceeding the Florida maternal death rate (28.6).

2020 HIGHLIGHTS

Approximately \$400,000 in funding was secured to implement strategies identified in the 2018 FIMR review, the first complete analysis of all local infant deaths from a year. This special Fetal & Infant Mortality Review project identified key areas of concern and provided recommendations for action. Florida Blue, Baptist Health and the City of Jacksonville each contributed funding towards making the changes necessary to give every baby a healthy start in life!

The Magnolia Project East clinic opened in February 2020 to serve the Arlington neighborhood with prenatal and primary care. Agape Community Health Center provides the clinical services on-site. The clinic is part of a shift for Magnolia, which opened in 1999 to serve Health Zone 1, to a new service area. The project still serves 32208 and 32209 on the Northside but has expanded to 32211 and 32277 in Arlington (Magnolia East), a longtime tipping point neighborhood that now has one of the highest infant mortality rates in the city. The clinic will also focus on reducing maternal mortality but addressing primary care and managing chronic conditions.

More than 1000 families received much-needed baby supplies, personal protection equipment and health education at two drive-through events for Mother's Day and Father's Day. Hundreds of cars lined up in the Pearl Plaza parking lot to receive diapers, wipes, mask, gloves and other donated items. More than 8,000 packs of diapers and 6,000 packs of wipes were distributed thanks to funding from the First Coast Relief Fund and a match from the Weaver family.

Representative Tracie Davis sponsored the Magnolia Project and Healthy Start annual Community Baby

Shower during Infant Mortality Awareness Month, held at the new Magnolia East clinic in Arlington. This year, due to COVID, the event was drive-through only and also featured a food give-a-way. More than 250 bags with baby items and items for moms and dads were prepared and distributed. The PGA TOUR's THE PLAYERS Championship and North Florida Birth Alliance also donated items for the shower.

The WELLcome Home Universal Nurse Home Visitor program launched in May 2020 through a partnership with Baptist Health. The program, which was started in an effort to reduce the rate of sleep related deaths in Northeast Florida, offers a universal visit shortly after discharge to women who deliver at Baptist Medical Center Jacksonville. The WELLcome Home visit includes focused assessments for mom and baby, education and screenings for helpful resources.

The Coalition expanded its reach to substance-using pregnant women through CAPTA funding from the Florida Association of Healthy Start Coalitions. The funding allowed for the addition of a Nurse-Family Partnership position and two Seeking Safety Nurse Home Visitors. Seeking Safety utilizes a holistic approach developed through dialogue with and feedback from client to ensure client readiness for life situations. The program directs clients in developing problem solving skills and strategies early and on a continuum, by enlightening them with an enhanced awareness of the need to nourish themselves first. Clients are able to see the bigger picture and discover ways to conquer the challenges ahead when their needs are met.



Adapting to COVID

Our employees and the thousands of families we serve each year were the priority of the Coalition during the unprecedented COVID-19 coronavirus outbreak in 2020. We shifted our direct service staff to telephone and virtual home visits as permitted by our funders and following HIPAA regulations. All services and operations shifted to allow staff to limit their exposure and families to still receive the important support and education to help them have healthy pregnancies, positive birth outcomes and babies that celebrate their first birthdays.

Our programs not only adapted, but went above and beyond to meet the challenges brought on by a global pandemic:

MAGNOLIA PROJECT: Each month during the pandemic, the Magnolia Project provided gift bags to the ladies enrolled in the program utilizing donations received from local partners. Some of the items include: diapers, wipes, hand sanitizer, baby lotion, baby wash, masks, gloves and books to read to the babies/children. The case managers placed the items outside of the home, then moms came out to pick up their bags to keep safe social distancing. The participants expressed gratitude to receive the items, but were much more grateful for the opportunity to “see” their case managers again.

NATIONAL HEALTH CORPS FLORIDA AMERICORPS: NHC Florida members shifted some of their service activities to address COVID-19 through host site and community activities when the pandemic hit in March. This included coordinating 201 COVID-19 engagement groups, contributing to 18 COVID-19 workgroups and screening 20,000 people for COVID-19. In December, members were tapped to assist with COVID-19 vaccine distribution at UF Health Jacksonville, one of the first hospitals in the state to receive the vaccine.

HEALTHY START: In addition to moving to all telephonic and virtual visits, several Healthy Start subcontractors faced additional challenges because of the nature of their organizations on the frontlines of the pandemic. UF Health Jacksonville staff worked in the stress of the hospital environment, while staff at the health departments sometimes have to perform double duty and assist with COVID-related duties. Internally, Healthy Start and the Community Programs Office offered support to subcontractor agencies and the community. Masks were distributed to providers in each county, case managers accessed supplies for families and community members were able to receive diapers, wipes, baby supplies, pregnancy tests, referrals, COVID education and more.

NURSE-FAMILY PARTNERSHIP: The Northeast Florida NFP team in partnership with the NFP National Service office was able to provide cell phones to participants who were severely affected by the COVID-19 pandemic and pay for their service until January 2021. Due to the generosity of “Up Together” and its partnership with NFP, 144 participants received a \$500.00 needs based gift.

FATHERHOOD PRIDE: All program staff received training to assist individuals to complete paperwork and file for unemployment benefits during the pandemic. Program leadership obtained the required documents and filing procedures from the local employment agencies and provided completion and filing assistance only. Individuals needing more help were referred to the employment office. Staff provided over the phone, in-person, and on-line assistance to 181 program and community individuals.

BY THE NUMBERS

National Health Corps Florida



44807.30

hours of service in the NEFHSC service area

4405

units of service related to opioid prevention and response



50,000

meals served

Healthy Start

2189

Prenatal & Infant-Child Services



758

interconception care services for postpartum women

1250

ASQ developmental questionnaires completed



6



subcontractors provide direct services to moms & babies

Magnolia Project



4

zip codes served (32208, 09, 11 and 77)



392

case management clients

200



residents tested for COVID-19 at Magnolia East through a partnership with Agape Community Health Center

2131

clinic clients



Nurse-Family Partnership

4215

visits with participants



235

active participants



37

graduates from the program



11

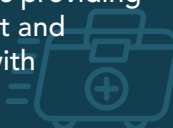
Nurse Home Visitors



Seeking Safety

2

Nurse Home Visitors providing services to pregnant and parenting women with substance use



447

virtual/telephone home visiting services provided by Seeking Safety since the program inception in spring 2020.



Azalea Project



92

medical and health care providers were trained on the SBIRT screening tool for substance use



158

individuals received NAS prevention education for a total of 742 over 3 years



26

participants completed 40-hour Peer Recovery Specialist training for a total of 73 over 3 years

Fatherhood

183

dads provided with case management services



Coordinated Intake & Referral



14520

prenatal and infant referrals processed in Northeast Florida

75%

of referred clients completed initial intakes



5215

clients that completed initial intakes referred to home visiting services



WELLcome Home

70+

moms received a home visit



58

moms scheduled for follow up appointments with medical doctor



16

moms with unsafe sleep practices addressed



70+

moms referred to community resources



Magnolia Success Story: Keashawna Matthis



When Keashawna was enrolled in the Magnolia Project in January 2020, she was seven months pregnant and living in a hotel room with her two children and their father. She was the only one employed during the time and worried that she would give birth before finding

stable housing for her family. Her case manager Rosa immediately started working with her towards accomplishing the goal of finding an apartment. Mom worked very hard and was able to move in to her apartment just a few days before delivery.

Rosa provided multiple resources to assist Keashawna with finding furniture for her apartment. In addition, she attended Covid-19 program-sponsored events such as food and diaper giveaways.. Currently, Keashawna maintains stable housing, employment and her kids are healthy. The father of the children is also enrolled into the Magnolia for Men program and receiving case management services. Keashawna says she is thankful for the support provided by Rosa because it has helped her accomplish her many goals!

Allison Buie, Nurse Home Visitor



Allison has served as an NFP Nurse Home Visitor in Duval County since November 18, 2019. Allison has gone above and beyond to ensure that each of her clients are healthy and are actively pursuing their goal and objectives in an effort to live their best life.

Her hard work and dedication to her clients was recognized in February 2020, when the Northeast Florida NFP team was chosen to host the Nurse-Family Partnership National Board of Directors meeting. Allison was selected to give the Case Conference presentation for staff, the National Board and her peers, leading a conversation on how to best help a clients with many challenges and opportunities. Allison received high commendations from all that attended.

CI&R Staff Highlights: Connecting Families to Services



Jamesha Moment is the Florida Department of Health Nassau County's new Coordinated Intake & Referral worker. Jamesha is no stranger to Healthy Start though -- a former client, she joined the FDOH Nassau staff in 2018.

Through her time in the program, she can speak from experience about the benefits of home visitation for new parents. She is very gifted in case management and is able to explain the application process for Medicaid/SNAP benefits and can often answer questions and provide referrals quickly for clients during their intake. Clients truly appreciate Jamesha!



Ian Fitzpatrick provides Coordinated Intake & Referral services at UF Health Jacksonville. Although Connect refers clients to home visiting programs, the clients are not always connected with those programs or services

are sometimes delayed. Because UF Health is a hospital/clinic-based, after the Initial Intake, staff are very likely to see the client again. Ian recently helped two clients over the course of several visits get connected with the resources they needed until they were enrolled in the home visiting program they chose.



Latoya Brown is the Coordinated Intake & Referral Family Partner Team Lead at the Coalition. She joined the Coalition in 2016 and was promoted to Team Lead in March 2020. Latoya has exceptional organizational skills; she

works hard and tends to be a great source of motivation for the Family Partners. She is an excellent trainer and educator. Latoya says she was led to the field of social work by always helping people and listening to their issues and concerns. She finds it very rewarding to help people connect to tools that can influence their lives and well-being.



Katie George, 2020-21 AmeriCorps Member

Katie George is responsible for coordinating all of the current AmeriCorps group to make the YMCA's New American Welcome Center a success for the refugee community in Northeast Florida. The New American Welcome Center is a new host site located at the duPont Family YMCA that helps immigrants fully integrate into American society and prepares receiving communities around the First Coast to be welcoming and inclusive. They provide food, diaper, baby formula, and resources for mothers/families on a drop in and

HOST SITE: YMCA NEW AMERICAN WELCOME CENTER

delivery basis. Katie also runs a citizenship and English tutoring course where she has helped hundreds of people acclimate to American society. Most of her clients are from Syria, the Middle East or South America. Many are mothers who are looking for resources for their children and Katie is getting things done with the mission of the Northeast Florida Healthy Start Coalition in mind. Katie is a Maine native and Peace Corps alumna who served in Malawi providing health education.

WHAT'S NEXT?

Continuing to address infant mortality and support families in 2021

Healthy Start is launching a pilot to place care coordinators in prenatal care clinics to provide a system of care by reducing the siloes between medical care and social services. The care coordinators will be housed on site at the provider office/hospital, and integrated into the provider office as an integral part of the team. Services may include screening, health start services, home visitation (post COVID19), identify areas of need to address the social determinants of health and assist participants in maintaining their medical appointments. St. Vincent's Family Medicine Center and the Florida Department of Health Duval Center for Women and Children will be the first two pilot sites.

The Coalition received a \$100,000 grant from the PGA TOUR's flagship event, THE PLAYERS Championship, to address the area's high rate of infant mortality. The Coalition will utilize the two-year funding to expand services in the Arlington area, a community with growing infant mortality rates, by engaging fathers and families. Fathers will be offered fatherhood

services to complement services that mom is receiving through the Magnolia Project program, including encouraging healthy pregnancies through early and consistent prenatal care, education and emotional support. Fathers will receive additional virtual training to assist him with providing important support and care for mom and baby, such as safe sleep education and the importance of prenatal care.

The Coalition will expand and develop the "Make a Noise Make a Difference" messaging campaign, creative and media marketing tools/materials aimed at increasing awareness of infant mortality and contributing root causes in Jacksonville, Florida. The campaign, funded by the City of Jacksonville, Kids Hope Alliance, will promote positive behavior change based on qualitative and quantitative research. The primary target audiences for this campaign are African Americans, particularly women, who reside in areas with the highest infant mortality rates and health disparities. The campaign is a recommendation of the 2018 FIMR review.

WHO WE ARE

Administration

Faye Johnson, *Chief Executive Officer*
Erin Addington, *Chief Operating Officer*
Cynthia Ball Nixon, *Chief Financial Officer*
Jim Allen, *Chief Accountant*
Elizabeth Golden, *Executive Assistant*
Kristin Toliver, *Staff Accountant*
Tiffany Williams, *Director of Administration*

Azalea Project

Tiffany Knight, *Project Director & Director of Program Performance*

Coordinated Intake & Referral

Beverly Butler, *Program Director*
Latoya Brown, *Family Partner Team Lead*
Pamela Griffin, *Family Partner*
Ebony Mayham, *Family Partner*
Lisa Miller, *Family Partner*

Fatherhood PRIDE

Jack Johnson, *Project Director*

Healthy Start

Cathy Dupont, *Program Director*
Lisa Read, *Community Liaison*

Magnolia Project

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Lacrecia Anderson, *Data Entry Clerk/Community Health worker*
Michelle Clark, *Team Leader/Supervisor*
John Dang, *AmeriCorps Member*
Takaiyh Davis, *Front Desk Coordinator*
Rosa Gretsckha, *Outreach Specialist*

Lisa Killgore, *Women's Intervention Specialist*
Nina Odom, *Outreach Specialist*
Triqana Powell, *Case Manager*
Juarlyn Smith, *CAN Coordinator*

National Health Corps Florida

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KaTori Roussel, *Project Coordinator*

Nurse-Family Partnership

Dante' Buckson, *Monitoring & Evaluation Manager*

Seeking Safety

Beverly Legree, *Nurse Home Visitor*
Pamela Vicars, *Nurse Home Visitor*

WELLcome home

Susan Douglas, *Nurse Home Visitor*

AmeriCorps Members

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OUR SUPPORTERS

Thank you to the following agencies and individuals who have made the work of the Northeast Florida Healthy Start Coalition possible in 2020!

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City of Jacksonville	Amy Milkes
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Florida Association of Healthy Start Coalitions	U.S. Department of Health & Human Services – ACF
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Florida Department of Health	WellCare
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Ann Gayle	Katoia Wilkins
George Koury & Associates	Tiffanie Williams
Saralyn Grass	Geraldine Williams Smith
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