We can’t solve problems by using the same kind of thinking that created them.  

ALBERT EINSTEIN

Infant mortality is the sentinel health indicator of a community. As infant mortality continues to be a complex and dynamic health consequence of our community, it becomes even more important for us to come up with new and innovative strategies to not only reach our intended clients but to prevent infant mortality using unique strategies to recruit, sustain, engage, educate, intervene and support mothers, fathers and families.

One-on-one education, support and linkage to needed services were provided to more than 13,860 expectant and new families by local health departments and community agencies with Healthy Start funding. Special initiatives—like Magnolia, Azalea, the Teen Health Project, Fatherhood and Nurse-Family Partnership—were implemented by the Coalition to address high-risk families and communities.

As maternal and child health leaders, the Northeast Florida Healthy Start Coalition is building a system of care leveraging existing partnerships and the statewide Healthy Start Screen to develop a triage system. While the infant mortality has not increased in our region, areas of Northeast Florida are experiencing alarming increases in infant mortality. We continue to see infant mortality rates impacted by health disparities, sleep-related deaths, substance-exposed newborns and preconception health. However, we are seeing new trends in the urban core that lead us to believe years of partnerships and programming are working. We continue to rely on the results of our Fetal Infant Mortality Review and Project Impact to help drive our program focus areas.

Our two signature fundraising events, Rounds at the Grounds and the Baby Buggy Walk in the Park, successfully raised money as well as awareness about infant mortality and strategies to improve birth outcomes. 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 and work so hard to ensure every baby born in Northeast Florida has a healthy start.

IN 2015 WE IMPLEMENTED THE FOLLOWING INNOVATIVE STRATEGIES:

1. CareMessage Targeted Text Messaging Software
2. Yoga in the Street
3. Preconception Health training for physicians using the Preconception Clinical Toolkit
4. Mothers and Babies Course: a research based training to reduce postpartum depression
5. Live Latch Love: a breastfeeding room at the Magnolia Project to increase breastfeeding rates among the African American population
6. Happy Birthday, Graduate!: A partnership with the Duval County School Board to increase graduation rates and word count
7. Long Acting Reversible Contraception: an evidence-based solution to decrease unwanted pregnancies
8. Collaborative Improvement and Innovation Network (ColIN)
10. Unique partnerships with agencies like Yoga for Change, Hope at Hand, the Duval County School Board, Clinton Health Matters Initiative and many more.

JENNIFER GORTNO RYAN  
Executive Director, Northeast Florida Healthy Start Coalition

CATHERINE DREW, PH.D.  
Chair, Nassau County School Board
HEALTHY START FOCUSES ON QUALITY, INNOVATION AND OUTREACH

The state Healthy Start program continued working to improve birth outcomes in the region through pre- and postnatal services, while also taking the lead on new initiatives to engage OB/GYN providers, allow program providers to better serve women and streamline home visiting services in Duval County.

Healthy Start provided case management services to more than 13,000 families in 2015 through the 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.

All Healthy Start providers are now contractually required to provide an Edinburgh postpartum depression screen to their clients, to help care coordinators better identify women in need of mental health services. An assessment will be done prenatally, one time during the postpartum period and also while following an infant if the provider deems it necessary.

The Coalition developed a screening education tool for the doctor’s offices that administer the Healthy Start screen, the main source of entrance into the program. The tool conveys the importance of completing the screen, but more importantly what Healthy Start can do for the providers and their clients. The tool was a strategy of the Screening Improvement Task Force.

As the state-designated lead for maternal and child health programming, the Healthy Start Coalition is leading an initiative to develop a centralized intake system based on the state Healthy Start prenatal and infant screening process. The Coalition has received funding from the Maternal, Infant & Early Childhood Home Visiting Central Intake and Referral Action Learning Collaborative Project to fully develop the system.

HEALTHY START BY THE NUMBERS

- **8** Healthy Start Providers in Northeast Florida
- **13,860** Mothers & Babies served in 2015 (Jan - Nov)
- **675** Visits to OB/GYN providers’ offices to improve screening
- **105** Women served in NFP
- **21** NFP Graduates
- **17,855** Northeast Florida babies born in 2014
INFANT MORTALITY RATE REMAINS UNCHANGED, DISPARITIES REMAIN A CONCERN

One hundred forty-three babies in Northeast Florida died before their first birthday in 2014 — meaning eight classes of kindergartners will not start school in five years. The infant mortality rate remained steady at 8 deaths per 1000 live births in the region but well exceeds the state rate of 6 deaths per 1000 live births and the national rate of 6.1 deaths.

The black and other nonwhite infant mortality rate rose, while the white infant mortality rate fell. The disparity is significant — black babies die at more than two and a half times the rate of white babies.

Twenty-four babies died from Sudden Unexplained Infants Deaths (SUIDs) in 2014, accounting for 16.8 percent of all infant deaths. Cosleeping with an adult and unsafe sleep environments (adult bed, lying on his or her stomach, sleeping with soft items) were contributing factors.

Duval County had the highest infant mortality rate at 8.8 deaths per 1000 live births, while Nassau County had the lowest at 5.4 deaths. The landscape of infant deaths in Duval County has altered over the last few years, with rates improving in historically high areas of the city like Health Zone 1 and rising in three new zip codes: 32210, 32211 and 32218. A quarter of all infant deaths in the region in 2014 were in these three zip codes.

MOMCARE ADVISORS PROVIDE SUPPORT TO PREGNANT WOMEN

In 2015, more than 9,000 women received services through MomCare, a special outreach program for pregnant women enrolled in Medicaid. Momcare links women to qualified prenatal care providers for early and continuous prenatal care, Healthy Start, WIC information, Family Planning and other community resources. The program also conducts home visits to those clients who were not able to be reached by phone.
INFANT MORTALITY TASK FORCES PROVIDE COUNTY-SPECIFIC STRATEGIES TO IMPROVE HEALTH OUTCOMES

In response to high county-level infant mortality rates, the Coalition created Task Forces to find ways to decrease the infant mortality rate and educate the public on the matter. The Task Forces include representatives from the community, social services, health facilities, churches and many other organizations in the county. Highlights from 2015 include:

• The Baker County Infant Mortality Task Force members regularly attend health fairs and other community events to educate the attendees on safe sleep and other health topics. Educational messages are also distributed through the Baker County Press and the electronic sign in front of the Florida Department of Health Baker County Health Department building. Staff at the FDOH Baker Healthy Start program were trained as Child Passenger Safety technicians and the first car seat event was held in October with a total of nine families. Contact was made with the local high school to use the football scoreboard to put up educational messages during home football games.

• The Coalition’s 2015-16 Action Plan included expanding to Clay County to launch an Infant Mortality Task Force. The first official meeting took place in October. The group represents different organizations and groups in Clay County that have an interest in reducing infant mortality. A presentation on infant mortality statistics for Clay County was given at the first meeting. The main focus of the group at this time is to present infant safe sleep information to grandparent groups in the community. Information about local car seat checks, safe sleep classes and resources on safe sleep were also given to the group.

"The point I try to get across when talking to people is that you know someone. You know someone who just had a baby, you know someone who is pregnant, you know someone who babysits, you know someone who wants a family. The information I carry from Healthy Start has important knowledge not just for pregnant women and mothers, but for everyone that knows someone."

- EMILY AYERS
FLORIDA DEPARTMENT OF HEALTH
Duval County Healthy Start Program & 2014-15 National Health Corps
Florida alumnus

COALITION PARTICIPATES IN STATE COILIN

The Coalition is participating in the new infant mortality Collaborative Improvement and Innovation Network (COILIN) initiative in Florida. Florida COILIN is comprised of individuals with a special interest and expertise in one of the following targeted focus areas: Safe Sleep, Smoking Cessation, and Social Determinants of Health. The first state COILIN meeting was held in March 2015. Over the course of 18 months, the three groups will work together to share ideas and information and develop strategies to reduce infant mortality.

The Coalition will participate in the safe sleep and social determinants of health areas.
Magnolia Improves Health of Women Before, During and After Pregnancy

The Magnolia Project widened its scope in 2015 to provide a continuum of care to women prior, during and after pregnancy in Jacksonville’s urban core. The Project, in its 16th year, provides individual-, group- and community-level interventions to reduce racial disparities in birth outcomes, improve women’s health, strengthen family resilience and achieve collective impact.

Magnolia, a special federal Healthy Start program, is in year two of a five-year grant from the Health Resources & Services Administration (HRSA). The Project met or is on target to meet 86 percent (18/21) of the federal benchmark measures. Key outcomes include 75 percent of participants completed their postpartum visit, an 18.5 percent increase from baseline. Other highlights from the year include:

**Community Health:** Outreach staff reached community members with information on well woman care, family planning, prenatal care, reproductive health/life planning, safe sleep, parenting, nutrition and fatherhood. The project also continued to train lay health workers using the Make a Noise! Make a Difference! Intervention.

**Preconception Health:** Staff disseminated and promoted the use of a new clinicians’ toolkit currently developed by the CDC Select Panel on Preconception Health – Provider Work Group (beforeandbeyond.org). Through funding from the Florida Department of Health, medical providers and clinical staff were trained on the several preconception health tools.

**Community Impact:** The Project is also working alongside the community to improve health. The Magnolia Project Director presented the Life Course Theory to Practice Model and Social Determinants of Health to more than 35 community partners at the Neighborhood Partnership Monthly Meeting.

**Expanded case management:** While Magnolia has provided case management for preconception women since its inception, the Project now serves pregnant women too. The case managers work with participants to provide personalized support and education on prenatal health, smoking, reducing stress and other important health and wellness information. A new text message system, CareMessage, was also implemented to enhance case management between appointments and provide personalized reminders based on individualized goals, targeted education and other information to participants.

LARC Initiatives Aim to Reduce Unintended Pregnancies

At least half of all pregnancies in the United States and in Northeast Florida are unplanned. Despite this large proportion of mistimed and often unwanted pregnancies, less than 10 percent of women are using the most effective and long-lasting contraceptives. In response, the Coalition has launched an initiative to increase utilization of long-acting reversible contraception (LARC).

A discussion group was formed this year to discuss the benefits and barriers associated with LARC and develop strategies to increase access and use. The group includes local OB/GYNs, HMOs and community partners.

The Community Action Team, which implements Fetal & Infant Mortality Review recommendations, developed “Thank my lucky LARCs,” an information card for distribution at the Magnolia Project and in the community.

The Magnolia Project offers contraceptive counseling as a stand alone intervention that focuses on the most effective to the least effective contraceptive method, including utilizing a video that was developed specifically for use in case management.
Although each group of new moms that completes the Magnolia Project’s Mothers and Babies Course is different, there is one common theme: “I want to be a good mother.”

The Magnolia Project has been implementing the Mothers and Babies Course, an evidence-based group and home visitation intervention for use with at-risk pre- and interconceptional women, since October 2014. The six-week course is designed to help moms and/or moms-to-be to try to take a look at how mood and personal reality are influenced by activities, thoughts and contact with others. Thirty-four mothers have completed the course to-date.

The goal of the curriculum is to prevent postpartum depression or reduce the level of intensity of negative feelings and emotions around pregnancy or motherhood.

An evaluation found that participants had statistically significant decreases in their depression scores from the beginning of the course to the end.

MAGNOLIA BY THE NUMBERS

44 BIRTHS

158 LAY HEALTH WORKERS

37 COMMUNITY OUTREACH ACTIVITIES

100 WOMEN

1,041 PROJECT PARTICIPANTS

545 COMMUNITY PROVIDERS/INDIVIDUALS

MOTHERS & BABIES COURSE OFFERED TO MAGNOLIA PARTICIPANTS

My baby was born healthy at 40 weeks and I’m breastfeeding while using the Nexplanon as my choice of a birth control method. The services at Magnolia truly helped me get through a healthy pregnancy and successful birth.

- SHREW SMITH

MAGNOLIA PROJECT PARTICIPANT
**NURSE-FAMILY PARTNERSHIP AIDS TO INCREASE BREASTFEEDING RATES**

Mothers in the Duval County Nurse-Family Partnership can now utilize peer support groups, professional consultation and increased accessibility to breast pumps, pumping stations and breastfeeding supplies, as part of efforts to increase breastfeeding duration rates within the program. These strategies were identified through a Home Visiting Collaborative Improvement and Innovation Network (HV CoIIN) and implemented with funding from the National Association of County and City Health Officials.

While breastfeeding initiation rates are high in the region and program, duration rates decrease sharply at six months. Racial disparities also persist within the community and the project, putting black babies at higher risk of never being breastfed and increasing the likelihood that they will not achieve the desired six-month duration of breastfeeding.

The Duval County NFP program launched in 2012 as part of the Florida Maternal, Infant and Early Childhood Home Visiting (MIECHV) program. The program, which is integrated into the local Healthy Start program, provides intensive case management and home visiting by a nurse for first-time moms from pregnancy until the baby is two.

Services are provided to 100 high-risk, first-time mothers in several Jacksonville neighborhoods annually by specially trained nurses from the Florida Department of Health Duval County and UF Health Jacksonville. The Northeast Florida Healthy Start Coalition administers the program.

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**AZALEA PROJECT PROVIDES PRE- AND INTERCONCEPTION WOMEN WITH CRITICAL SOCIAL SERVICES**

In addition to the Azalea Project’s state Healthy Start component for substance-abusing pregnant women, 150 non-pregnant, high-risk women of childbearing age are engaged, assessed and linked to critical services each year. In 2015, More than 60 of those women received intensive case management, education, counseling and support to mitigate a myriad of health and social risks.

Participants resolve over 80 percent of their identified risks. Those results lead to getting jobs, waiting to get pregnant, finishing high school, going to college, leading healthier/cleaner lives and being in healthy relationships.

Services are available for women with a history of or who are currently abusing alcohol or other drugs, are 15-44 years old, live in the Jacksonville urban core (32202, 32204, 32206, 32208 or 32209) and are at-risk for HIV and other sexually transmitted diseases.
HAPPY BIRTHDAY, GRADUATE!

Thousands of the highest-risk babies in the Duval County Healthy Start program will get a jump start on learning as part of a new initiative, Happy Birthday, Graduate! The early learning initiative aims to shrink the word, school readiness and educational attainment gaps in Jacksonville’s Health Zone 1 by providing families with materials to encourage early literacy and language, social and emotional motor development and family engagement. Healthy Start care coordinators will distribute resource kits during home visits to 5,000 families.

Happy Birthday, Graduate! is funded by the Chartrand Family Fund at the Community Foundation for Jacksonville, with matches from the Duval County Public Schools (DCPS), Baptist Health, the Jaguars Foundation and Winn-Dixie.

As a member of the Healthy Start team in St. Johns County, I am privileged to work with some amazing people that share a common goal: Helping members of our community have healthy pregnancies, healthy babies and healthy children.

Life can be exciting managing cases for our moms and babies. This is one position where we truly meet our clients where they need to be met. Together, we make a difference every day in someone’s life, and I’m proud to be a member of the team!

-L KAREN WATTS, RN

SENIOR PROGRAM MANAGER
FLORIDA DEPARTMENT OF HEALTH
St. Johns Healthy Start Program

LIVE, LOVE, LATCH
BREASTFEEDING ROOM OPENS

The newest space at the Magnolia Project is like an oasis — step in and you’re surrounded by warm lighting, a comfortable chair, an ottoman to rest your legs. Except for the picture of a breastfeeding mom on the wall, the nipple pads stuffed in a drawer and the manual pumps, you might think it was a regular lounge. But this space is all about the latch.

The “Carol Brady Live, Love, Latch Room” was officially unveiled August 27. Named after Magnolia’s founder, the former Coalition Executive Director and a strong breastfeeding advocate, the room provides a quiet space and supplies for moms to breastfeed or pump. The room includes supplies for the mothers as needed, such as nursing pads, storage bags, boppy pillows and a few manual pumps. In addition to providing space, breastfeeding support groups are now available on site.

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The Healthy Start Coalition was awarded a five-year grant from the Administration for Children & Families to provide comprehensive fatherhood services to dads in Baker, Clay, Duval, Nassau and St. Johns counties.

The Coalition’s “Growing Responsible Fathers through Education & Support: BREACH 2.0” program will strengthen and expand responsible fatherhood, employment, housing, health care, mentoring and recidivism reduction services through case management, referrals and group classes. The needs of referred fathers will be assessed and addressed through a three-tier case management system, that will include the CareMessage text message personalized education and reminder system, peer mentorship, group classes and a variety of community referrals.

The program will build on the foundations established by the Coalition and the Florida Department of Revenue – Child Support Enforcement Department’s “Bringing Relief, Education and Assets to Children and their Household” Project (BREACH), which ceased services in August 2014.

RESPONSIBLE FATHERHOOD BY THE NUMBERS

- **200** attendees at the Barbers for Babies Event
- **200** children received backpacks with school supplies at the Barbers for Babies Event
- **$660,690** received per year from 2015-2020 for Growing Responsible Fathers program
- **225** dads completed Responsible Fatherhood classes
Barbers for Babies Event Brings Education, Fun for Families

Six barbershops and dozens of families came together on August 9th to bring awareness to infant mortality and have fun before the start of the school year at the Barbers for Babies Infant Mortality and Back to School Jam. Throughout the event, information about infant mortality and ways to prevent it were announced to the crowd. Participants also had a chance to check out information from local partners at a health fair. At the end of the day a special plaque was given to the family of Winston Thompson Sr., who passed away earlier in the year. He was a champion for Barbers for Babies and was a volunteer for the Coalition for more than four years.

“I had to bring my son to some of the classes with me because I didn’t have a sitter; he really enjoyed being around the other guys hearing us talk and laugh about our kids. I can honestly say that our relationship is better because, he got to hear me tell other men how I felt about him. Attending the fatherhood classes was the best thing for us."

- Lavar Pearson
Responsibe Fatherhood Graduate

Community-Wide Fatherhood Task Force Launched

Fathers play an important role in their children’s lives but this population lacks a comprehensive, coordinated effort to sufficiently address the significant and far-reaching challenges that men in the community face. As a result of this gap, and to ensure children grow up with a responsible father in their life, the Coalition launched a new community-wide NEFL Fatherhood Task Force in August.

The key function of the Task Force is to focus the collective fatherhood expertise, training and resources of Jacksonville’s fatherhood programs on targeted projects supporting fathers. The mission of the Task Force is “To significantly increase the number of children in and around Jacksonville that grow up with a responsible father in their lives.”

Men’s Resource Guide

A Resource Guide for Men was developed to help men access important health and social service resources in Northeast Florida. The resource guide provides resources for men and programs serving men in Northeast Florida in topic areas like health, jobs, housing, transportation, legal, community support and more.

It’s important for men to be healthy, not just for themselves but for their family. Men are less likely to go to the doctor than women, but are often more likely to be hospitalized with chronic illness and complications and live shorter lives.

nefhealthystart.org/for-families/mens-resource-guide
The final series of the 4Me Teen Health Project under the Personal Responsibility Education Program began in Fall 2015. Over the course of the three-year funding cycle from the Administration of Children and Families, 458 youth and 214 parents completed the comprehensive sex education program.

The Teen Health Project was implemented in Clay, Duval and Nassau counties for teenagers ages 12-18 to reduce the rates of teen births and sexually transmitted infections. The program consists of three components: a comprehensive sex education series for teens; parent workshops; and six-month teen leadership councils.

A complementary component of the program, BrdsNBz NE Florida, received approximately 900 text messages from youth since January 2013. BrdsNBz NE Florida provides confidential, factually accurate answers to teen sexual health questions via text message.

I enjoy many things about the Teen Health Project — I really love the whole concept of the program. I love the fact that we actually get to go into the community and let our own peers know about the dangers that no one else will.

- ROMALOUS JONES
4ME TEEN HEALTH PROJECT TEEN LEADER
APEL Health Services

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**TEEN HEALTH PROJECT WRAPS UP THREE-YEAR GRANT**

**TEEN HEALTH PROJECT BY THE NUMBERS**

- **458** YOUTH completed the program from 2012-2015

- **9** COMMUNITY SITES implemented Teen Health Project

- **81%** OF YOUTH INCREASED CONFIDENCE in their ability to obtain information to avoid unplanned pregnancy

- **214** PARENTS completed a parent workshop from 2012-2015

- **70%** OF PARENTS increased confidence in their ability to discuss sex with their child(ren)
COALITION PARTNERS WITH LOCAL AGENCIES TO ADVOCATE FOR CHILDREN

Each year, the Coalition partners with local child-serving non-profits to increase the capacity of the community to advocate for kids and present a united front to the state legislature.

The annual advocacy workshop is held each year for child-serving agencies in the region in preparation for the state legislative session. Two trainings were held this year, one prior to the 2015 legislative session and another in the fall, prior to the January 2016 legislative session. Co-hosted each year by the Coalition, the Jacksonville Kids Coalition and United Way of Northeast Florida, the event welcomed two new partners for the fall training: the Jacksonville Public Education Fund and the Jacksonville Children’s Commission.

Local teens and Coalition staff spent April 14 in Tallahassee during Children’s Week, meeting with local legislators and spreading the word about the importance of adolescent health, preconception health and healthy pregnancies. The annual trip is organized by the Jacksonville Kids Coalition.

PRECONCEPTION HEALTH TRAININGS EQUIP LOCAL PROVIDERS TO ADDRESS HEALTH PRIOR TO PREGNANCY

The Magnolia Project hosted two trainings on the National Preconception Health Care Initiative to equip local providers to address preconception health. Clinical staff, insurance providers and organizations were trained on the Preconception Health Toolkit and Show Your Love campaign. The National Preconception Health Care Initiative was designed to help primary care providers, their colleagues and their practices incorporate preconception health into routine care of women of childbearing age. A total of 38 providers, clinical staff, insurance and agency staff were trained during the May 20th event and a December 2014 workshop.

Speaking up on behalf of a cause you believe in, or a constituency you represent, CAN make a difference. Having walked the halls of the Florida Capitol for over decade, I can tell you numerous stories about individuals or groups that were dedicated to making a change and fought hard to make it happen.

- JASON ROTH
DIRECTOR OF PUBLIC POLICY | United Way Health of Northeast Florida
LEADERSHIP ACADEMY GRADUATES
GRASSROOTS LEADERS

Twenty-two new grassroots leaders graduated from the Make a Difference! Leadership Academy with new skills, a plan for action and a focus on community improvement during two cohorts in 2015.

The goal of the Leadership Academy is to support the efforts of local residents to make changes in neighborhood factors that contribute to disparities in health and birth outcomes. The Academy trains individuals and assists them in the development of a Community Action Plan that outlines a specific project to move a community to action.

I find myself realizing there are different levels of what a leader can be. It gives us an opportunity to do something bigger than ourselves.

- YJANG LEIBA-WYNTER
SUMMER 2015 MAKE A DIFFERENCE!
LEADERSHIP ACADEMY GRADUATE

The spring cohort selected Intimate Partner Violence as their focus, while the summer graduating class chose the development of a community resource guide on the Supplemental Nutrition Assistance Program.

SECOND ANNUAL BABY BUGGY WALK IN THE PARK

A walk along the St. Johns River, hula hoops, a reading corner, folk music -- there was fun for everyone at the second annual Jacksonville Baby Buggy Walk in the Park on September 12. Despite earlier downpours, the sky was clear for the two-mile walk that started and ended at Unity Plaza in the historic Brooklyn neighborhood. Families came out ready for fun with decorated strollers and costumes.

The event brought together families, staff and members of the community to participate in a walk with babies in buggies in an effort to encourage pregnant and postpartum women and their families to participate in healthy activities. The walk is supported by the U.S. Department of Health and Human Services’ Office of Minority Health and other partners and takes place during National Infant Mortality Awareness Month each September. A national event, cities across the country hold walks throughout the month.

TASK FORCE CONTINUES EFFORTS, FOCUSES ON DISPARITIES IN ADOLESCENT REPRODUCTIVE HEALTH

The NEFL Teen Pregnancy Task Force is working to improve adolescent reproductive health care by continuing efforts to support grassroots programming and launching new efforts to address public policy and health disparities.

The Task Force’s Public Policy Committee held “Undercurrents: A conversation on Adolescent Sexual Health” on May 18, an event that brought together a diverse group of community members and partners to learn how to leverage the work that’s already been done to build a brighter, healthier future for youth.

The Task Force event coincided with the release of “Preventing Teen Pregnancy in Northeast Florida: A plan for community action,” which includes additional strategies to fill gaps in services and address specific at-risk groups.
NATIONAL HEALTH CORPS FLORIDA UPDATES NAME AND MISSION, CONTINUES TO SERVE COMMUNITY

The National Health Corps Florida AmeriCorps program focused on a new name, an updated mission and continuing to fill public health needs and grow health professionals.

Formerly the North Florida Health Corps, the NHC Florida is one of four National Health Corps AmeriCorps programs funded by the Health Federation of Philadelphia through a grant from the Corporation for National Service. Members commit to a year of service dedicated to fostering healthy communities by connecting those who need it most with health and wellness education, benefits and services, while developing tomorrow’s compassionate health leaders.

Members help build healthy communities by providing two main services:

- Educating kids and adults about disease prevention and management, and overall wellness that gives them the knowledge and skills they need to make smart choices about their health.
- Providing and connecting kids and adults with health and social services in their communities that help them lead healthier lives.

Local host site partners include the Northeast Florida Healthy Start Coalition; the Florida Department of Health in Baker, Clay and Duval and Nassau counties; The Bridge of Northeast Florida; UF Health Jacksonville; The PLAYERS Center for Child Health; River Region Human Services; Baptist Health; First Coast YMCA; Hubbard House; the Sulzbacher Center; the Women’s Center of Jacksonville; Clay Behavioral Health Center; Mental Health America of Northeast Florida; and Barnabas.

“THE NHC Florida AmeriCorps members are a valuable asset to meeting the critical health needs of our local community, bringing with them a strong desire to make a lasting impact in the lives of others. Each year, the experiences and skills gained through their service at our partner organizations contributes a new cohort of leaders that will make a lifetime commitment to eliminating health disparities.”

– JENNIFER LARRAMORE
NATIONAL HEALTH CORPS | Florida Program Director
Yoga in the Street

Magnolia Project participants are adding mountain pose, downward facing dog and more yoga poses to their repertoire of stress management and healthy living techniques. Yoga in the Street was launched in May to reduce the toxic stress that leads to poor health and demonstrate that wellness can be achieved in the midst of the communities that the Project serves.

Classes are taught by local non-profit Yoga 4 Change and offered at Cleveland Arms apartments, Hollybrook Homes apartments and the Magnolia Project. Since launching, approximately 50 community members have attended a class, 80 percent of which were under age 30, and attendance was on average 3.2 times.

Participants who attended recorded both their mood and blood pressure before and after class. More than 90 percent of attendees left class with overall positive emotions, including 87 percent of those who came in with overall negative emotions. Sixty percent of attendees decreased their systolic blood pressure, while half decreased their diastolic.

Rounds at the Grounds: Top of the 6th

Local celebrities and medical professionals went to bat again to celebrate healthy babies and the important role fathers play in the lives of their children at the Sixth Annual Rounds at the Grounds. The game, typically played leading up to Infant Mortality Awareness Month (September), was played this year in June, which is Men’s Health Month and the month Father’s Day is celebrated. The fundraiser and awareness event brought in approximately $20,000 to fund programs and efforts to make sure that every mother has a chance to have a healthy baby.

“... As a former baseball player, I look forward to the annual thrill of playing ball at Jacksonville’s beautiful ‘Grounds.’ It is really fun to team up with my health professional colleagues and local celebrities to contribute and raise money for the very worthy projects supported by Healthy Start.”

- BOB HARMON, MD
COALITION MEMBER
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 2015:

- Harry Abram
- Stephen Baker
- Brooks Rehab
- Christopher Braddock
- Carol Brady Powell
- Catherine Drew
- City of Jacksonville
- Megan Denk
- Margaret Dodson
- The Dorothy Wilson Mabry Family
- DuBow Family Foundation
- Firehouse Subs
- First Coast Oncology, PA
- Florida Agency for Health Care Administration
- Florida Association of Healthy Start Coalitions/Florida MIECHV
- Florida Blue Foundation
- Florida Department of Health
- Florida Psychological Associates
- Susan Gornto
- Dr. Robert Harmon
- Bill Hay
- Health Federation of Philadelphia
- Jacksonville Suns
- Jaguars Foundation
- Levenson Eye Associates
- George Lewis
- Kathy Mankinen
- Mayo Clinic Jacksonville
- Molina Healthcare
- Dominic Monfred
- Cindy Neville
- Donna Orender
- Chuck Perrone
- Rev. Tommy Rodgers (Bethlehem Baptist Church)
- Graham Sommese
- Southern Oak Insurance
- Sunshine Health
- UF Health/Shands Jacksonville
- U. S. Department of Health & Human Services – HRSA
- U.S. Department of Health & Human Services – ACF
- United Healthcare
- Unity Plaza Jax
- Wolfson Children’s Hospital

REVENUES: YEAR ENDING JUNE 30, 2015

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Grants</td>
<td>1%</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>5%</td>
</tr>
<tr>
<td>Private Grants &amp; Donations</td>
<td>29%</td>
</tr>
<tr>
<td>City of Jacksonville</td>
<td>64%</td>
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</table>

TOTAL $7,392,256

EXPENSES: YEAR ENDING JUNE 30, 2015

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration &amp; Staff</td>
<td>58%</td>
</tr>
<tr>
<td>Direct Service Contracts</td>
<td>12%</td>
</tr>
<tr>
<td>Other Operating Expenses</td>
<td>21%</td>
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</table>

TOTAL $7,313,903
2015 INAUGURAL CAROL BRADY COMMUNITY LEADERSHIP AWARD

RECIPIENT: CAROL BRADY

About Carol: Carol helped grow the Coalition from a small Healthy Start-focused agency within the North Florida Regional Council to a thriving non-profit that leverages resources to reach not only pregnant women and babies, but women in their preconception years, fathers and teens. Carol continues to lend her expertise and skills to maternal and child health as Project Director of Florida’s Maternal, Infant and Early Childhood Home Visiting initiative.

About the award: Carol Brady served as Executive Director of the Coalition for 16 years. The award was established to honor her accomplishments at the helm of the organization and continued passion and dedication to maternal and child health.

2015 PHILIP GILBERT AWARD FOR OUTSTANDING VOLUNTEER SERVICE

RECIPIENT: KAREN WOLFSON

About Karen: During her tenure as Board of Directors chair from 2009-2011, she oversaw the launch of some of the Coalition’s key programs, like Make a Noise! Make a Difference! social marketing campaign, Rounds at the Grounds and the NEFL Teen Pregnancy Task Force. She is also a strong advocate for Healthy Start, traveling to Tallahassee for Children’s Week and meeting locally with the Duval delegation to educate on the importance of maternal and child health.

About the award: The award was established 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, and honors individuals and organizations that have made outstanding contributions to Healthy Start and the health of women, infants and families.

2015 DOROTHY WILSON MABRY AWARD IN RECOGNITION OF OUTSTANDING ACCOMPLISHMENTS BY A HEALTHY START PARTICIPANT OR GRASS-ROOTS COMMUNITY LEADER

RECIPIENT: RASHAAD ARNOLD

About Rashaad: A participant in the teen health initiatives, Rashaad completed the 4Me program, the Teen Leadership Council, and was an inaugural graduate of the Teen Ambassador and Peer Health Advocate programs. Special thank you to Farisha Hamid from Senator Audrey Gibson’s office for helping us honor Rashaad.

About the award: Dorothy Wilson Mabry was a community volunteer and advocate, who devoted her life to supporting the empowerment and achievement of young women and vulnerable families.
COALITION OVERVIEW

COALITION MEMBERSHIP

Leslie Allen
Dawn Allicock, MD
Stephen Baker, PhD*
Guy Benrubi, MD*
Jeannie Bowles*
Lisa Broward
Crystal Brown
Sherry Buchman, RN
Joy Burgess, RN*
Anthony Butler
Stacey Cooper

Shelly Crawford, RN*
Nangela Davidson, RN
Cindy Dennis
Lucinda Deputy
Megan Denk*
Margaret Dodson, CPA, Treasurer*
Catherine Drew, PhD, Chair*
Kerry Dunlavey, RN*
Lisa Duncan

Maxine Engram
Ann Geffen
Jacquelyn Gray*
Marie Gnage
Bob Harmon, MD
Janice Hawkins
Bryan Hensley
Vallie Holloway, PhD
Mark Hudak, MD*
Heather Huffman
Megan Hyman

Kennetha Julien, Esq.
Bruce Lavant, PhD
Melanie Lawson*
Beverly Legree, RN
George Lewis*
Kathy Mankinen*
Deanna McDonald
Jan Morse, Secretary*
Cindy Neville, DPT*
Mary Kay O’Rourke
Mary Alice Phelan

Yolanda Planas
Mary Randall
Rev. Tom Rodgers, Vice Chair*
Apryl Shackelford
Natalie Taylor
Joann Telfair
Mary Von Mohr
Judy Ward
Kelli Wells, MD
*Board of Directors

ADMINISTRATION
Jennifer Gornto Ryan, MPH, Executive Director
Janette Hunt, MBA, Associate Executive Director
Erin Addington, Marketing, Communications & Outreach Director
Jim Allen, Fiscal Manager
Tracy Claveau, RN, BAN, Fetal & Infant Mortality Review/MomCare Manager
Shannon Denson, Human Resources Manager
Samantha Drennon, Program Assistant
Linda Higgins, Accounting Clerk
Sara M. Rieger, MSW, Special Community Projects Liaison

AZALEA PROJECT
Mary Pinckney, Case Manager

GROWING RESPONSIBLE FATHERS: BREACH 2.0
Jack Johnson, Project Director
George Davis, Training & Outreach Coordinator
Natacha Morgan, Case Manager
Anthony Upson, Case Manager

MAGNOLIA PROJECT
Faye Johnson, BS, Project Director
Patrice Alston, Office and Outreach Assistant
Michelle Clark, Case Manager
Marsha Davis, Community Development Director
Mesha Demps, BS, Women’s Intervention Specialist
Jacqueline Henderson, Case Manager
Anna Matthews, Case Manager
Nina Odom, Outreach Specialist
Cheryl Wright, Outreach Specialist

MOMCARE
April Cook, MomCare Advisor
Lisa Miller, MomCare Advisor
Lisa Read, MomCare Advisor

NATIONAL HEALTH CORPS FLORIDA
Jennifer Larramore, MPH, Program Director
Sherry Nelson, Program Coordinator

NURSE-FAMILY PARTNERSHIP
Cyndia Estime, CQI Consultant

AMERICORPS MEMBERS
Olga Mabolia, AmeriCorps Member

CONSULTANTS
Cate Bates, PR/Event Planning
Samantha Brewer, Graphic Designer
Peggy Ford, IBCLC Consultant
LaRonda Howard, Training & Quality Assurance Consultant
Denise Mills, Breastfeeding Consultant
Lisa Pelle, Quality Improvement
Nancy Perrone, RN, Quality Improvement
Loreli Rogers, Healthy Start
Charlene Shirk Mantarro, PR/Event Planning
Sabrina Willis, MHC, MS, Freedom Coach