Every baby deserves a healthy start.
This year has been a year of reconnecting, and exploring new relationships. In 2017, our goal was to increase the Northeast Florida Healthy Start Coalition’s visibility within the communities it serves through various partnerships and initiatives to raise awareness of infant mortality – the babies that don’t live to see their first birthday.

We must work together to decrease infant mortality through a thorough understanding of the social determinants of health — educational attainment, socioeconomic status and community environment — to make sure every baby every day has a healthy start in life.

The Coalition established an exciting new initiative, the “I am a Healthy Start Employer” certification program. The certification recognizes businesses that create a culture of health and wellbeing for families. There are three levels of certification (Bronze, Silver & Gold) based on maternal and child health-friendly criteria. The certification is awarded to employers that work hard to ensure their employees receive the support and education they need before, during and after pregnancy. This initiative expands the Coalition’s reach to provide maternal and child health support, education and awareness to the business sector of our community.

All sectors of our community are or possibly will be affected in some capacity by an issue that we are facing -- the growing opioid epidemic. This substance-use crisis affects more than just the substance users -- more and more babies are being born substance-exposed. We had the opportunity in November to share with a Florida House of Representatives subcommittee the impact of the epidemic on our most vulnerable citizens and what Healthy Start is doing -- and can do -- to make sure these babies are born healthy. Additionally, the Coalition’s Azalea Project was invited to join President Bill Clinton and Clinton Foundation staff during his visit to Orange Park Medical Center in October. Azalea Project participants articulated to the former President their plight against the disease that they have battled and at this time in their lives they are winning. However, there is much work to be done to decrease the number of drug-exposed babies.

2017 also marked the 25th anniversary of Healthy Start. For the last 25 years, moms, babies and families throughout Florida have received support and education to ensure that our most vulnerable citizens have the best possible start to life. We are thankful that we continue to be a voice for women, babies and their families and to strive to give every baby a healthy start. But the work is not done -- we are reminded that we cannot do this work in a silo and we continue to seek out partners from all walks of life to make sure every baby lives to see their first birthday.

We appreciate and value all of our partners, funders, Board of Directors, Coalition members and committed volunteers who support our efforts. We look forward to continued growth, success and improved outcomes in 2018!
Infant mortality in Northeast Florida increased in 2016, after a one-year decline the previous year. In 2016, 139 babies died before their first birthday, the equivalent of eight classes of kindergarteners. With a rate of 7.4 deaths per 1000 live births, the region remains higher than the state (6.1 deaths) and nation (5.8 deaths).

Duval County, the population center of the region, continues to drive the region’s infant mortality rate with 8.4 deaths per 1000 live births. After a multi-year decline, Jacksonville’s Health Zone 1 increased in 2016 from 8.8 deaths per 1000 live births to 16.8. Health Zone 1, which encompasses the city’s urban core, is disproportionately impacted by economic, health and social disparities. The Jacksonville zip codes with the highest number of infant deaths are 32208 (10 – 100 percent increase from the previous year), 32209 (10 – 40 percent increase from the previous year) and 32210 (15 – 15 percent increase from the previous year).

Counties with smaller populations like Baker, Clay and St. Johns saw fluctuations from year-to-year, as a few additional or less deaths impact the rate much more than larger counties.

Black babies are still dying at more than twice the rate of white babies. Black moms are nearly 2.5 times as likely to experience an infant death as white moms (11.9 deaths per 1000 live births, compared to 4.9 deaths). This trend has been consistent over the past five years. National trends show that racial disparities persist despite education level or socioeconomic status.

**INFANT CAUSE OF DEATH, 2016**

- Prematurity/LBW, 25%
- Congenital Anomalies, 18%
- Sudden Unexpected Infant Deaths, 22%
- Other Perinatal Conditions, 25%
- Infections, 4%
- Other Causes, 4%
- Injuries, 3%

**HEALTH ZONE 1 CAUSES OF DEATH, 2016**

- Prematurity <24 weeks, 25.0%
- Prematurity >25 weeks, 42.8%
- Infection, 10.7%
- Congenital, 14.3%
- SUIDs, 3.5%
- Other, 3.5%
SUIDs

One in five deaths was due to Sudden Unexpected Infants Deaths (SUIDs) in 2016, most of which were sleep-related. SUIDs declined significantly in the 1990s and 2000s in part due to new recommendations from the American Academy of Pediatrics and the nationwide Back to Sleep campaign, but have steadily increased since 2012 (up 42 percent in Northeast Florida). These deaths are largely preventable and are accounting for a bigger proportion of infant deaths.

Bedsharing is a leading factor identified in sleep-related deaths. Causes of death and contributing factors include:

- Suffocation and strangulation (often associated with bedsharing)
- Position (stomach instead of back)
- Unsafe sleep environments (adult bed, couch or chair, soft items like bedding, blankets and stuffed animals)

Neonatal Abstinence Syndrome

As the opioid epidemic explodes across the region, state and nation, there has been a dramatic rise in the rate of substance-exposed newborns. Data from 2016 shows that more than 700 babies with NAS were born in facilities in Northeast Florida. Three counties in Northeast Florida (Baker, Clay and Duval) were listed in the top 10 counties in the state for substance-exposed newborns, according to a March 2015 report from the Florida Department of Health.

Babies diagnosed with Neonatal Abstinence Syndrome are primarily born to moms who were addicted to opioids and more likely to be born premature and at a low birthweight. NAS babies also experience irritability, breathing and feeding problems, in addition to a myriad of lifelong issues that often are not realized until the child is older.

2017 HIGHLIGHTS

Healthy Start

In 2017, Northeast Florida Healthy Start completed over 9000 face-to-face visits and served more than 15,000 women, infants and their families. Clients received services like parenting education and support; breastfeeding education; nutrition counseling; tobacco cessation; childbirth education; and stress management. Healthy Start care coordinators also link families to services such as alcohol and substance treatment, mental health services, housing assistance, transportation, educational services and WIC. Services are provided directly to families by eight subcontractors. Exciting changes are coming in 2018, as the Healthy Start model aligns to become evidence-based after 25 years of dedicated service to those at-risk for a poor birth outcome in the community.

Clinton Foundation visits Azalea Project

The Northeast Florida Healthy Start Coalition was given the opportunity to share the work of the Azalea Project with the national Clinton Foundation office October 31. Board member and former Azalea participant Teleauba Revels joined current Azalea participant Ronnika Thomas and Coalition staff at Orange Park Medical Center, where they met President Bill Clinton and discussed how Azalea Healthy Start makes in people’s lives and the upcoming prevention work that the Coalition will be doing in all five counties with a new grant from the Office on Women’s Health.
SAVING BABIES

**The Azalea Project**

The Azalea Project, the Coalition’s long-running special initiative to address substance-using pregnant and parenting women, is in the forefront of the substance-exposed newborn epidemic. The Azalea Healthy Start component, which serves pregnant women, received additional funds in 2017 to hire an additional part-time case manager to address the high need for intensive case management services in zip code 32210, which has the highest number of infant deaths and a high rate of opioid overdoses. The Coalition also received funding from the U.S. Department of Health and Human Services Office on Women’s Health in August to add a prevention component. The Azalea prevention director will provide primary prevention education workshops to health consumers and train health providers and home visitors on an evidence-based tool to screen women for substance use prior to, during and after pregnancy. Certified Recovery Peer Specialists will also be utilized through the grant.

**Fetal & Infant Mortality Review**

A growing number of sleep-related deaths has led to new recommendations from the NEFL Fetal & Infant Mortality Review to address these largely preventable deaths. FIMR also recommended educating the community on the benefits of home visiting programs. FIMR’s Case Review Team (CRT) reviewed 28 cases in 2016-17 utilizing an approach developed by the American College of Obstetrics and Gynecology (ACOG) that pulls information from birth, death, medical, hospital and autopsy records and maternal interviews. The Community Action Team (CAT) then takes the CRT’s recommendations and implements them in the community. The CAT will be expanding in 2018 to address the root causes of health disparities and social factors that impact health.

**MomCare**

MomCare is an initiative of the Coalition that serves Medicaid-eligible pregnant women. In 2017, MomCare served more than 6,600 women by facilitating enrollment into their Medicaid Health Plan. The MomCare Advisors also link clients with WIC, Healthy Start and family planning services, as well as resources for childbirth education, parenting education, nutrition, breastfeeding and other resources they may need. MomCare is funded by the Florida Agency for Health Care Administration (AHCA) and is managed locally by the Coalition.

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Nurse-Family Partnership has given me the confidence to believe in myself as a first-time mom. The visits to my home where my nurse and I talk about my child’s development as she grows allows me to understand my baby more. The questions I have never go unanswered.

– Natasha Jones
NURSE-FAMILY PARTNERSHIP PARTICIPANT

**Nurse-Family Partnership**

Nurse-Family Partnership is an evidence-based nurse home-visiting program for first-time mothers. In 2017, an expansion grant was received from the Maternal, Infant & Early Childhood Home Visiting program to expand the Northeast Florida Nurse-Family Partnership beyond Duval County and to begin serving Clay and Baker County. An additional 50 families will be served per year in the new counties, increasing the total number of families in the regions served per year to 150. In September 2017, 32 children and their families completed the program and celebrated with a graduation.

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**Coordinated Intake and Referral:**

The Coalition has led a Coordinated Intake & Referral initiative in Duval County to streamline referrals to home-visiting programs. In 2017, the Coalition and its home-visiting partners gathered to test the community’s approach to implementing Coordinated Intake and Referral using the state’s universal Healthy Start screening tool. Partners include the Florida Department of Health Duval County Regional Processing Center, Healthy Start, Nurse-Family Partnership, and WIC.
The Magnolia Project, a special federal Healthy Start initiative, focuses on the health of women before, during and after pregnancy in Jacksonville’s urban core. The Project hosted its Inaugural Community Baby Shower, sponsored by State Representative Tracie Davis to celebrate and connect families. More than 100 women and their families came out to the Magnolia Project on October 7, 2017 to celebrate babies. Attendees received information and education from vendors, including the local health department, different Coalition programs, The Players Center for Child Health at Wolfson Children’s Hospital and more. Lutheran Services of Florida distributed bags of food, while Magnolia OASIS/Agape provided healthy smoothie samples. Families also had the opportunity to receive clothes for their little ones and participate in raffles and giveaways.

Magnolia also received a grant from the Chartrand Family Fund at the Community Foundation for Northeast Florida to implement CenteringParenting, a group-care model that serves to provide a continuum of care for families that participate in the Project’s group prenatal care classes. The Magnolia Project was featured to national and international audiences, including a poster presentation on the Community Action Network at the CityMatCH MCH Leadership Conference & Healthy Start Convention; a national webinar Healthy People 2020 Progress Review: Optimizing Birth Outcomes Through Preconception and Interconception Health that highlighted Magnolia as a Federal Healthy Start Program; and a visit from international maternal and child health experts from the Netherlands that toured the project and learned about the local efforts to improve women’s health.

Being a part of the Magnolia Project is important to me. It allows me to connect with mothers just like me. I formed quite a few relationships that I hope will continue on because it is very important to have that support.

—Skyler Bailey
Magnolia Project Participant

The Magnolia Project

Being a part of the Magnolia Project is important to me. It allows me to connect with mothers just like me. I formed quite a few relationships that I hope will continue on because it is very important to have that support.

—Skyler Bailey
Magnolia Project Participant

Saving Babies by the Numbers

- 18870 Babies Born in 2016
- 15000 Healthy Start Clients Served
- 6600 Momcare Clients Served
- 830 Magnolia Project Clients Served
- 625 OB Visits to Improve Screening
- 32 Nurse-Family Partnership Graduates

Partnership, the Magnolia Project, Early Steps, Early Head Start and Healthy Families Jacksonville.

After a yearlong pilot, Coordinated Intake and Referral is now fully implemented in Duval County. The goal is for families to receive the best services that meet their needs, minimize duplication of services and effectively utilize community resources. By July 2018, Coordinated Intake and Referral will be implemented in the additional counties the Coalition serves – Baker, Clay, Nassau and St. Johns.
Fatherhood PRIDE

Fathers play a pivotal part in a child’s development. New evidence shows that children with early father involvement are more likely to be and stay healthy. The Coalition’s Fatherhood PRIDE program works to keep fathers in Northeast Florida engaged, present and accounted for so their children survive and thrive. Fathers can participate in the normal, eight-week track or an accelerated 10-working-days track. Expecting dads can participate in the Boot Camp for New Dads course that prepares men to take care of a baby by learning from dads who have successfully transitioned into fatherhood. Current dads can participate in courses like 24/7 Dad, Inside Out Dad and Mom as Gateway. Fatherhood PRIDE also works with dads to help them find employment, further their education, understand how to manage their finances, access health care and much more. The program held several special events in 2017 to encourage father-child bonding, including a Father’s Day barbecue, back-to-school event and fishing trip.

Healthy Families Jacksonville

Healthy Families Jacksonville completed one year at the Coalition in October 2017. Healthy Families is a nationally-accredited family support and coaching program that helps parents provide the safe and stable environments children need for healthy growth and development. The evidence-based program is voluntary and participants receive the services in their home by specially-trained support workers. The program was recognized in February for enrolling 49 new families, the highest enrollment of any of the 35 Healthy Families programs in the state, and Cheri Brainard was recognized as the Family Assessment Worker of the Year at the annual Healthy Families Florida conference. In September, the program celebrated its first graduation, with eight kids and their families completing the program.

Text message lines for youth and young adults

The BrdsNBz and XsNOs text message warmlines provide confidential, factually accurate sexual health information to teens and young adults in Northeast Florida. The Coalition has offered BrdsNBz NE Florida since 2013, and expanded in 2017 with XsNOs NE Florida through funding from Baptist Health. The services are free, anonymous and provide real-time responses from certified health educators. Questions received address topics like healthy relationships, contraception, development, STDs and more. More than 300 questions were answered in 2017.
Help Me Grow

The Coalition was recruited to conduct community and provider outreach for the new Help Me Grow program that connects families with local resources to address parents’ concerns about the health, development, behavior and learning of their young children. It is a system that builds collaboration across sectors, including early care and education, health care and family support. Help Me Grow is implemented locally in Duval, Clay and Nassau counties through United Way 2-1-1 and the Early Learning Coalition of Duval. The Coalition conducts provider outreach at pediatrician and family practice offices to support early detection, intervention and knowledge of local resources. The Coalition also conducts community outreach to promote awareness and use of system partners.

2017 HIGHLIGHTS

Baby Buggy Walk in the Park

Despite encountering some rain, families, vendors and volunteers came out to Klutho Park for a great time, shortened walk and health fair at the fourth annual Baby Buggy Walk in the Park on September 30. The attendees included more than 20 dads from the Fatherhood PRIDE program and their families. The Baby Buggy Walk is a family festival that calls attention to the link between healthy lifestyles, healthy families and healthy babies. The walk takes place during National Infant Mortality Awareness Month, which aims to bring awareness to improving birth outcomes and reducing health disparities.

National Health Corps Florida

National Health Corps (NHC) Florida AmeriCorps Program members are placed each year at non-profits and government sites across the region to help meet critical health needs of children, families, pregnant women and other at risk segments of the population. In 2017, members provided a total of 39,317 units of health service and prevention education to residents of Northeast Florida, established 21 new partnerships between agencies in the region and trained 171 health care and nonprofit staff. Several of the members are placed at maternal and child health host sites, where they provided 1,095 units of child and infant health education like safe sleep and 1,107 units of maternal education. Twenty-one members completed the 2016-17 term, with...
Jersey College Partnership

Jersey College School of Nursing partnered with the Coalition’s federal Healthy Start initiative, the Magnolia Project, to help nursing students understand the impact of social determinants of health and their role as health care providers in advocating for positive birth outcomes in the community.

Through this three-month pilot project, 30 RN students who participated in a 28-hour clinical practicum enhanced their understanding of maternal child health issues in the community. The innovative community-based clinical experience included a virtual case scenario of a high-risk maternity client and the result of collective impact partnerships with one agenda in addressing the needs of this client. The community-based clinical experience was implemented in four sessions that addressed topics like toxic stress; racial and place-based health inequities; and the life course theory.

Make a Difference! Leadership Academy

Thirteen grassroots leaders graduated from the Make a Difference! Leadership Academy, which supports the efforts of local residents to make changes in neighborhood factors that contribute to disparities in health and birth outcomes. The Spring 2017 cohort were all residents of the Blodgett Villas housing complex. They advocated for improvements like moving an unsafe school bus stop and organized events like neighborhood cleanups. The Fall 2017 cohort were all residents of Oakland Terrace Apartments and created a community project in partnership with the Eastside Community Council.

Children’s Advocacy Trainings

The Coalition was one of several child-serving agencies to help plan and implement two advocacy trainings in 2017 to prepare nearly 200 non-profit professionals, volunteers and board members from child-serving agencies to advocate on behalf of Northeast Florida’s children. Attendees learn the knowledge and skills to advocate on behalf of kids at the local and state levels directly from the legislators and advocacy experts working on issues facing our children. Chris Hand, coauthor of “America, the Owner’s Manual — You Can Fight City Hall and Win”, keynoted the February training, while outgoing Edward Waters College President and former Jacksonville Sheriff Nat Glover keynoted the December training. The trainings were hosted by the Healthy Start Coalition, Florida Nonprofit Alliance, Jacksonville Children’s Commission, Jacksonville Public Education Fund, Nonprofit Center of Northeast Florida and United Way of Northeast Florida.

BUILDING COMMUNITIES BY THE NUMBERS

| NATIONAL HEALTH CORPS FLORIDA MEMBERS ARE PLACED EACH SERVICE TERM | 23 |
| HOURS PROVIDED BY EACH NHC FLORIDA MEMBER | 1700 |
| RN STUDENTS COMPLETED PILOT CLINICAL PRACTICUM AT THE MAGNOLIA PROJECT | 30 |
| GRADUATED FROM THE MAKE A DIFFERENCE LEADERSHIP ACADEMY | 13 |

I have seen how difficult it is to manage a high-risk pregnancy, even more so when these mothers encounter friends, families and even medical professionals who consider their addiction to be a moral failure.

During my service term, I have been asked many times, “How do we punish the mothers of these babies for what they did?” I am less often asked, “What can we do for the babies born addicted to help them grow into healthy adults?” I am proud of my fellow National Health Corps members and our community partners who are asking and answering this second question.

— Alicia Nelson
CASE MANAGER, RIVER REGION HUMAN SERVICES MEMBER NATIONAL HEALTH CORPS FLORIDA
WHO WE ARE

ADMINISTRATION
Faye Johnson, Chief Executive Officer
Terry Lorince, Chief Program Officer
Erin Addington, Director of Development
Jim Allen, Finance Director
Tracy Claveau, RN, BAN, Director of Family Relations
Shannon Denson, Human Resources Director
Elizabeth Golden, Executive Assistant
Linda Higgins, Accounting Clerk
Jennifer Larramore, Director of Federal Programs
Stephanie Oliva, Communications & Community Engagement Coordinator
Lisa Read, Special Community Projects Liaison
Terrina Simmons, Administrative Assistant

AZALEA PROJECT
Emma S. Phillips, Prevention Director

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Rodnae Johnson, Intake & Data Specialist

RESPONSIBLE FATHERHOOD INITIATIVE
Jack Johnson, Project Director
Valarie Currelley, Program Supervisor
Allen Bradley, Case Manager
Carol Cromer, Program Assistant
Elaine Hardeman, Case Manager
Kathy Irvine, Case Manager
Mitchell Miles, Case Manager
Anthony Upson, Case Manager

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Lacrecia Anderson, Administrative Assistant

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Robert Brown
Roderick Love, Sr.

FAMILY ASSESSMENT WORKERS
Katelia Albertie
Cheri Brainard

FAMILY SUPPORT WORKERS
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Amber Coleman
Jenifer Cruz
Devera DeCosta
Pelicia Gault
Dorinda Hays
Monica Harrell
Katherine Harrier
Donna Hicks-Bowden
Lacey Hollingsworth
Earnestine Jackson
Pamela Jimenez
Angela V. Mack
Ernestine Pinckney
Michael Skiasitis

MAGNOLIA PROJECT
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Michelle Clark, Team Leader/Supervisor
Quintona Hayes, Case Manager
Vanessa Jefferson, Community Action Network Coordinator
Lisa Killgore, Outreach Specialist
Nina Odom, Outreach Specialist

MAGNOLIA PROJECT OASIS
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MOMCARE
Latoya Brown, MomCare Advisor
Jane Gavan, MomCare Advisor
Lisa Miller, MomCare Advisor
Pamela Toliver, MomCare Advisor

NATIONAL HEALTH CORPS FLORIDA
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Sherry Nelson, Project Coordinator

NURSE-FAMILY PARTNERSHIP
Cynthia Estime, CQI Consultant

AMERICORPS MEMBERS
Yasheika Allen, Outreach Coordinator
Kimberly Feliciano, Health Educator

CONSULTANTS
Samantha Brewer, Graphic Designer
LaRonda Howard, Special Projects Coordinator
Lisa Pelle, Quality Improvement
Nancy Perrone, RN, Quality Improvement
Your support made a difference!

Thank you to the following agencies and individuals who have made the work of the Northeast Florida Healthy Start Coalition possible in 2017!

- American Congress of Obstetricians & Gynecologists District XII
- Carolyn Arnister
- BBVA Compass
- Baptist Health
- Carol Brady
- City of Jacksonville
- Joanne Colado
- CompassMSP
- CSX Transportation
- Delores Barr Weaver TCF Staff Giving Fund
- The Chartrand Family Fund at The Community Foundation for Northeast Florida
- The Dorothy Wilson Mabry Family
- Eleven Atlantic
- Florida Agency for Health Care Administration
- Florida Association of Healthy Start Coalitions/Florida MIECHV
- Florida Department of Health
- George Koury & Associates
- Robert Harmon
- Janice Hawkins
- Health Federation of Philadelphia
- JaxPort
- Kathy Mankinen
- March of Dimes
- Molina Healthcare
- Jaci Murphy
- Cindy Neville
- Javacia Owens
- Pinot’s Palette – Town Center
- Ponte Vedra United Methodist Women
- RBE, Inc.
- Regions Bank
- Teleauba Revels-Rains
- Ellie Reninger
- Rev. Tom Rodgers
- Kenneth Scarborough
- Staywell
- Sunshine Health
- U.S. Department of Health & Human Services – HRSA
- U.S. Department of Health & Human Services – ACF
- U.S. Department of Health & Human Services – Office on Women’s Health
- Unitarian Universalist Church of Jacksonville
- United Healthcare
- United Way of Northeast Florida
- Walmart

AWARDS

2017 PHILIP GILBERT AWARD FOR OUTSTANDING VOLUNTEER SERVICE

RECIPIENT: Jan Morse
United Way of Northeast Florida

2017 DOROTHY WILSON MABRY AWARD
in Recognition of Outstanding Accomplishments by a Healthy Start Participant or Grass-roots Community Leader

RECIPIENT: Teleauba Revels
Azalea Project Graduate

COALITION MEMBERSHIP

Leslie Allen
Lenorae Atter
Stephen Baker, PhD*
Guy Benrubi, MD*
Jerusalem Bereket
Jeannie Bowles*
Joy Burgess, RN*
Anthony Butler*
Shelly Crawford, RN*
Megan Denk*
Cindy Dennis
Lucinda Deputy
Catherine Hardee Drew, PhD*
Susan Grich
Priscilla Griggs
Bob Harmon, MD
Janice Hawkins
Mark Hudak, MD*
Heather Huffman*
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George Maxey
Indira Moran
Jan Morse*
Teleauba Revels-
Rains*
Rev. Tom Rodgers, Chair*
Jennifer Salah Klink
Kenneth
Scarborough,
Vice Chair*
Doni Walker Jackson
*Board of Directors

Revenues: YEAR ENDING JUNE 30, 2017

State Grants
Federal Grants
Private Grants
& Donations
City of Jacksonville

Expenses: YEAR ENDING JUNE 30, 2017

Administration
& Staff
Direct Service
Contracts
Other Operating
Expenses

Total: $9,642,502
Total: $9,352,859