COMMUNITY ACTION GROUP
Annual Report

PURPOSE: CAG works to implement the Fetal and Infant Mortality Review (FIRM) case review recommendations through the development of community specific strategies to reduce fetal and infant deaths

VISION: Every baby born in the Northeast Florida will celebrate their first birthday

CAG Chair: Cathy Dupont, Healthy Start Director, Northeast Florida Healthy Start Coalition
CAG Co-Chair: Dr. Tanis/Alex Foy, Family Physician, Baptist Primary Care
FIRM CRT CAG: Lynnea Maystrick, Director of Community Impact, Northeast Florida Healthy Start Coalition

2018-2019 PROJECT IMPACT  FIRM COMMUNITY ACTION REPORT

Project IMPACT is a fetal and infant mortality review (FIRM) project for Baker, Clay, Duval, Nassau and St. Johns counties. The goal is to reduce infant and infant deaths in Northeast Florida. The project examines cases with the worst outcomes to identify gaps in maternal and infant services and to promote future improvements.

137 babies in Northeast Florida did not live to celebrate their first birthday in 2018.
-1/2 pregnant woman received prenatal care in the 1st trimester despite being insured. Barriers include difficulty in enrolling and remaining in Medicaid, obtaining referrals from MDs, and accessing transportation.
1 in 4 deaths in NE Florida was due to Sudden Unexpected Deaths of Infants (SUIDs), most of which are sleep related.

ACTION PLAN IMPACT SNAPSHOT

Collective Impact

Through the mobilization of a panel of stakeholders including representatives from local agencies such as hospitals, health departments, medical societies, community leaders, schools, civic, and business leaders, and consumers, a true collaborative team comes together monthly to examine facts while evaluating data variables that contributed to the fetal demise or infant death. The information is then interpreted factoring in social determinants of health to expand efforts for greater collective impact toward reducing infant mortality.

Educate Pregnancy & Parenting

Goal: To educate and empower young women and men about pregnancy and parenting
Action Plan
- Host educational classes to empower young adults, women, and fathers about pregnancy and parenting
- Conduct needs assessment via classes or events
- Incorporate faith-based populations during Sunday bulletin announcement.

Needs surveys conducted at events illustrating health equity of most concern to consumers
- Area lacks parenting education & support
- Area lacks support to initiate or access services
- 86% getwain their info from family

Increased awareness to counties if moms, dads and caregivers at community baby showers & other events.

Reached a variety of Faith-based organizations, increasing awareness to community members in over 20 churches.

Enhance Self-Advocacy

Goal: To advocate and change policy to enhance self-advocacy
Action Plan
- Review educational materials such as Place Center for Girls sexual health, and evidence-based birth programs to ensure up-to-date and consistent messaging throughout system of care.
- Reach out to Kids Hope Alliance's grantees to provide evidence-based sexual health education.
- Train Make a Noise, Make a Difference! Lay Health Advocate program/curriculum
- Meet with politicians when they return from Tallahassee in May, June, and July.
- Policies to make transportation for mothers more accessible: (a) offer waivers or discounts (b) Medicaid providers to provide transportation to WIC (c) develop bus pass program to ensure pregnant women can get to prenatal care, WIC and Healthy Start program.

Program educational materials were reviewed and a workshop was provided at a Barber school.
Letters written to provide WIC transportation.
Letter written to Orange Park Medical to pilot a program in the emergency room.
Continuing to work on train the trainer Make a Noise/Mak a Difference 2.0 sessions.

Promote Safe Sleep

Goal: To increase awareness among citizens in the 5 counties of Northeast Florida on infant mortality and how it relates to infant sleep practices.
Action Plan
- Elevating individual ownership to safe sleep practice - Create a “buzz” in the community with Hashtag slogan: Facilitate presentations, trainings and Ads to empower people to dialogue about safe sleep practices in every day conversations and on social media such as Facebook.
- Community awareness - "Collaborative Consistent Message Promotion Campaigns" such as Safe Sleep Sunday, marketing materials, Hospital Certification and system of web sites that send one clear message from wording to modeling.
- Develop/Implement home visitation program for all moms and newborns with an RN trained as Safe Sleep Ambassador to coach on safe sleep.
- Implement “Safe Sleep Organizations” ambassador training with the NEHFSC’s “I am a Healthy Start Employee” program.

Buzz word: #BackToSleep #ThumbsUpFaceUp #SleepBabySafe
84-# of ads/posts created on social media
108-# of direct sharing ad/post
21,137-# of citizens reached with information about infant mortality rates and safe sleep
125+# participated in Safe Sleep Ambassador training
Consistent message/materials incorporated in I am a Healthy Start Employee, Universal Newborn Home Visit Program, 22 churches, AMEN & Fatherhood Pride, SOC

SUBCOMMITTEE RESPONSIBILITIES

Develop goals, strategies, and work plan for the recommendations. The subcommittee had 10 months for review and planning meetings in preparation for the February 2019 presentation. Each subcommittee met separately but was also required to report to the CAG group as a whole about progress and implementation plans. FIRM CRT CAG is an evidenced based model and is part of the DOH contract.