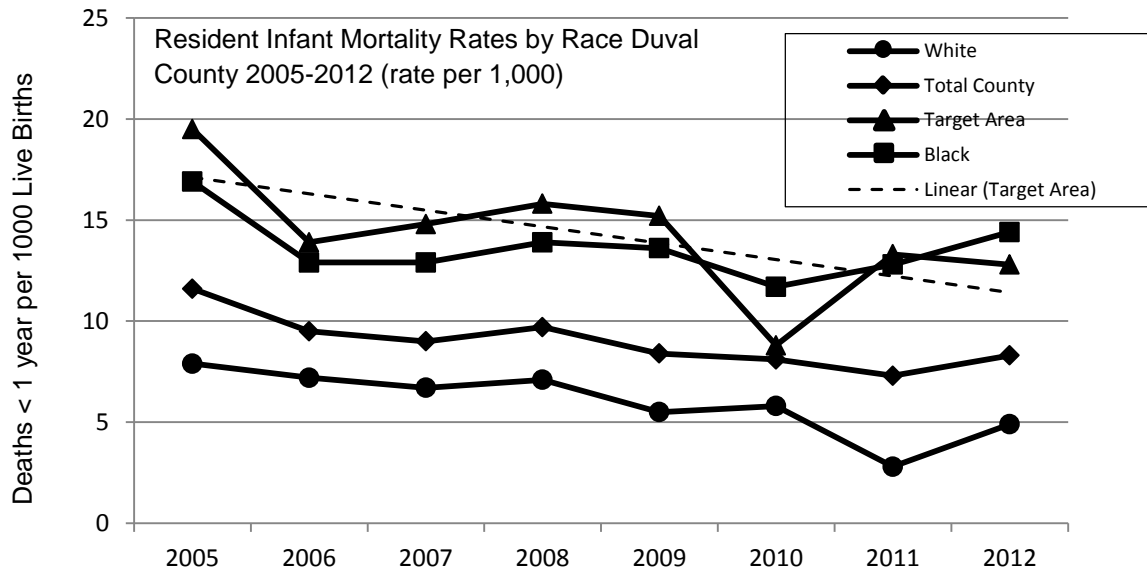




The Magnolia Project is a nationally recognized preconception and interconception initiative aimed at reducing racial disparities in infant mortality by providing targeted outreach, screening, case management and risk reduction, health education, prenatal and well-woman care in an at-risk, predominantly African American community of Jacksonville, Florida. A majority of these women will not qualify for the health plans on the Health Care Exchange or Medicaid.



Outcomes: In 2012 The Magnolia Project area infant mortality rate (12.8) was lower than the rate of the entire Duval County African American infant mortality rate (14.4). The dotted line represents the Target Area trend between 2005-2012. From 2009-2013 there have been no infant deaths or very low birth weight babies born to Magnolia Participants. Only 3% of babies born to Magnolia Participants were born low birth weight.

Number Served: From 2009-2013 5,158 women have been served by the Magnolia Project. The Magnolia Project Criteria includes women of childbearing age between 15-44 living zip codes: 32202, 32204, 32206, 32208, and 32209.

The Magnolia Project has been in operation for 14 years and is successful because of its impact on INDIVIDUAL women as well as the impact on the COMMUNITY to reduce risks and improve outcomes for at-risk women and addressing social determinants of health at the community level.

Program Components: The Magnolia Project’s positive outcomes are due to: community partnerships, helping women set life goals, improving overall health of women, preventing infant mortality and low and very low birth weight babies, increasing duration between pregnancies, identifying mental health issues and linking to care, involving fathers and building family resilience, linking to a continuum of care, providing trusted and culturally competent care, and being co-located with other crucial services such as WIC, Immunizations, and Early Learning.

Average Cost Per Person: \$647 per participant. (\$2,500 per case management participant, \$393 per clinic participant, \$370 per community member reached through community education and outreach)

Program Sustainability: The Magnolia Project is seeking bridge funding for June, 2014-August, 2014. We need a minimum of \$182,273.48 to keep Magnolia open.



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