



# Press Kit

[751 Oak St. Ste 610](https://www.nefhealthstart.org)  
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 **Northeast Florida  
Healthy Start**  
COALITION, INC

# The Power of a Healthy Start Coalition

The Northeast Florida Healthy Start Coalition has led our community's efforts in improving the health and well being of children, childbearing women and their families for more than 30 years in Baker, Clay, Duval, Nassau and St. Johns counties. By building partnerships, mobilizing community members, and providing needed programs and services, we've leveraged collective resources, expertise and influence to address critical issues such as access to prenatal care, education on infant safety and nutrition, mitigation of toxic stress, and support for new parents.



## Get in touch

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**How we're helping  
our community.**





## Saving babies

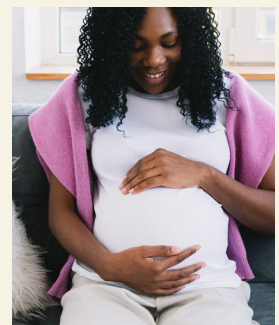
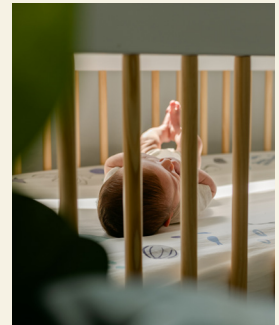
Infant mortality is a sentinel indicator of the health of a community. Every baby deserves an equal and healthy start in life, but too many babies die from preventable causes and lack of health services.

### Core focus

- Fetal & infant mortality
- Preconception health
- Safe sleep
- Toxic stress mitigation

### Areas of expertise

- Maternal & child health
- Breastfeeding
- Prematurity
- Substance-exposed newborns
- Early childhood development
- Prenatal care





## Strengthening Families

The health and wellbeing of families has a direct impact on infant mortality and birth outcomes. We provide programs and services to help parents and caregivers provide safe, nurturing and stable environments for their children.

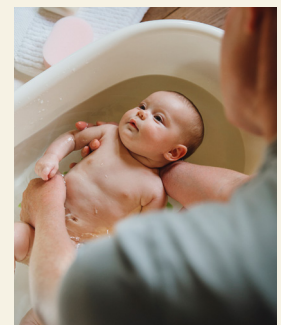


### Core focus

- Co-parenting
- Engaging dads
- Child abuse prevention
- Adolescent reproductive health

### Areas of expertise

- Parenting & interpersonal skills
- Conflict resolution
- Financial literacy
- Money management
- Workforce development





## Building Communities

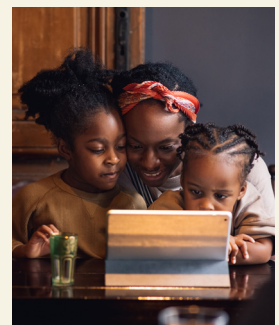
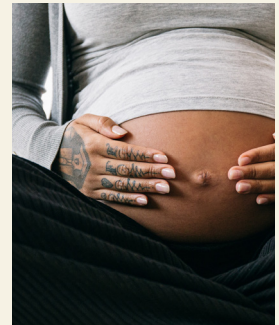
The Coalition leads our community's effort in addressing the root causes of infant mortality including social determinants of health, the effects of toxic stress, preconception health and other factors.

### Core focus

- Advocacy
- Public policy
- Infant death reviews
- Community partnerships

### Areas of expertise

- Social determinants of health
- Preconception health
- Access to care
- Long-acting reversible contraception



**2022**  
**Northeast Florida Facts**

**18,634**

babies born

**119**

babies died

**6.4**

deaths per 1,000 live births

**11%**

of babies were born premature



## Our Impact

# 15,000+

families receive care coordination  
and home visiting services from  
the Coalition each year

# 35%

decrease in infant mortality  
in Northeast Florida since 1990

# 72%

lower infant mortality rate for  
Magnolia Project participants  
compared to general Black population







## What is Healthy Start?

Healthy Start is a free, voluntary program that provides referral information and support services for pregnant women, infants and their families. Services are tailored based on individual needs and include childbirth education, parenting information, smoking cessation, and breastfeeding support. Services are available free of charge to all pregnant women, parents/caretakers with children up to 3 years of age, and children up to the 3 years of age who reside in Florida. It is funded by the Florida Department of Health and Florida Agency for Health Care Administration.



# Programs & Initiatives



**The Magnolia Project** is a federal Healthy Start initiative that works to improve the health and well-being of women during their childbearing years in Jacksonville ZIP Codes with high infant mortality (32208, 32209, 32210, 32211 and 32277). Services are tailored to promote positive infant and maternal health outcomes. In addition to two community clinics, Magnolia provides individual-, group- and community-level interventions for women before, during and after pregnancy. The Health Resources & Services Administration has funded the project since 1999.



**Fatherhood P.R.I.D.E., T.E.A.M. Dad and Father First** provide education and support for fathers and father figures through coaching sessions, group education and one-on-one support. The program addresses the comprehensive needs of fathers and improves their relationship with their children by increasing financial self-efficacy, fatherhood responsibility, job-driven workforce development and reducing domestic violence and recidivism rates.



**The National Health Corps Florida** is an AmeriCorps program that provides service opportunities to help address unmet health care and health education needs in the region. Eighteen members are placed each year at non-profits and government sites. The Coalition receives funding from the Health Federation of Philadelphia to administer the program.



**Azalea Rose Project** provides outreach, education and support services for women with current or history of substance use. The goal is to break the cycle of substance use and prevent substances-exposed newborns.



**Catalyst for Infant Health Equity** is a five-year funding initiative through the Health Resources and Service Administration's Maternal & Child Bureau that supports local efforts such as our Maternal & Child Health Policy Center, the Make a Difference Leadership Academy, and community researchers, course workshops, all aimed to increase positive maternal and birth outcomes while addressing other significant issues.

# Programs & Initiatives



**The Nurse-Family Partnership** is an evidence-based home visiting program that is implemented within the Healthy Start program in Baker and Duval counties. Services are provided to high-risk mothers by specially-trained nurses from UF Health Jacksonville. The program is funded by the Florida Maternal, Infant & Early Childhood Home Visiting Program.

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**Connect** is a coordinated intake and referral system that uses the state prenatal and postnatal screens to assign families to a home visiting program of their choice. The goal is for families to receive the best services for their needs, minimize duplication of services and ensure effective use of local resources.

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**The Fetal & Infant Mortality Review** is an evidence-based program that looks at cases with the worst outcomes to identify gaps in services and promote future improvement. Each year, 52 fetal and infant death cases are reviewed. The Coalition began the initiative in 1995 and carries it out with funding from the Florida Department of Health.

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**Seeking Safety** is a nurse home visiting program for substance-using pregnant women and mothers with children up to age one. The program provides case management and resource assistance. Seeking Safety is funded by a CAPTA grant from the State of Florida, Department of Children and Families through the Florida Association of Healthy Start Coalitions.

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**The Northeast Florida Doula Collective** is an initiative to expand our community's network of birthing professionals. With support from Sunshine Health and G.R.O.W. Doula, we've trained more than 40 doulas, giving pregnant women and their families more choices for labor support.

# Healthy Start: Differentiating Between the Coalition, Federal and State Programs

There are a number of distinctions between the various entities and initiatives aimed at improving maternal and infant health.



## Northeast Florida Healthy Start Coalition

A collaborative group that brings together local stakeholders, including healthcare providers, community organizations, and public agencies to work together to address specific health issues and improve maternal and infant health within our community. We implement programs, provide resources, advocate for local health needs, and coordinate services tailored to our five county service area's unique needs. We receive both federal and state funding for Healthy Start as well as an array of community programs.

## Federal Healthy Start Program

A nationwide initiative funded and managed by the Health Resources and Services Administration (HRSA) to address issues affecting in maternal and infant health outcomes across the United States. It provides funding and support to local programs, such as The Magnolia Project, to improve preconception, prenatal and postnatal care, reduce infant mortality, and enhance overall health and well-being for mothers and babies. It sets national priorities, provides grants to local entities, and establishes broad guidelines for implementation and evaluation.

## Florida Department of Health's Healthy Start

It implements state-level policies, coordinates with local Healthy Start Coalitions, and manages resources and services specific to Florida's health challenges. It provides funding to local Healthy Start Coalitions and other community-based organizations to deliver services including a free home visiting program that provides education and care coordination to pregnant women and their families of children under the age of three.