



☘ March 2008 ☘

Northeast Florida Healthy Start Coalition e-Newsletter

Magnolia Project settles in its new location

The Magnolia Project settles in its new clinic located at 5300 North Pearl Street, in Pearl Plaza. With the new location and excited staff, 2008 looks like a promising year for the Project! The Magnolia Project officially opened its doors on February 25. The staff has been serving clients as usual with no interruptions of services. Many of the participants from the old location (45th Street & Moncrief) have come by to visit the clinic and the staff. For more information, call Rhonda Brown at 904.353.2130 x12.



Magnolia Project Conference Room

Florida KidCare outreach remains constant & steady

Florida KidCare made a new and important friend this month: the local Farm Workers Association. The group held an inaugural Hispanic fair on March 2, behind the Dollar Tree on Beach Boulevard, and plans to hold one each Sunday afternoon for the rest of the year. KidCare has been invited to set up a table and get the word out to one of the main target groups of the current outreach grant.

As the First Coast's preschoolers sign up for the Early Learning Coalition of Duval's Voluntary Pre-K program, each goes home with either a KidCare flyer or application. The VPK sign-ups began in mid-February — they run every Tuesday — and continue into the summer, giving Florida KidCare a great opportunity to reach hundreds of children. Contact Erin Petrie at 904.723.5422 x124 for more information.

Safe Sleep Partnership moves into 2008

Beverly Legree – a NICU nurse at Baptist Health, a member of the Black Infant Health Initiative and the Safe Sleep Partnership – presented information on sleep-related deaths and safe sleep recommendations on March 22 at the Hyatt Jacksonville as part of a 3-day conference. The conference is an annual southeast regional conference put on by the Chi Eta Phi Sorority, a professional association for nurses. Chi Eta Phi Sorority has partnered with the Association of SIDS and Infant Mortality Programs (ASIP) to officially support the Back to Sleep campaign and promote the campaign's message in the African American communities.

The Coalition submitted a proposal for a program services grant from the CJ Foundation for SIDS (\$28,952) in order to sustain the Safe Sleep Partnership's goals and activities. The grant includes funding for .5 FTE Black Infant Health Coordinator; printing for brochures, picture magnets, and fans; and community workshops for barbers and stylists. The grant would be funded from July 1, 2008 to June 30, 2009. For more information, contact Katie Wehr at 904.723.5422 x112.

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Healthy Start Coalition
April 24 @ 9 am
JCC

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Black Infant Health CC
March 26 @ 1 pm
Magnolia Project

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Safe Sleep Partnership
March 26 @ 9 am
Children's Home Society

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KidCare Coordinating Council
April 2 @ 10 am
Children's Medical Society

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Contracts & QI
April 9 @ 8:30 am
Healthy Start

March
Update

Healthy babies, like delicate flowers, must be carefully nurtured

The 2008 Legislature returns to session in March

This year, many child advocates throughout the state are supporting SB2472 and HB1275, which will address and streamline Florida KidCare. Many of these recommendations from the Florida KidCare Coordinating Council are represented in the proposed bills. The Community Advocacy & Public Policy (CAPP) Committee met March 14 to discuss our role in the advocacy efforts for northeast Florida and recommended Healthy Start adopt the Child Health Advocates Letter of Support for proposed SB2472 and HB1275.

The Medicaid Impact Conference met earlier this month to review various budget reduction options. The Impact Conference reviewed the reduction in Medicaid coverage for pregnant women from 185% to 150% of federal poverty level, which would significantly reduce the number of pregnant women receiving prenatal care. If the rollback occurs, pregnant women falling between the income range of \$39,220 and \$31,800 for a family of four will not receive Medicaid coverage while pregnant. Nearly half of all deliveries in Florida are women on pregnancy Medicaid.

Also, a reduction of \$3 million in the Healthy Start budget has been proposed by the House staff as a 2008-09 potential cut to balance the budget. With a reduction of \$3 million in Healthy Start funding, thousands of pregnant women will not receive case management – the equivalent in cost to 22 babies receiving care in the Neonatal Intensive Care Unit (NICU). Prevention of poor birth outcome saves money - money that could be spent on prevention of services for thousands of pregnant women vs. expensive interventions for a handful of babies. For more information, please contact Sarah Holdstein at 904.723.5422 x120.

Dawn Clarke, Assoc. Executive Director, celebrates 10 years with Healthy Start

Dawn Clarke celebrates her 10 year anniversary as the Associate Executive Director in March. At the Board meeting on March 20, she was honored for her dedication to maternal and child health. The Board recognized Dawn by presenting her with a personal maternal child health picture and members of the Board spoke about her devotion to the health and well-being of mothers and infants in Northeast Florida. Dawn has been a tireless advocate for mothers and babies throughout the region for over 10 years and has an undying passion for her work with the Healthy Start Coalition.



Dawn Clarke receives recognition for ten years of work with the Coalition.

Unnatural Causes, addresses infant mortality on April 3 at 10:00 p.m.

Unnatural Causes, a four-part PBS series about how the social circumstances in which we are born, live and work can impact our health will be aired nationally starting March 27. Programs are airing locally on WJCT at 10 p.m. The April 3rd show is of particular interest to Healthy Start. The Duval County Health Department is working with the Coalition and other community partners to sponsor community screenings.

March 27th

- In Sickness and Health: How do Class and Status Affect Health? Who gets sick and why?

April 3rd

- **When the Bough Breaks: African American Infant Mortality is highlighted. How does race play into black infant mortality?**
- Becoming American: How do social inclusion, community ties, and economic mobility play a role in maintaining health?

April 10th

- Bad Sugar: Are chronic diseases tied to poverty and oppression?
- Place Matters: How do the built space and social environment affect our health?

April 17th

- Collateral Damage: How do extreme poverty, stress of dislocation and loss caused by erosion of social systems impact health in the Marshall Islands?
- Not Just a Paycheck: How do unemployment and job insecurity affect health?



Presented by National Association for County and City Health Officials, National Minority Consortia for Public Television in Association with the Joint Center for Political and Economic Studies Health Policy Institute. Visit www.unnaturalcauses.org for more information. Contact Sarah Holdstein at 904.723.5422 x120 for more information.

Magnolia Project
Spring Celebration
April 12th from 10:00 - 2:00 pm
Call 353.2130 for more info!

March of Dimes Florida Chapter
Legislative Day 2008
April 15: 10 am - 3 pm
Penelope Tiam-Fook 850.422.3152

JACKSONVILLE KIDS COALITION
RALLY IN TALLY
April 1: Advocacy Bus Trip to Tallahassee
Damita Brown 269.1055 x1023



Board Update



The Northeast Florida Healthy Start Coalition held its monthly Board meeting on March 20, 2008 at 9:00 a.m. at the Magnolia Project.

Treasurer's Report

Expenditures for January, 2008 totaled \$224,998. Year-to-date expenditures were \$1.7 million.

Medicaid waiver earnings for December were \$89,754, which is up about \$18,000 from the previous month. This reduces our projected shortfall to about \$50,000 for the year. MomCare earnings for January and February were \$36,000 per month and are on track for budget projections.

Mr. Cook explained that the Magnolia Project is over budget, but the staff and the Committee will shift dollars as needed.

The Coalition has been notified by the Department of Health that we will not be subject to a 4% budget cut in the current fiscal year, but this is only short-term. Next year there may be a cut in Healthy Start funds.

Contracts & QI

Ms. Morse discussed the site visits of the Duval County Health Department and the St. Johns County Health Department. All of site visits were very informative and all were hitting their targets, as well as improving in the ways suggested by the

Black Infant Health Practice Collaborative

Ms. Burgess updated the Board on the Black Infant Health Community Council and gave a general overview of the Initiative. The first Black Infant Health Community Council was held on Feb. 27th and nearly 25 people attended the first meeting. A schedule was distributed regarding the meeting dates and discussion topics. The next meeting will be held on March 26th at the Magnolia Project from 1 - 3 PM.

Community Advocacy & Public Policy (CAPP)

The Board adopted an issue paper regarding the potential \$3 million cut to Healthy Start funding and the rollback of Medicaid eligibility for pregnant women and it also adopted the Child Health Advocates Letter of Support for proposed SB2472 and HB1275, which addresses many of the recommendations from the KidCare Coordinating Council. Dr. Baker discussed the issues of concern and also suggested participating in the two Jacksonville legislative visits (April 1: Jacksonville Kids Coalition & April 15: March of Dimes).

Safe Sleep Partnership

The Safe Sleep Partnership submitted a proposal for a program services grant from the CJ Foundation for SIDS. Ms. Wehr updated the Board on the activities and events that the Safe Sleep Partnership is involved in.

Responsible Fatherhood

Mr. Johnson discussed the five-part action plan to address responsible fatherhood. He is also going to involve other agencies and the media when a full plan is developed.

Azalea Project & Magnolia Project

The Magnolia Project has moved locations to 5300 N. Pearl St. (Pearl Plaza). Ms. Brown encouraged everyone to take a quick tour of the clinic and also directed the Board to look at the new website, www.magnoliaproject.org. Also, the Ribbon Cutting and Spring Celebration is being held on April 12 and everyone is encouraged to come. The Azalea Project is exploring funding options, but continues to serve many women in their target area.

KidCare

Mr. Johnson gave a short update on the KidCare outreach grant and the outreach activities. He and his staff attend many events every month and have developed a strong relationship with the Farm Workers Association.

Proposed Development Plan

Ms. Brady gave a brief description of the potential development plan and more information will be distributed at the April Coalition meeting.

Please view the new Magnolia Project website: www.magnoliaproject.org
Stay up to date with the Healthy Start website: www.nefhealthystart.org

⌘ DATE CHANGE: Quarterly Coalition Meeting, April 24, 2008 at Jacksonville Childrens Commission ⌘