

community report

2007

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Northeast Florida Healthy Start Coalition



8,000 Families Receive Healthy Start Services

Healthy Start case management services were provided to more than 6,000 pregnant women and 2,000 at-risk infants in northeast Florida during 2006-07. A focused effort was implemented by Healthy Start providers this year to ensure intensive services were provided to families at highest risk.

Services to improve birth outcomes and healthy child development were delivered by county health departments in Baker, Clay, Duval, Nassau and St. Johns Counties, Shands

Jacksonville, First Coast Family Center, Healthy Mothers, Healthy Babies of North Florida, and the Bridge. Program participants were offered care coordination and other services based on risk factors identified on the Healthy Start prenatal and infant screens. Despite program benefits, only 51% of the pregnant women and 76% of newborns were screened in the region during 2006-07. The Coalition is redoubling provider outreach efforts in 2008 to promote a new user-friendly Healthy Start screening tool.

Healthy Start Screening Pilot

The Florida Department of Health is in the process of revising the Healthy Start prenatal risk assessment in order to make the form friendlier to use for both providers and patients as well as to update the risk factors identified on the form. The Shands Care Center for Women was selected as a pilot site for the revised Healthy Start prenatal risk assessment. During November and December 2007, the Healthy Start Coalition staff worked with the Center to implement the pilot in which over 85 women were screened and provided feedback on the pilot form.

Jacksonville Community Council Chooses to Study Infant Mortality

A community-based study group was formed by the Jacksonville Community Council Inc. (JCCI) to examine the causes and solutions involving the deaths of infants less than one-year-old. Infant mortality is recognized internationally as a measure of a community's health and most industrialized nations have a rate between four and five deaths per 1,000 children born, while the rate in the United States is 6.4. Due to the high rates of mortality in infants and the disparities between races, the topic was picked by the JCCI staff and board members.

As of the October study launch, more than 40 people have attended the weekly study meetings at the Historic Mt. Zion AME Church in downtown Jacksonville. Many persons in the maternal child health field are involved, but there are many concerned citizens contributing to the community-based study. Many well-known experts in the field have presented to the study group, including William Sappenfield, MD, MPH, State Maternal Child Health Epidemiologist for the Florida Department of Health and Michael Lu, MD, MPH, Associate Professor, Obstetrics & Gynecology at UCLA Medical Center. Dr. Sappenfield addressed the mortality rates at a local, state and national level, while Dr. Lu concentrated his efforts on racial and ethnic disparities in birth outcomes.



Dr. Michael Lu visits the Jacksonville area to discuss health disparities in birth outcomes

Safe Sleep Partnership Launched its Education and Public Awareness Campaign



National SIDS expert, Fern Hauck, MD, kicked off a year-long education and awareness effort in 2007 to reduce sleep-related deaths in northeast Florida. Lead by the Northeast Florida Safe Sleep Partnership, a multi-agency committee representing public health, child care and other community organizations, the campaign featured a media campaign and in-service training for family-serving providers. Dr. Hauck, a member of the American Academy of Pediatrics, presented "Update on SIDS: Risk Reduction Guidelines, Controversies and Implementation" at Flagler Hospital in St. Augustine and at Shands Jacksonville in

March. Over 100 people, including physicians, nurses, residents and other professionals, attended each event.

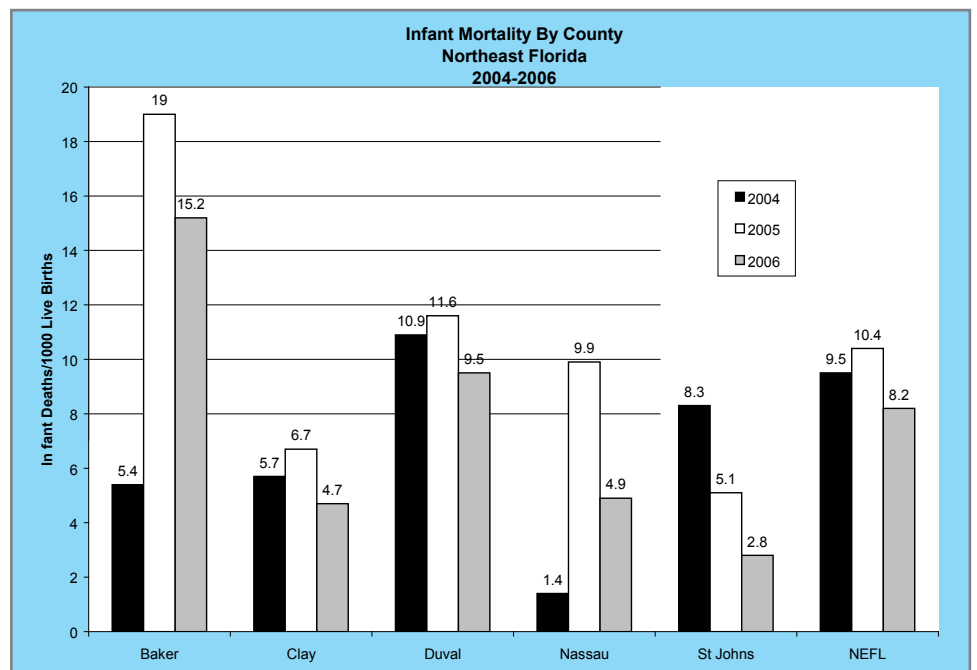
"Back-to-Sleep" recommendations are being highlighted on bus ads in Jacksonville and on billboards in Baker and Clay Counties. Safe sleep recommendations are also being promoted through targeted newspaper ads in the Florida Star, Florida Times-Union community newspapers and the Home Town Journal. Parent education material is being distributed through health and social service agencies in the region. Awareness and education material was developed by the Partnership committee with input from consumer focus groups.

More than 500 staff members from health care providers and family-serving agencies received in-service training on safe sleep during 2007. Nursing students from Jacksonville University and the University of North Florida developed and implemented training activities targeting hospital nurses and other maternal and child health providers.

SIDS and other sleep-related deaths are a leading cause of infant mortality in the region after the first month of life. In 2000-2006, there were 157 sleep-related deaths in the five-county area. Key contributing factors include inappropriate bedding (87%), not sleeping in an infant bed (71%), not being placed on back to sleep (68%) and second hand smoke (57%).

Infant Deaths Drop in Northeast Florida in 2006

The 2006-2007 Project Impact Report was released by the Coalition in October. The publication reports on a fetal and infant mortality review (FIMR) project for Baker, Clay, Duval, Nassau and St. Johns Counties. The goal of FIMR is to reduce infant mortality by gathering and reviewing detailed information to gain a better understanding of fetal and infant deaths in Northeast Florida. During 2006-07, infant mortality rates dropped to the lowest level in 10 years, with improvements posted in each of the region's five counties.



The area's infant death rate was 8.2 deaths per 1,000 live births in 2006 compared to 10.4 deaths per 1,000 in 2005. The region continued to exceed the statewide infant mortality rate of 7.2 per 1,000 live births. Regional death rates fell in both the neonatal, deaths occurring to infants before they are 28-days-old, and postneonatal, deaths of infants from 28-days-old to 364 days of age, periods.

Infant mortality rates ranged from 15.2 deaths per 1,000 in Baker County to 2.8 deaths per 1,000 in St. Johns County. Duval County's rate dropped from 11.6 to 9.5 deaths per 1,000 live births.

The Birthing Project Adopted at the Magnolia Project

The Birthing Project—a new mentoring program for Black women by Black women—was launched this year by the Magnolia Project Community Council. The unique project pairs community volunteers with young, pregnant women, offering personal assistance and support.

The Jacksonville project is one of more than 70 Birthing Project USA sites. The Birthing Project is the only national African American maternal and child health program in the country. The volunteer effort is designed to encourage better birth outcomes by providing practical support to women during pregnancy and for one year after the birth of their children.

Magnolia Project's Community Council members are recruiting and training "Sister Friends" using project material. "Little Sisters" are recruited from the Magnolia Project Centering Pregnancy program and the community. The Magnolia Project's Community Development Coordinator and a Healthy Start Americorps member attended the national Birthing Project conference in 2007.

Azalea Project: Community Key to Success

Azalea Project staff shared their experiences in developing a successful community-based intervention for substance-involved women with participants at the 2007 Minority Women's Health Summit held this summer in the nation's capital.

The presentation by the Azalea Project Coordinator underscored the importance of having an accessible neighborhood location that encouraged ownership by the community and cultivated non-traditional referral networks.

During its initial three years of implementation, the Azalea Project successfully served more than 50 women and 45 youth at risk for substance abuse and HIV in an 18-month intensive intervention. Ninety-four percent of pregnant women served by the project delivered substance-free infants; there were no HIV+ infants born to project participants.



Magnolia Project Highlighted at National Health Summit

The work of the Magnolia Project was featured at the second National Preconception Health Summit held this fall in Oakland, California. The closing plenary session of the meeting, which attracted more than 500 participants from across the country, included video presentations from five model programs throughout the United States.

Magnolia Project's video captured a "day-in-the-life" of the federal Healthy Start project, with interviews of Magnolia Project participants and staff members. The video was produced by Jacksonville public television station WJCT.

Mayor Proclaims Infant Mortality Month

During a press conference Rhonda Brown, Magnolia Project Director, and George Lewis, Chair of the Northeast Florida Healthy Start Coalition, accepted a Proclamation from Jacksonville Mayor John Peyton dedicating September as Infant Mortality Awareness Month due to the high rates of infant mortality in the area.

Jacksonville's infant mortality rate is higher than many cities in the world, and the Jacksonville area has taken action to reduce the devastating numbers throughout our community. The goal of Infant Mortality Awareness Month was to educate and increase the community's awareness of the number of infant deaths that occur in the city.

The Magnolia Project sponsored educational activities during the month-long observance.



Rhonda Brown and George Lewis accept the Proclamation from Mayor John Peyton dedicating September as Infant Mortality Awareness Month

Jacksonville Participating in a Statewide Black Infant Health Initiative

Jacksonville/Duval County is one of eight Florida communities participating in the state's new Black Infant Health Practice Initiative. Passed by the Florida Legislature in 2007 and signed into law by Gov. Charlie Crist, the initiative is a one-year program designed to address racial disparities in birth outcomes.

Community teams, representing local experts and community residents, will work together over six months to identify common social, economic, cultural, safety and health factors that are associated with racial disparities in infant mortality. The teams will develop interventions as well as state and local policy recommendations.

The initiative will also focus on the effective engagement of the Black community in understanding and developing solutions to address disparities.

The Northeast Florida Healthy Start Coalition is implementing the Black Infant Health Practice Initiative with other state and federal Healthy Start projects. The University of South Florida and Florida A & M University are providing technical assistance to participating communities.



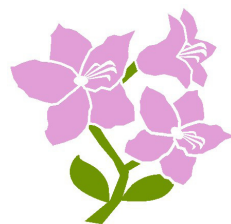
NFIMR Conference Features Regional Initiatives

Four regional initiatives, undertaken to address FIMR findings, were featured at the 2007 triennial National Fetal and Infant Mortality Review (NFIMR) Conference held this summer in Washington, DC. A poster session included the following northeast Florida programs:

- The Safe Sleep Partnership – A multi-agency education and awareness effort to reduce risk factors associated with SIDS and other sleep-related deaths.
- The Westside WILDflower Project – An outreach and education initiative in St. Johns County implemented by the St. Johns County Health Department and Good Samaritan Health Center in response to the high infant death rates in West Augustine.
- BASINET – A project management system for local FIMR projects developed by the Coalition FIMR staff and the Florida Association of Healthy Start Coalitions, Inc.
- The FIMR/HIV Pilot – An adaptation of the FIMR process to examine the pregnancies of HIV+ women.

FIMR is used by over 200 communities in 40 states to review fetal and infant deaths. More than 300 participants attended the national conference.

Women's Giving Alliance Funds Azalea Outreach



Outreach efforts at the Azalea Project, a special Coalition program focusing on pregnant and parenting substance-involved women, will be restored thanks to new support from the Women's Giving Alliance.

The Alliance, an initiative of The Community Foundation in Jacksonville, provided first-time funding to the project in 2007, which will support a new outreach worker to assist staff in engaging and retaining at-risk women referred for case management and other services.

The Alliance is a dynamic group of diverse women who pool their philanthropic giving to make a lasting impact on the lives of women and girls in northeast Florida. The Azalea Project caught the attention of the organization because of its success in reaching women at highest risk. The project provides education, support and related services that reduce the risk of a poor birth outcome and HIV. The project model was initially developed with federal support and is currently funded by the Healthy Start Coalition and the City of Jacksonville.

New Low Risk Provider for Healthy Start Services

The Children's Home Society-Buckner Division was selected as the new Healthy Start low risk provider for Duval County. Prenatal participants will be identified through the Healthy Start prenatal screen - generally, a score of four or less, who are self referred or referred for factors other than score. The Children's Home Society-Buckner Division will primarily deliver services by telephone to eligible participants in order to assist pregnant women and parents in establishing and maintaining behaviors which are conducive to the optimum health and well-being of themselves and their infants and children. They are estimating they will serve 2,000-2,500 prenatal clients.

Healthy Start Created a User-Friendly Website

The Coalition developed a user-friendly website for the community, staff and Board members. The website has up-to-date information on the different Healthy Start initiatives, including all of the preconception health projects throughout the five-county area, contact information, resources for maternal child health and much more. The site, www.nefhealthystart.org, was created to inform the public of ways to get involved and to help connect people to the necessary resources. A page on the site was created for news and announcements to host recent presentations, meeting or training schedules and Board meeting information. With the website, the Coalition hopes to keep the community involved with maternal child health issues.

Magnolia Project Launched the “Beauty of Protection” Campaign



In October 2007, the Magnolia Project launched the “Beauty of Protection” campaign, which is a comprehensive women's health advertising campaign targeted towards women in its service area. The four-part series, which will last nearly a year, promotes health-related messages that express the importance of receiving annual exams, the value of protecting yourself against STDs, taking daily vitamins with Folic Acid and using birth control. The campaign will also inform the community of the relocation of the Magnolia Project in February 2008.

MomCare Links Pregnant Women with Care

More than 13,800 pregnant women received health insurance and assistance in obtaining prenatal care in 2007 through MomCare, a special counseling and education program funded by Medicaid.



Women enroll in MomCare by completing and mailing a simple, one-page application. MomCare advisors at the Coalition provide assistance in finding a prenatal care provider and other needed services. Participants receive help in completing the Healthy Start screen and enrolling in WIC.

MomCare advisors check on the woman during her pregnancy to make sure she is keeping her prenatal care appointments and is receiving services. Staff also work with new mothers after delivery to ensure they and their babies receive appropriate follow-up care. MomCare is implemented by the Northeast Florida Healthy Start Coalition.

Kathy Mankinen Receives the 2007 Philip H. Gilbert Award

The Philip H. Gilbert Award was presented to Kathy Mankinen in January for her dedication to the improvement of maternal child health in northeast Florida. Mankinen is a long-time Coalition member and past chairman, who has donated countless volunteer hours to the Coalition, serving in leadership roles and as a member of the Contracts & QI Committee.

Ms. Mankinen is the Parent-Infant Coordinator for the Blind and Visually Impaired at the Florida School for the Deaf & Blind in St. Augustine. She also serves as a member of the Early Learning Coalition in St. Johns County and is a national trainer for several model early intervention programs. She has always brought to her work with the Coalition a strong commitment to and understanding of how services should be delivered so that they are effective in meeting the needs of our families. Her leadership and support were key to the creation and success of the Azalea Project and Coalition advocacy activities.

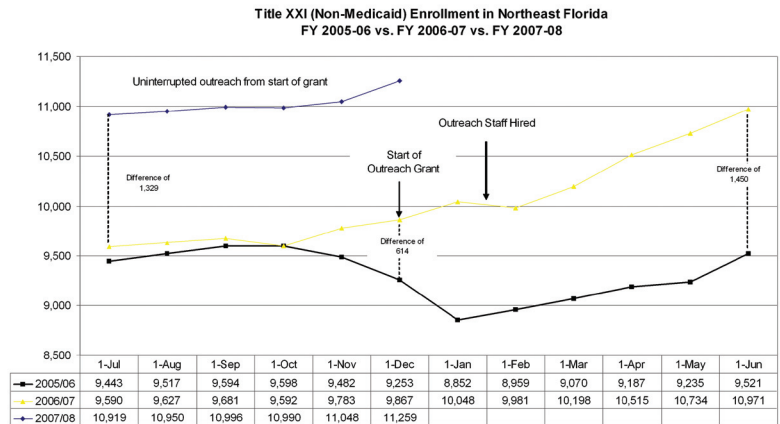
The Gilbert Award was established in 2006 in memory of Philip H. Gilbert, founding chairman of the Coalition and long-time executive vice president of the Duval County Medical Society. Mr. Gilbert was a tireless advocate on behalf of women, children and families. He contributed countless volunteer hours to Healthy Start and many other groups in the community.



Kathy Mankinen reacts to being named the 2007 Philip H. Gilbert Award recipient.

Florida KidCare Enrollment Increases

Enrollment in Florida KidCare, the state's health insurance program for uninsured children ages birth to 18, has increased in northeast Florida in part due to community outreach and education. Community outreach has been uninterrupted since it was first funded in December 2006 by a grant from the Florida Healthy Kids Corporation. Since the start of the grant, over 1,300 additional families have been enrolled in non-Medicaid Florida KidCare programs. As of December 2007, there were 11,259 Northeast Florida children enrolled in non-Medicaid Florida KidCare programs. It is estimated that about 9% of Northeast Florida's children are uninsured (2004 Florida Health Insurance Study).



Source: Florida Healthy Kids Corporation, 2007

Summary of Northeast Florida KidCare Outreach 2006-07 Services & Activities

Community Partnerships:	TOTAL (Jan - Oct)
Community Partners formed	58
Applications distributed	102,172
Community Events	94
Presentations/Trainings	203
Technical Assistance Sessions	3
Families:	
Applications Distribution	1,153
Calls received regarding info	307
Calls received regarding apps	170
Face-to-Face applications asst.	738
Applications (paper) submitted	299
Applications (online) submitted	440

2006-07 KidCare Events

Community outreach staff, funded by a grant awarded to Wolfson Children's Hospital from the Florida Healthy Kids Corporation, continued to provide valuable assistance and awareness to northeast Florida families with uninsured children. As one family wrote to outreach staff, "The application process was not hard to follow once it was explained to me... I am grateful for this insurance that is being offered to families that fall in the category of not being able to afford private insurance and who does not qualify for Medicaid because of there income" (sic).

Community Advocacy & Public Policy Committee Promotes Involvement

The Community Advocacy and Public Policy (CAPP) Committee has been dedicated advocates to the important issues surrounding the State Children's Health Insurance Program (SCHIP) and its Florida version, KidCare. CAPP produced an "Insuring America's Children" Proclamation, which was adopted by the Coalition and was sent to Jacksonville's local, state and national delegation for adoption. The Committee also was active in advocating for children's health insurance by attending meetings with local congressional members and creating greeting cards and postcards to educate leaders about the importance of reauthorizing and re-funding of SCHIP.

Working with the First Coast Coalition for the Uninsured, the CAPP Committee also involved community leaders in the *Walk in My Shoes* event held in February 2007. Community leaders experienced first-hand how it felt to be uninsured and in need of healthcare. *Walk in My Shoes* is a powerful group activity for leaders that helps the participants understand what it is like to be an "outsider" in the U.S. healthcare system. The event was facilitated by Community Catalyst, a national organization that works with communities to shape the healthcare system and expand access to quality health services.

Male Responsibility Initiative Offers Boot Camp for New Dads

The Male Responsibility Initiative (MRI) of the Northeast Florida Healthy Start Coalition is a recognition of the integral role men have in ensuring a healthy birth outcome and a successful childhood, and it strives to ignite conversation of the male figure in each child's life. Statistics prove that families with an active father are far healthier than those without. A pivotal component of the MRI is the *Boot Camp for New Dads*, a unique program that brings "rookie" fathers-to-be together with "veteran", recent dads and their newborns. *Boot Camp for New Dads* began in June 2007 and is being implemented through a partnership with the Coalition and Shands Jacksonville.



Westside W.I.L.Dflower Addresses Infant Mortality in West Augustine



Representatives from St. Johns County Health Department, NEF Healthy Start Coalition, St. Johns County Weed & Seed Program, New Mt. Moriah Church & the Good Samaritan Clinic attended the ribbon cutting ceremony of the Westside W.I.L.Dflower Project

The St. Johns County Health Department worked with the Northeast Florida Healthy Start Coalition to establish a community task force to pinpoint some of the factors that may be contributing to the 2002 - 2004 increase in infant mortality in the county and to develop strategies to address these factors. The Task Force used data from the regional Fetal Infant Mortality Review (FIMR) as well as reviewed findings from a detailed sample of local fetal and infant deaths. The detailed sample revealed that the health of the mother prior to pregnancy was a key contributing factor. One of the key recommendations of the task force was to improve the health of a woman before she becomes pregnant (preconception health). The Westside W.I.L.Dflower (Women Making Informed Life Decisions) is an initiative based on this recommendation.

The Westside W.I.L.Dflower Project is an enhanced preconception care community outreach and education project that is implemented through a

partnership between the St. Johns County Health Department, Good Samaritan Health Center and Mt. Moriah Christian Ministry. Implementation of the project began in February 2007. The project's target is African American women of childbearing age (15 - 44 years old) in West Augustine. Since it began, the clinic has provided over 415 visits. Services include health screenings, education and referrals.

This pilot was initiated by a grant from the Northeast Florida Healthy Start Coalition with funding from the Florida Department of Health to implement key CDC recommendations on preconception health. Evaluation and monitoring is completed through follow-up with clients, outreach and education logs and a project database developed by The University of North Florida Center for Community Initiatives.

Programs Target Preconception Health

Dental care, nutrition education and enhanced follow-up of women after delivery were piloted in Baker, Duval and Nassau Counties as strategies for improving the preconception health of at-risk women.

With seed money from the Coalition, local health departments tested effective ways for delivering needed care to women before and between pregnancies. In Baker County, at-risk women received dental care to reduce infection that has been linked to preterm birth. The WIC program at the Duval County Health Department screened postpartum women for ongoing health risks and provided individual education and counseling. The Healthy Start program in Nassau County worked with local obstetricians to provide health screening and follow-up for at-risk women following delivery. The Coalition received funding to support the pilot projects from the state through a special initiative designed to address new recommendations by the CDC promoting preconception health.

Camellia Project Implemented in Clay County

Twenty young women in Clay County took positive steps to improving their health by participating in the Camellia Project, a one-year preconception care pilot of the Clay County Health Department.

Funded by the Coalition with special state dollars, the Camellia Project adapted a case management model developed by the Healthy Start Magnolia Project to provide screening, education and support for at-risk women seeking family planning at a health department clinic.

More than 100 women were screened through the project for risks that might impact a future pregnancy. Program participants were recruited based on screening results. In addition to individual home visits and face-to-face encounters, Camellia Project staff also organized a "Ship Shape" group activity to promote healthy eating and weight loss.



Action Team Focuses on Family Violence

The FIMR Community Action Team, made up of representatives from agencies serving high-risk areas in northwest Jacksonville, joined with Hubbard House in developing and implementing an awareness and educational initiative focusing on family violence. The campaign, which began in October, features outdoor advertisements encouraging people to seek help if they are victims of family violence. Community training on screening and identifying family violence was also sponsored during 2007 by the federally-funded Magnolia Project.

Jacksonville's FIMR/HIV Pilot: Identifies Gaps in Care

In 2005, the U.S. Centers for Disease Control and Prevention (CDC) joined with CityMatCH and the National Fetal and Infant Mortality Review Program (NFIMR) to work with Jacksonville and two other cities on piloting an adaption of the FIMR process to examine the experiences of HIV+ women and their families in and around pregnancy. The aim of the pilot project was to review, identify, address and reduce missed opportunities for providing optimum care to HIV+ pregnant women and preventing mother-to-child HIV transmission.

The Jacksonville FIMR/HIV Pilot Project was implemented using specific protocols. Twenty-seven cases were selected for review. A preliminary report on project findings is posted on the Coalition website: www.nefhealthystart.org.

Healthy Start Adopts New Structure

The Northeast Florida Healthy Start Coalition ended 2007 with a new organizational structure and office location. After 15 years of affiliation with the Northeast Florida Regional Council, the Coalition decided to establish itself as an independent organization to increase its operating and budgetary flexibility.

"This was a big step for the Coalition, but one that will make us a stronger and more focused organization," noted George S. Lewis, Coalition chair. "We appreciate the hard work of the Board of Directors, the Finance Committee and the staff in ensuring a smooth transition." Lewis also recognized the contributions and support of the Regional Council which organized and provided an administrative home to the Healthy Start Coalition since its inception in 1992.

Administrative offices for the Coalition are now located at 644 Cesery Boulevard, Suite 210, in Jacksonville. The organization is co-located with the Health Planning Council of Northeast Florida and shares fiscal and support staff.

Funding for the Northeast Florida Healthy Start Coalition & its activities is provided by the Florida Department of Health, the U.S. Department of Health & Human Services, Health Services Resources Administration (HSRA) & the City of Jacksonville.

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Healthy Start Director

Dawn Clarke
Healthy Start Associate Director

Sarah Holdstein
Communications & Advocacy Coordinator

Katie Wehr
Community Projects Coordinator

Magnolia Project

Rhonda Brown
Magnolia Project Director

Marsha Davis
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Jenetha Denmark
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Alicia King
Women's Intervention Specialist

Anna Matthews
Family Support Worker

Chellene Stephens
Community Outreach

Trina Williams
Family Support Worker

Azalea Project

Faye Johnson
Azalea Project Manager
Magnolia Project Consultant

Michelle Clark
Case Manager

MomCare
Janet Boyer
MomCare Advisor

Kim Campbell
MomCare Advisor

Madeline Chaney
MomCare Advisor

Terri Gibson
MomCare Advisor

Lisa Miller
MomCare Advisor

Consultants
Jack Johnson
KidCare Outreach Coordinator

Laurie Lee, RN
FIMR Coordinator

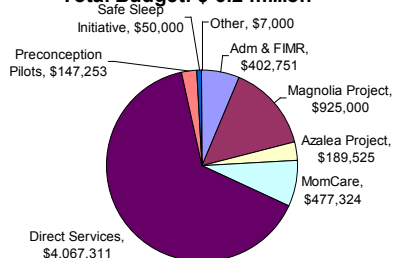
Lisa Pelle
QI Consultant

Nancy Perrone
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Americorps
Read Holman
Charlotte Clark-Rowe

NEFHSC 2006-07 Revenue & Expenditures

Total Budget: \$ 6.2 million



The Coalition had a budget of \$6.2 million for 2006 - 2007. The money was spent in various project areas, which are presented. Nearly \$5.8 million was spent on maternal child health initiatives throughout the region with the remainder spent on administrative services. Nearly \$98,000 in cash and in-kind services were donated to the Coalition in 2007.