



Northeast Florida  
**Healthy Start**  
COALITION, INC.

# Press Packet

751 Oak St. Ste 610, Jacksonville, FL 32204 | 904.723.5422



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The Northeast Florida Healthy Start Coalition, Inc. was organized in 1991 as part of a statewide network of community-based organizations to reduce Florida's high infant mortality through the Healthy Start initiative. The Coalition leads a cooperative community effort to reduce infant mortality and improve the health of children, childbearing women and their families in Baker, Clay, Duval, Nassau and St. Johns counties.

## 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

Key areas we're working in:

- Preconception health care
- Safe sleep
- Fetal & infant death reviews
- Substance-exposed newborns

## Strengthening Families



The health and wellbeing of families has a direct impact on infant mortality and birth outcomes. We provide services to help parents provide safe and stable environments for their children; fathers connect with their children; and adolescents focus on reproductive health.

Key areas we're working in:

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

## Building Communities



Infant mortality is a community problem — and it takes a community to solve it.

The Coalition engages partners throughout the region to join in the effort to address the underlying societal & structural root causes of infant mortality and poor birth outcomes.

Key areas we're working in:

- Social determinants of health
- Addressing racism
- Grassroots leadership
- Leveraging resources
- Advocacy
- Access to Care



## Areas of Expertise

### Saving Babies

- Maternal and child health
- Infant Mortality
- Fetal Mortality
- Prematurity
- Substance-exposed newborns
- Safe sleep
- Preconception health/health prior to pregnancy
- Prenatal care
- Safe sleep

### Strengthening Families

- Fatherhood
- Parenting/Co-parenting
- Early childhood development/early brain development
- Adolescent reproductive health
- Preconception health/health prior to pregnancy

### Building Communities

- Social determinants of health
- Health equity
- Racial disparities in health
- Access to care
- Breastfeeding
- Long acting reversible contraception

## By the Numbers



- 6.3 deaths per 1000 live births -- 2021 Northeast Florida infant mortality rate
- 8 classrooms of kindergarteners -- the equivalent of how many babies we lose to infant mortality each year
- 1 year old -- infant mortality is the death of a baby before his or her first birthday
- 116 babies died in Northeast Florida in 2021
- 11.7 percent of babies born in Northeast Florida in 2021 were born premature (<37 weeks gestation)
- 35 percent decrease in infant mortality in Northeast Florida since 1990
- 10,000+ families receive care coordination and home visiting services from the Coalition each year
- 18,366 babies born in Northeast Florida in 2021
  - Baker: 331
  - Clay: 1,111
  - Duval: 12,603
  - Nassau: 839
  - St. Johns: 1,371

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# Overview of Programs & Initiatives



Healthy Start is a free, voluntary program that provides referral information and support services for pregnant women and infants up to age 3 and their families. Services are tailored based on individual needs and include childbirth education; parenting information; smoking cessation; and breastfeeding support. It is funded by the Florida Department of Health and Florida Agency for

Health Care Administration.

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, 32211 and 32277). Magnolia provides individual-, group- and community-level interventions for women before, during and after pregnancy, in addition to two community clinics. The Health Resources & Services Administration has funded the project since 1999.



Fatherhood PRIDE provides education and support for fathers and father figures through case management, 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 meet unmet health care and health education needs in the region. 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.



The Azalea ROSE Project works to break the cycle of substance use and other at-risk behaviors by providing outreach, education and support services for preconception, prenatal and parenting women who are actively using substances or in recovery. Azalea Rose works to break the cycle and prevent substance-exposed newborns across the lifespan using strategies like linkage to home visiting services, peer recovery services, linkage to treatment and group classes and education.

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.



CONNECT is a coordinated intake & referral system that uses the state universal 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.

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, 28 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.

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.

Hey, Mama & Make a Noise! Make a Difference! are social marketing campaigns aimed at increasing awareness of infant mortality and contributing root causes in Jacksonville, and linking families with needed services.

**HEY, MAMA**



The Maternal & Child Health Policy Research Center advances data-driven policies and research agendas that address Infant Health Equity (IHE) in Northeast Florida. The policy center's goal is to move beyond individual-level direct service to holistic systems changes with the intent to alter the social, physical and economic environment that shapes health behaviors and outcomes.

## Healthy Start

Healthy Start is a program that provides support, education and resources to help families have and care for a healthy baby. Healthy Start is voluntary, no cost to clients and available to all families in the community.

The goal of Healthy Start is reduce infant mortality (babies that die before their first birthday) and the number of babies born too soon or too small.

### Who can get Healthy Start services?

Any pregnant woman who lives in Florida and children birth to three years of age who live in Florida.

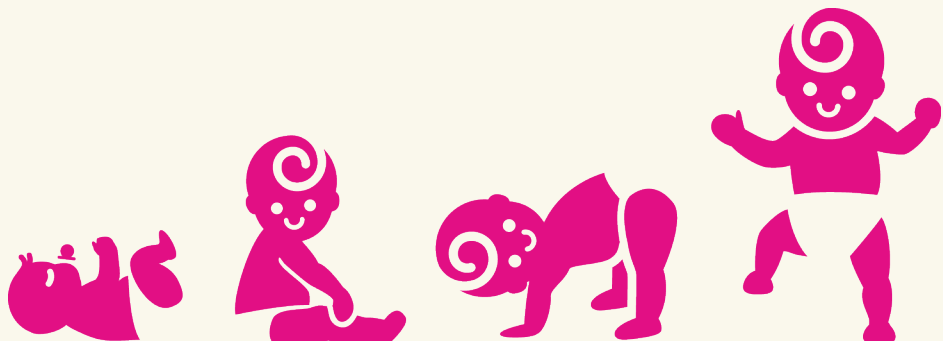
### What kind of services does Healthy Start provide?

- Case management
- Home visits
- Information and referral
- Parenting education and support
- Childbirth preparation
- Interconceptional services
- Breastfeeding support and education
- Smoking Cessation
- Help and information on:
  - Reducing stress
  - Eating healthy
  - Family planning
  - Immunization
  - Child safety



### How to enroll in Healthy Start?

All women should be offered a Healthy Start screen at their first prenatal doctor appointment and again after delivery at a birthing hospital or facility. The screen assesses a woman and infant's risk factors. Women can also enroll through a community referral or self-referral by calling a provider.







Connect with the Coalition!



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