



What is FLOURISH St. Louis?

FLOURISH St. Louis aims to significantly reduce infant deaths by bringing together different organizations and perspectives from throughout St. Louis City and County. Working together, we can improve the health and well-being of babies and families.

Why does FLOURISH St. Louis exist?

Too many babies in St. Louis are dying, born too soon and too small. While the U.S. has seen a dramatic decrease in infant deaths, St. Louis lags behind. Several zip codes in St. Louis City and County have the same rate of infant deaths that the U.S. had 50 years ago. It is time for St. Louis to come together to address this complex issue – for our children, for our families and for our community.

What is infant mortality?

Infant mortality is the death of a child before his or her first birthday. Infant mortality rates are used worldwide to gauge the health and well-being of communities. When babies are healthy, it leads to a healthier community.

How does infant mortality hurt our community?

Every baby's death robs us of his or her potential contributions to our society. And, each neighbor, family member or friend who loses a baby faces enormous emotional suffering.

These devastating social impacts are paired with financial strains on our community. Each baby born too early in Missouri costs an average of \$75,000 in immediate and short-term costs. These costs are passed on to taxpayers both directly through Medicaid and indirectly through increased commercial health insurance costs.

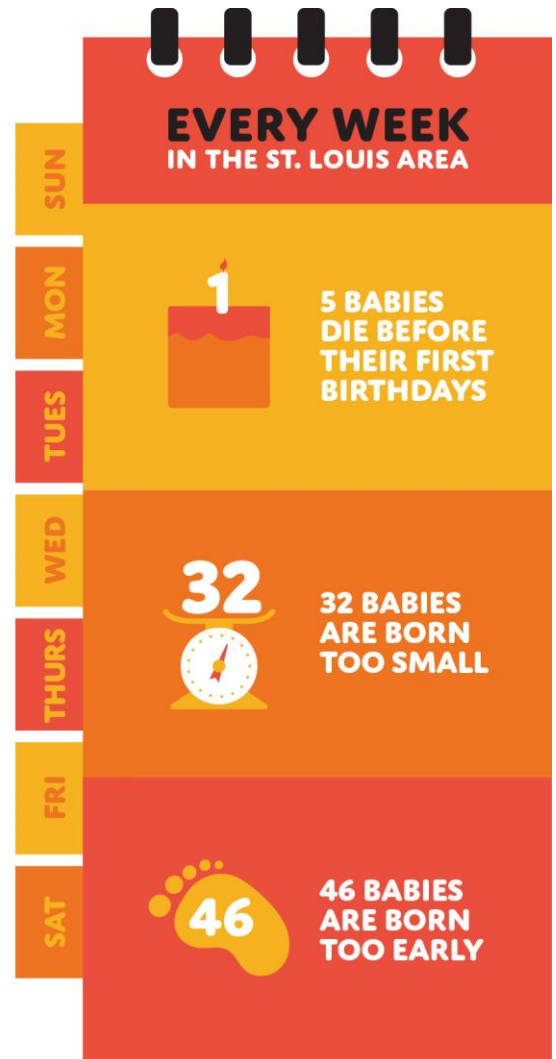
What is the goal of this initiative?

Our goal is to help every baby born in the St. Louis region celebrate a happy and healthy first birthday. This includes reducing the number of babies born too early and too small, both of which are leading causes of infant death. Working together, our community's citizens, leaders, businesses, educators and medical providers could save 70 lives every year and prevent hundreds of babies from being born too early and too small.

How will FLOURISH St. Louis achieve this goal?

We will achieve a substantial and sustained reduction in infant mortality by:

- Encouraging and empowering the community to voice its needs and share ideas for solutions
- Uncovering the right practices to move our region forward
- Bringing everyone together around a joint approach to accelerate the large-scale, lasting change our region needs





What are factors associated with the infant mortality rate?

There are a variety of reasons why too many babies are dying in St. Louis, including challenges with:

- Access to health care
- Health disparities
- Health of women prior to and during pregnancy
- Access to transportation
- Neighborhood and housing conditions
- Access to healthy foods
- Access to education and living-wage jobs

How is FLOURISH St. Louis different from other efforts?

FLOURISH St. Louis is based on the collective impact model of social change, which is guided by the notion that no single organization is responsible for any major social problem, nor can any single organization cure it. This initiative will engage a broad group of citizens, community partners, businesses and other areas of our society to make a sustained and long-term decrease in infant mortality. It will increase community understanding of the issue and accelerate change by focusing everyone on a single set of goals that are measured in the same way.

Who should get involved?

To learn about opportunities for involvement, visit www.flourishstlouis.org and sign up for updates.

Who's leading this initiative?

FLOURISH St. Louis is a community-driven initiative. The voices and input of people from throughout our region will guide its strategy. This initiative is funded and supported by Missouri Foundation for Health, working in coordination with Generate Health. The Foundation is a resource for the region, working with communities and nonprofits to generate and accelerate positive changes in health. As a catalyst for change, the Foundation improves the health of Missourians through a combination of partnership, experience, knowledge and funding. Generate Health is dedicated to improving birth outcomes, promoting healthy families, and building healthy communities. The organization mobilizes the region through education and advocacy.

"WE KNOW THAT, LOCALLY AND GLOBALLY, COMMUNITIES WITH STRONG INFANT HEALTH POLICIES AND PRACTICES ARE STRONGER AND MORE SUCCESSFUL FROM BOTH A SOCIAL AND ECONOMIC STANDPOINT."

DR. WILL ROSS, WASHINGTON UNIVERSITY SCHOOL OF MEDICINE



CHANGE HAS ALREADY STARTED. JOIN US!

Watch the video:

FLOURISHSTLOUIS.ORG

How can I get involved?

Contact Generate Health or visit our website to learn more.

314.880.5719 | flourishstlouis.org



GET INVOLVED:

www.flourishstlouis.org • 314.880.5719 • info@flourishstlouis.org