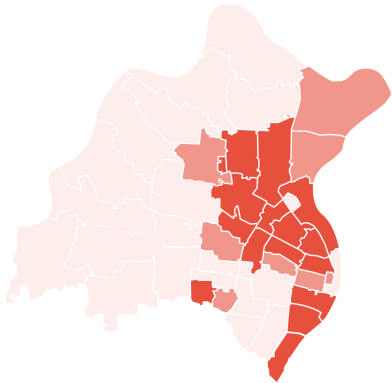


North Star

Zero racial disparities in infant mortality by 2033.

High Infant Mortality Zip Codes



**63104, 63106, 63107, 63111
63112, 63113, 63115, 63118
63120, 63121, 63133, 63135
63136, 63140, 63144, 63147**

■ Priority Zip Code Served
■ Priority Zip Code

How much did we do?



25

Grandparents and elders served as mentors



40


Individuals attended safe sleep trainings

Program Description

This FLOURISH grant funded the Grand Momma's for Healthy Babies program at Circle of Care. The purpose of this grant was to help reduce sudden unexpected infant death (SUID), including Sudden Infant Death Syndrome (SIDS), in the African American Community. This project took place from April 2021 to March 2022.

Priority Areas

FLOURISH Community Leaders Cabinet identified priority areas they believe will have the most significant impact on improving conditions for Black families. Infant mortality is a complex issue that can't be solved by one organization alone. Below, you will find population level data where FLOURISH is contributing to changes for Black families alongside other organizations. Circle of Care is working to move the needle for the individuals they serve in the areas listed below.

FLOURISH Priority Area	Category of Work	Population Level Data
 Safe Sleep	Safe Sleep	Sudden Unexplained Infant Deaths

FLOURISH uses a **results-based accountability** model of evaluation, because it helps show how collaborative efforts can make an impact on reducing disparities in infant mortality. We focus on how well programs address root causes of the issue and whether Black pregnant and parenting families are better off.

How well did we do it?

How were Black pregnant and parenting families impacted by this project?

100%

Individuals increased their **knowledge about** safe sleep

98%

Individuals **practicing** infant safe sleep

Is anyone better off?

What change occurred as a result of this project?



97%

of parents' attitude changed around safe sleep

Project Impact

Grand Momma's for Healthy Babies had a significant impact on African American families living in St. Louis City and County. The project was able to dispel myths and provide facts about best practices for keeping infants safe during sleeping.

It takes a village to raise a healthy baby. Focusing on single mothers without fathers and grandparents will only move the movement so far in the fight against sudden infant death, but together we could lower the rate of Sudden Infant Death.

Key Learnings

This project taught us about the resilience of a community. When we started the project, there was a lot of misinformation regarding safe sleep that had been passed down for generations. However, grandparents and parents wanted to learn the best safe sleep practices for themselves and to share in their communities.



Project Highlights



Intergenerational connection

Through this program, mothers, grandmothers, and grandchildren were able to sit, talk, and learn together.

Challenges

Covid safety precautions truly impacted our ability to access young mothers and families. In the beginning, it was difficult to recruit grandmothers for their fear of COVID-19. We had to incorporate COVID-19 safety protocols into our marketing strategy during recruiting. It is our belief that if there was not a pandemic, we could have reached even more individuals than we had initially set out to reach.



Partnerships



FLOURISH St. Louis, an infant mortality reduction initiative powered by Generate Health, is bringing together people and organizations across the region to fix the systems that impact the health of Black families. This organization received a FLOURISH grant which was funded by Missouri Foundation for Health.