

North Star

Zero racial disparities in infant mortality by 2033.

How much did we do?



40

Podcast episodes

8

Podcast platforms



100

Guest speakers



870+

Podcast listens

1,095

YouTube views

1000+

Social media followers


Program Description

This FLOURISH grant funded the “Da Hood Talks” Podcast, which started to air in 2021. This urban community podcast helps improve community engagement, educate and provide resources that empower and promote a healthy wellbeing for Black moms and their families, and supports and encourages advocacy for Black moms and their families.



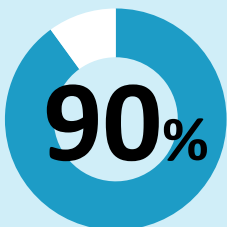
Priority Areas

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. Da Hood Doula podcast 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
 Social Determinants of Health	Education & Resources	Access to Resources

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?



of survey participants agreed the topics were **relatable**

Is anyone better off?

various community stakeholders given the **space to be heard, uplifted and supported**

100+

Spotlight Story

“OMG Dat Birth” was one-on-one story-telling segments where we provided black mothers and families the opportunity to share their personal stories and received a \$50 stipend. Along with hosting other show topics relevant to black moms and their families (i.e. “Motherhood, No More Superwoman”) we also hosted a segment called “Da Hood Needs” where we interviewed nonprofit organizations and individuals to uplift the services they provide and provided needed resources to Black moms and their families. These organizations included a range of services from food equity, sexual abuse and assault services, addiction support, creative play for children etc. We also started a segment around mental health to uplift culture-based mental health professionals and provide resources, tools and techniques on how Black moms and their families can address different mental health concerns and traumas.

Participant Quotes

“Someone needs your story to know they're not alone or the only one to experience something they may be going/went through.”

– Podcast Listener



Episodes of the Podcast

Watch or Listen on



“I like the show and I think it gives people a place to speak their mind. And find out things that are going on in their community.”

–Podcast Listener

OMG Dat Birth Series



5

OMG Dat Birth Episodes

Episode #1: *Let's Talk Birthing, Doulas & Motherhood*

Episode #2: *Let's Talk Midwives Homebirths & Holistic Health Pregnancy with Brittany “Tru” Kellman*

Episode #3: *Let's Talk All Things Doulas*

Episode #4: *What is a Community Health Worker (CHW)?*

Episode #5: *A Conversation Around Families and Traumatic Birth Experiences*

Participant Survey Responses: What action will you take after sharing your story, experiences and thoughts?

- Help more in community
- Continue to be a source of REAL LIFE resources
- Helping people be aware of helpful resources
- Talk to a few people on getting their selves heard
- Be more involved, speak up and out more support my people any and every way possible



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.

For more information visit <https://www.dahoodtalks.com/> or contact info@flourishstlouis.org