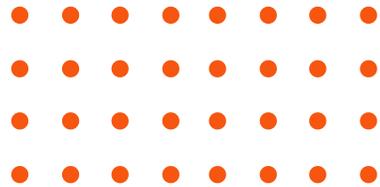


GenerateHealth

Annual

REPORT

2017-2018



A word from our director

It is my pleasure to present the 2017 – 2018 Annual Report which represents a transformative time at Generate Health. It was during this period that we ramped up FLOURISH with six action teams and a community campaign to address mice infestation, all working in parallel to address the top priorities for reducing infant mortality. We sought to evolve as a convener to become a catalyst of systemic change.

This report includes a brief snapshot of the highlights. We also began deep dialogue and learning within our Board of Directors and the FLOURISH Cabinet to analyze the root causes of persistent racial disparities in maternal and infant health. By the end of 2017 the Generate Health Board of Directors had adopted a new mission and vision that fully centered racial equity as our guiding purpose. The FLOURISH Cabinet also adopted a North Star of zero racial disparities in infant mortality by 2033.

Throughout 2018, Generate Health staff and board communicated the mission change with key stakeholders, explored the requirements needed to successfully catalyze systems change, evaluated the alignment of initiatives with the new mission, and crafted a two-year plan to begin living into our new mission. In 2018 Generate Health also supported the FLOURISH Initiative action team progress as well as the dramatic redesign of the structure to better align with its North Star.

Generate Health is grateful to our partners, especially the leadership of our Board of Directors, FLOURISH Cabinet members, dedicated staff, and community members impacted the most by racial inequity.

Kendra Copanas

Mission

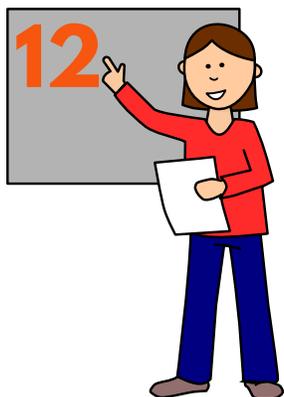
Generate Health mobilizes and inspires the St. Louis Region to advance racial equity in pregnancy outcomes, family well-being and community health

Vision

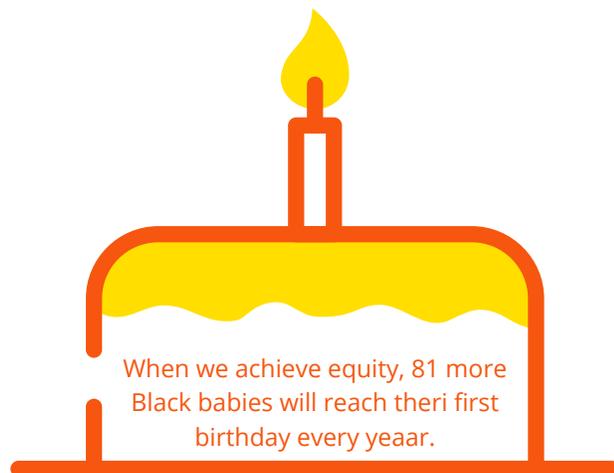
St. Louis will achieve zero racial disparities in infant mortality and maternal health.

Flourish

Addressing a Need



We lose a total of 12 Kindergarten classes each year - 8 of which could have been filled with Black babies.



When we achieve equity, 81 more Black babies will reach their first birthday every year.

Summary

Flourish's work came to a head in 2017 when a community leader informed us of a mice infestation at a public housing complex that was impacting the livelihood of moms, babies and their families. In response, Flourish was able to educate tenants on their rights and help them advocate for safe, pest-free and habitable housing. This work crossed all of the action teams and led to the Missouri Attorney General to file a lawsuit with 'the property owner and management company'.

Highlights

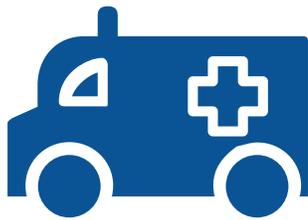
- Adopted North Star - to achieve zero racial disparities in infant mortality by 2033, in alignment with Forward through Ferguson's vision for an equitable St. Louis by 2039.
- Raised \$13,000 for portable cribs and safe sleep education in the region
- Planned and executed the first Safe Sleep summit
- Coordinated the Crossroads training for our board, FLOURISH and funders.

Vision for the future

We will empower residents to know tenant rights and educate landlords on the connection between housing and health outcomes.

Flourish

Addressing a Need



Transportation, and other access issues, lead to people missing 3.6million medical appointments every year.



Black babies are 7x more likely to die from sleep related deaths in the St. Lous region.

Action Highlights

Behavioral Health combined with the Perinatal Behavioral Health Initiative to make a more widespread impact on pregnant persons and their families.

We worked with the Medicaid Managed Care Companies to adopt uniform transportation policies that improved access to medical care.

We created training courses and materials for healthcare professionals and parents, promoted the portable crib network and established a partnership with Infant Loss Resources. We created individual/organization recognition systems for safe sleep certified people.

Flourish focuses on six priority areas: behavior health, health communications and navigation, housing, infant health, prenatal care and transportation. Multiple action teams have formed to address the needs of each of these priority areas.

We surveyed community for necessities to a healthy family and began centralizing resources for community health workers.

We endorsed portable cribs and executed the first Safe Sleep Summit.

We conducted research necessary to launch a collaborative comprised of home visitation providers and consumers in St. Louis to improve and expand services in the region.

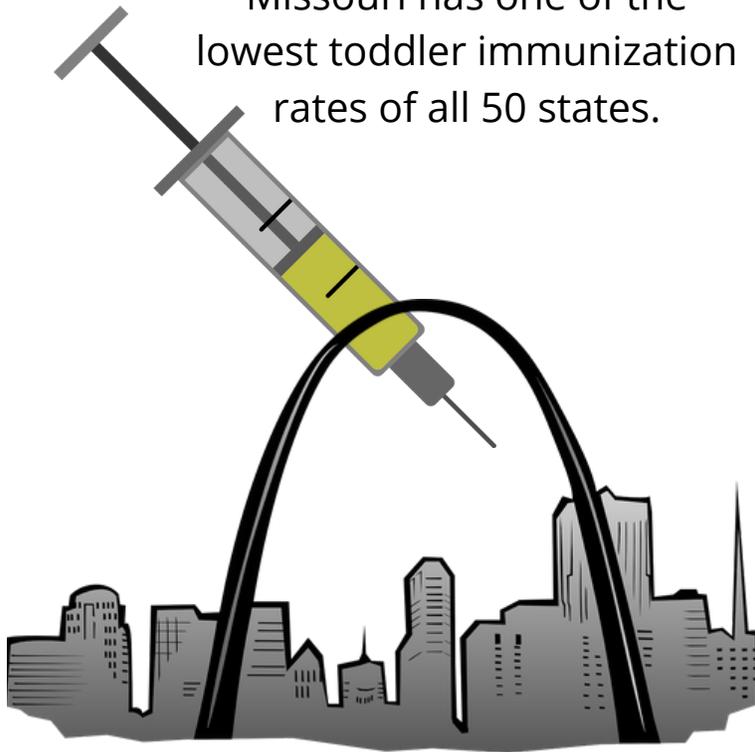
Vision for the future

We will transition to community decision-making and including community voice at the center of our solutions. In addition, we will weave racial equity throughout all of our work.

Immunization

Addressing a Need

Missouri has one of the lowest toddler immunization rates of all 50 states.



Summary

Our Immunization Initiative mobilizes the community on vaccination efforts that improve the health of families by eliminating vaccine preventable diseases. Our Immunizations Committee convenes a group of health departments, social service providers, school nurses and pharmaceutical companies to plan, align and unite the region around the critical issue of vaccination. Healthcare providers throughout St. Louis turn to our educational seminars to learn about the latest research on vaccines, local and national trends in vaccines and how to plan for disasters of potential disease outbreaks. Each legislative session, we educate and rally the region to advocate for sound vaccine policies.

Highlights

- We launched the “It’s More Than...” campaign to promote meningitis vaccination in Missouri university/college students, as well as staff working with these populations. We created a toolkit to help raise awareness about this deadly disease.

Vision for the future

In 2019, Generate Health will hand off this Immunization Initiative to the newly established Missouri Immunization Coalition. This new home will have a greater capacity to create local change. In 2018 Generate Health modified its mission to focus on the health of Black moms and babies specifically, where the Immunization Initiative targets a broader population.

Social Determinants of Health Tour

Addressing a Need

Many health professionals and policy makers in the St. Louis region are insufficiently aware of the conditions in which their patients live, work and play impact their health outcomes.



Summary

The Social Determinants of Health Tour exposes participants to the living and working conditions of North St. Louis, as well as the predisposing and enabling factors that keep certain areas of St. Louis from reaching their full potential. Throughout the two-hour tour led by a Generate Health staff member, participants discuss the social determinants of health and their impact across a variety of factors, the ecological model of health and health disparities. Participants learn about the effects of redlining, environmental racism and brown fields. The tour also exposes participants to historical perspectives – Homer G. Philips Hospital, industry, education and housing policy. The tour is designed for health and public health students, practicing health care providers, the leaders of health care systems, and policy makers.

Highlights

- In 2017, the National Catholic Reporter published an article about the tour.
- In 2018, 239 people participated in the Tour. Through our “Train the Trainer” program, University of Missouri St. Louis College of Nursing and St. Louis Children’s Raising St. Louis Hospital were trained to give the tour to their staff members.

Tour Attendee Testimonial

“I have never been to any of the locations that we visited today. The tour was opened with a great verbal presentation. Gave me a whole new perspective of the circumstances my patients are coming from. It will definitely help me adjust my expectations during patient encounters”

Vision for the future

In 2019, Generate Health will continue to facilitate the tour for organizations and individuals. We also plan to train hospitals to facilitate the tour for their staff.



Making Change Happen Leadership Academy

Addressing a Need



Community members want to address problems, find solutions and heal together.

Summary

This program trains community members to identify conditions and core issues in their neighborhoods that impact their health and plan strategies for addressing them. The program then helps participants build their leadership skills to advocate for the needs of moms and children and to bring positive change to their own neighborhoods and our region.



Highlights

- Leadership academy graduates attended lobby days at the capitol
- The initiative encouraged support for Nathan's Law.

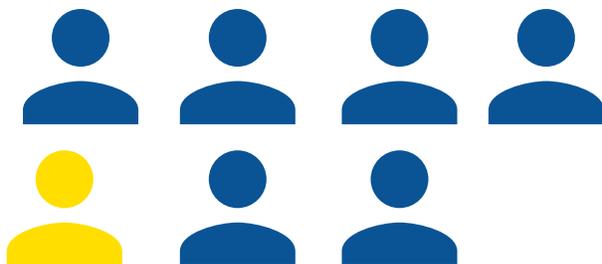


Vision for the future

Making Change Happen will continue educating our community and creating mission champtions.

Perinatal Behavioral Health Initiative

Addressing a Need



1 in 7 women experience depression or anxiety during pregnancy or postpartum.

Summary

Organizations across the STL region are part of a network to ensure families are screened for behavioral health concerns and referred to a network partner that provides ongoing support. It is one of our longest running initiatives and focuses on collective impact. As a network, it is not just us, but instead a united team dedicated to walking alongside the community and providing resources.

Highlights

- Foundational training through this initiative included trauma-informed care and perinatal mood and anxiety disorder training
- This coalition helped to develop a universal protocol for screening moms in the St. Louis area
- Providers were trained in “warm hand-offs” where they call resources directly, thus helping moms navigate the system

"It has been fascinating to watch the initiative evolve from a loose network of organizations passionate about perinatal behavioral health, to the high-impact, intentional collective of providers and community members it is today. The magic of the PBHI is in the way every person at the table works together toward a common goal: that women in St. Louis, particularly women of color, have access to quality, affordable, culturally responsive behavioral health services on their journey to emotional and holistic well-being."

- Emily Stuart, Director of Family Development and Program Evaluation

Vision for the future

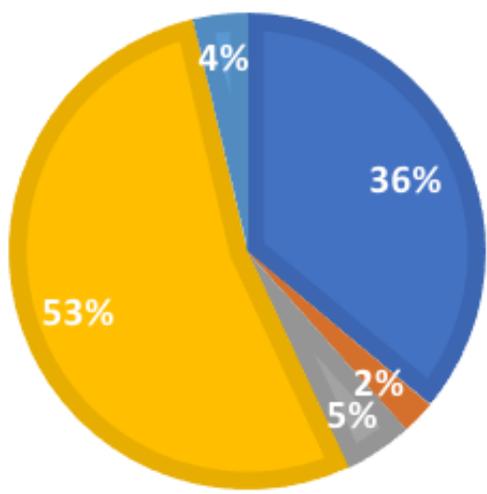
PBHI will increase engagement with health care providers and strengthen its advocacy role to promote the expansion of access to Medicaid.

Generate Health Finances

2018 REVENUE SOURCES

- Government grants
- Contributions & Membership
- Special Events
- Local and Foundation Grants
- Contracts for Services & Interest

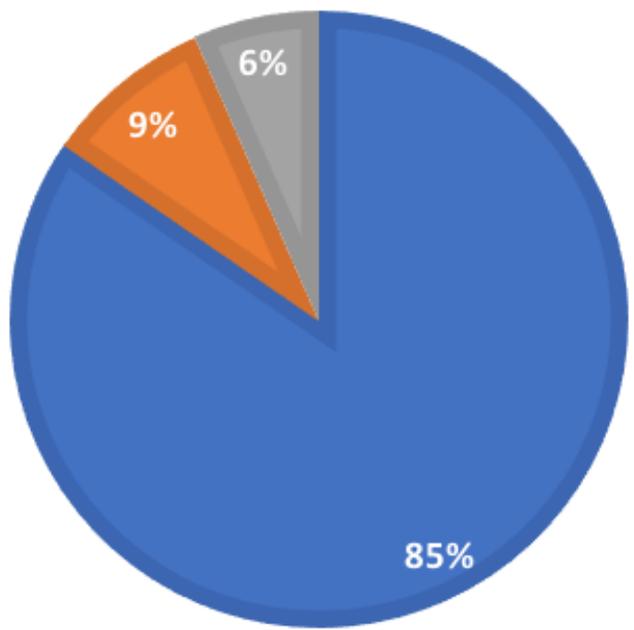
Generate Health depends heavily on local and foundational grants. These fund initiatives that help our moms and babies every day. In the future, we hope to increase our individual and business contributions and memberships



2018 EXPENSES

- Program Services
- Management
- Fundraising

More than 1/3 of Generate Health's program expenses was allocated to supporting services in the community provided by other organizations. A growing part of our budget is dedicated to supporting community leadership by providing food, transportation, childcare and stipends.



Our full financial report for 2017-2018 is available upon request

Board of Directors

Kim Bakker, SSM Health Care Corporation
 Rebecca Bennett, Chair, Emerging Wisdom
 Sandi Boller, SJ Boller HR Consultants
 Angela Fleming Brown, St. Louis Regional Health
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 Mary Jo Condon, Freedman Healthcare
 Michelle Dibadj, RN, BSN, JD, Secretary, Ascension
 Jasmine Evans, Marketing manager, adjunct professor,
 freelancer
 Louise Flick, DrPH, MSN, MPE Saint Louis University
 Elizabeth Gross, Polsinelli
 John C. Head, The America Group, LLC
 Deborah Hirschfelder, Retired Behavioral Health Executive
 Hattie Jackson, St. Louis Community College at Forest Park
 Rosetta Jackson, Making Change Happen Leadership
 Academy
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 Angelleen Peters-Lewis, Barnes Jewish Hospital
 Katherine Mathews, MD, MPH, MBA, Saint Louis University
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 Katie Roberts, Reliance Bank
 Ellen Rostand, MBA, Washington University
 Hal Sitrin, MD, Retired Pediatrician
 Lynne Sanderson, St. Louis County Department
 of Public Health
 Greta Todd, St. Louis Children's Hospital

Staff

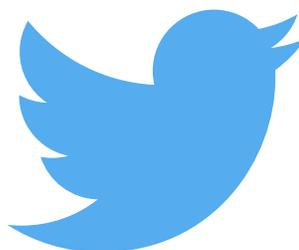
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 Kendra Copanas, Executive
 Director
 Marisha Frazier, FIMR Coordinator
 Lora Gulley, Strategic Initiatives
 Director
 Michelle Hill, Administrative
 Manager
 Sarah Kennedy, Epidemiology and
 Data Manager
 Jerri Michael, Strategic Initiatives
 Director
 Aver Yakubu, Strategic Initiatives
 Manager

Get Involved

To our community members, staff, board of directors, funders, and partners: thank you for being at the table and contributing as you are uniquely positioned to do. All of these voices are needed to advance our mission and we look forward to what we can accomplish together in 2019.



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<https://generatehealthstl.org/get-involved/donate/>