



Annual Report

2019



GenerateHealth
Champions of Family and Community

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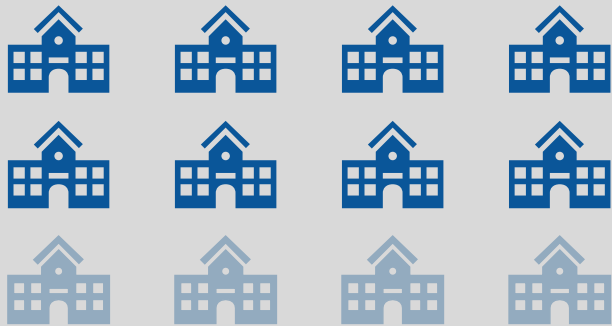


Mission

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

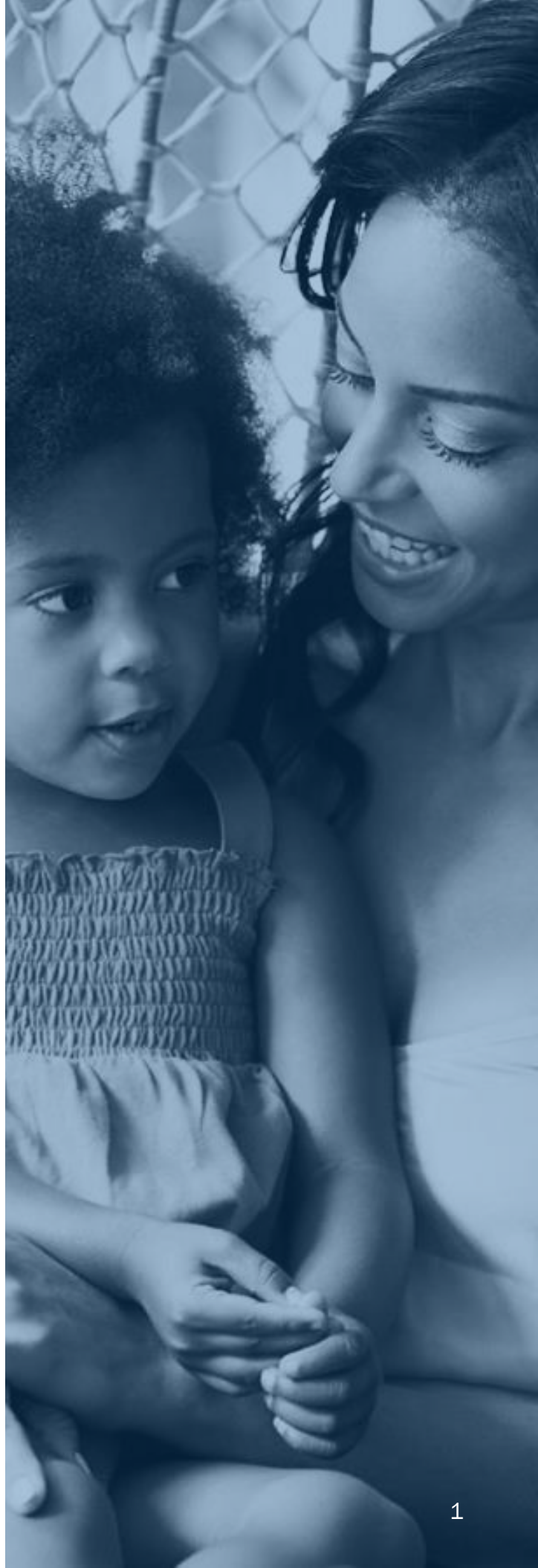
Our Vision

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



Each year, St. Louis loses enough babies before their first birthday to fill 12 kindergarten classrooms – 8 of which would be filled with Black babies.

Together, we can change this.



From Our Director

I am delighted to present the 2019 annual report containing highlights of Generate Health's progress this year.

Following a year of growth into our new mission and vision to advance racial equity in maternal and infant health, we hit the ground running in 2019 to center community voice in our decision making. We formed the Community Leader's Cabinet (CLC), a group of local residents who bring their own experiences living in St. Louis to help identify solutions to address the needs of Black families in our region. The CLC reviewed data, held discussions around key areas influencing St. Louis' infant mortality crisis, and helped set FLOURISH's priority areas: coordinated quality care, safe sleep, social determinants of health, and racial equity capacity building.

Generate Health secured funding from the Children's Trust Fund to launch the St. Louis Home Visitation Collaborative in July 2019. The grant enables us to convene home visiting providers to better align services, streamline the intake process, and fill gaps to better serve families and improve health outcomes. We will also convene a board of community members who have been consumers of home visitation services in the region to provide insight to these service providers regarding what changes need to be made to better serve Black families.

In 2019, we also created a full-time advocacy position and established an Ambassador Board composed of local volunteers who advocate in their communities for Black moms and babies.

On October 25th, 2019, we hosted our 20th annual Standing Up for Mothers and Babies Awards Event. We honored three individuals and two teams for their excellent work in the maternal and infant health space.

Generate Health's vision to see racial disparities in infant mortality eliminated by 2033 will only happen if we work together to combat the crisis. We are grateful for our partnerships with so many different organizations and for our members who help advance our mission in various capacities. Thank you for being in this work with us.

Sincerely,

Kendra Copanas



Kendra Copanas

Executive Director



FLOURISH Community Leaders Cabinet



33

**Members of New
Community Leaders Cabinet**

4

**Strategic Priorities
Identified**

FLOURISH is Generate Health's collective impact initiative devoted to eliminating racial disparities in infant mortality by 2033. FLOURISH recognizes that solving our region's Black maternal and infant health crisis will only happen if providers and community members work in tandem.

In April 2019, FLOURISH established the Community Leaders Cabinet (CLC) to center community voice in decision making and advocacy for their communities. The CLC also helps provide strategic direction for FLOURISH, identifies racial equity barriers and potential solutions from direct experience, and engages the broader community in addressing the challenges that families face. The CLC is composed of 33 leaders who have lived in FLOURISH's high impact zip codes.



Promoting Community Leadership

FLOURISH's Community Leaders Cabinet (CLC)

The CLC lends FLOURISH their insight about the challenges most pressing Black families in the St. Louis region. The CLC's insight illuminates FLOURISH's path forward. They have helped set the following priorities:



Coordinated Quality Care



Safe Sleep



Social Determinants of Health



Racial Equity Capacity Building

Consumer Advisory Board (CAB)

In July 2019, in partnership with home visiting providers, consumers of home visitation, and other stakeholders, FLOURISH established the Home Visitation Collaborative in St. Louis. This work is funded by the Children's Trust Fund. In December 2019, FLOURISH created a Consumer Advisory Board (CAB) composed of local residents who have participated in home visitation, in addition to a board of home visitation service providers interested in improving their services to better serve Black moms and families in the region. The CAB is advising providers on how they can provide culturally appropriate care to better engage and retain families seeking their services.



FLOURISH's Grantmaking

In 2019, FLOURISH created grant funding opportunities in collaboration with the Missouri Foundation for Health to support local organizations and groups as they work to help Black moms, babies, and families thrive in St. Louis.



The Community Mobilization and Innovation Fund was designed to empower community groups to implement efforts that promote maternal and infant vitality, provide social support and healing, and build community in zip codes with the highest rates of infant mortality.

The Aligned Activities for Priority Areas grant was developed to fund short-term community projects that employ a racial equity approach to systems and policy change and are in alignment with FLOURISH's five priority areas set forth by the CLC. These grants are also intended to enable emerging groups to establish credibility and secure long-term funding from other sources.



Perinatal Behavioral Health Initiative

The Perinatal Behavioral Health Initiative (PBHI) connects hospitals, social services, and behavioral health organizations to convene the St. Louis region around Black moms' most significant behavioral health needs. PBHI coordinates the Perinatal Resource Network, which consists of providers and social service organizations providing behavioral health screenings, referrals, and other supports.

2019 Highlights:

534 people served by the Perinatal Resource Network



Adopted advocacy priorities to include Medicaid Expansion, Paid Family Leave, and Dignity in Pregnancy and Childbirth.

Trainings held:

Motivational Interviewing (2)
Safe Sleep (2)
Perinatal Mood and Anxiety Disorders
Bereavement (Infant Loss)
Integration of Motivational Interviewing and Trauma Informed Care



Advocacy

In 2019, Generate Health created a new full-time position, Manager of Policy and Advocacy, to increase our advocacy efforts. In addition to a new full-time position devoted to advocacy, an Advocacy Advisory Committee was established, and advocacy agenda was established with racial equity lens.

Generate Health also established a new Ambassador Board in 2019, comprised of local volunteers who support our overall mission and activities as ambassadors, fundraisers, and advocates. The purpose of the Ambassador Board is to raise funds to support Generate Health, to increase awareness of racial inequities in maternal and child health in its members' social and business networks, to create an exciting environment where its members can deepen their understanding of community issues, and to gain governance experience.

2019 Advocacy Priorities:



Protect Medicaid and expand access to care



Promote maternal health



Strengthen home visiting



Promote social and economic policy focused on quality/safe housing, access to transportation, paid parental leave, and establishing a Missouri EITC

Strategies:

- Engage with elected officials on appropriate issues via email, phone calls, letters, committee testimony, and in-person meetings
- Disseminate action alerts to partners and link them to appropriate methods
- Provide issue and advocacy presentations, data reports, and fact sheets and blogs to partners
- Disseminate an annual Legislative Report about progress toward policy priorities to staff, board, and members
- Monitor federal and state legislation and produce Legislative Fact Sheet that tracks pertinent legislation

Highlights:

16

related bills tracked during the 2019 legislative season.



On April 2nd, we partnered with the Deaconess Center for Child Well-Being to take a group of parent leaders and their children to Child Advocacy Day in Jefferson City to speak with legislators about specific bills, including Nathan's Law and the Trauma Informed Care for Children and Families Task Force.



Social Determinants of Health Tour

Our Social Determinants of Health Tour is an experiential learning tour that gives health care providers and others insight into the historic, social, and economic factors that have shaped parts of the St. Louis region. The tour also discusses the impact of racism and racial disparities' impact on family health, while building providers' understanding and empathy for the community members they serve and the challenges they encounter in their everyday lives. The goal of the tour is to increase participants' understanding of and sensitivity to the lives and perspectives of patients and families from the communities visited and others like them in order to improve the quality and effectiveness of care.



Nursing students, pediatric residents, public health students and community leaders have benefitted from seeing in-person the lack of access to services and resources that families face. Through our “Train the Trainer” program, University of Missouri St. Louis College of Nursing, St. Louis Children’s Hospital, and Barnes-Jewish Hospital have been trained to give the tour to their staff members.

Tour highlights from 2019:

176

Participants

48%

Improvement between pre- and post-tour evaluations

4.8/5

Rating from participants for their overall experience



2019 Annual Event

On October 25, 2019, Generate Health hosted its annual Standing Up for Mothers and Babies Award Event, which also served as a celebration of our 20th Anniversary. We recognized exceptional honorees for their work in tackling racial disparities and access to care for moms and babies in St. Louis.



The Barnes-Jewish Hospital and St. Louis Children's Hospital CARE in Pregnancy clinical team

Dr. Corinne Walentik Provider Champion Award

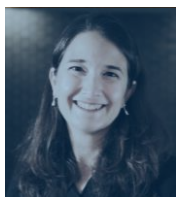
This team was honored for their program's work in prenatal care and extended postpartum support for pregnant women facing the challenges of a substance use disorder.



The Junior League of St. Louis for their Day 366: Helping Our Smallest Thrive in Their First Year initiative

Alderman Gregory Carter Community Champion Award

The initiative aims to reduce infant mortality in St. Louis through education, advocacy, and community impact.



Anne Sebert Kuhlmann

Dr. Terry Leet Researcher Award

Anne was awarded for her research which focuses on improving the lives of women in low-resource settings both locally and internationally through a menstrual hygiene resources lens.



Angela Schiefelbein

Dr. Corinne Walentik Provider Champion Award

As a Family Nurse Practitioner at Affinia Healthcare, Angela participates in the Centering Pregnancy and Centering Parenting program, facilitating groups in both English and Spanish, and trains Affinia providers and staff in the program.



Monica Wade

Alderman Gregory Carter Community Champion Award

Monica was honored for her instrumental role as the Pagedale Helping Hand Me Downs manager. She has created various trainings and education sessions and orchestrates her own personal Coat Drive, Back-to-School Drive, and Turkey Drive.

Thank you to our incredible sponsors!

Presenting sponsors:

BJC Health Care
Barnes Jewish Hospital
St. Louis Children's Hospital

Gold sponsor:

SSM Health

Bronze sponsors:

Emerging Wisdom
Jasmine D. Evans Public Relations, LLC
Mercy
Missouri Care
Missouri Foundation for Health
Polsinelli
Standing Partnership
St. Luke's Hospital

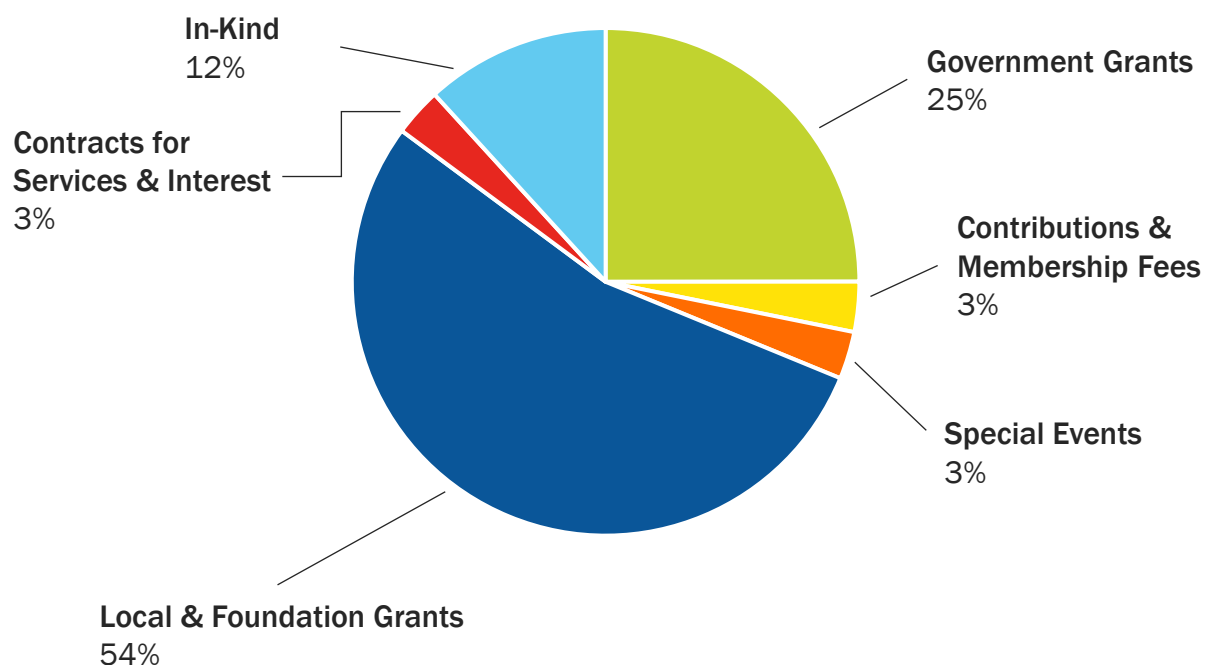
Patron sponsors:

Affinia Healthcare
Anthem
Home State Health
St. Louis Regional Health Commission

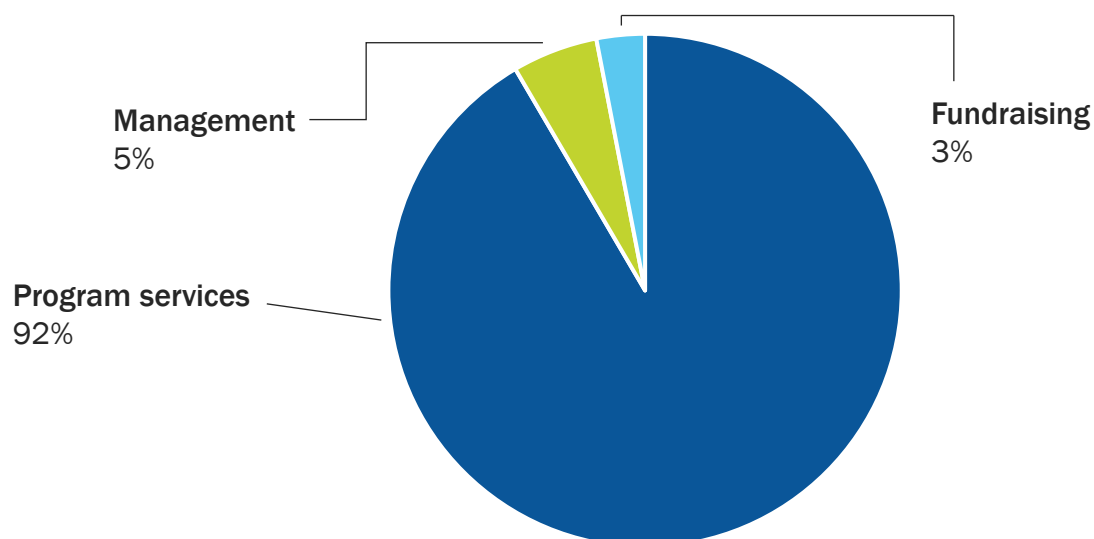


2019 Finances

Revenue: \$1,857,248



Expenses: \$1,815,462



Board & Staff Directory

Board of Directors

Kim Bakker, SSM Health Care Corporation

Rebecca Bennett, Past-Chair, Emerging Wisdom, LLC

Sandi Boller, SJ Boller HR Consultants

Angela Fleming Brown, St. Louis Regional Health Commission

Michelle Dibadj, RN, BSN, JD, Ascension

Jasmine Evans, Marketing Manager, Adjunct Professor,
Freelancer

Louise Flick, DrPH, MSN, MPE, Saint Louis University

Trish Geldbach, BSN, MA, MBA, Retired Women's Health
Executive

Elizabeth Gross, Polsinelli

John C. Head, Treasurer, The America Group, LLC

Deborah Hirschfelder, Retired Behavioral Health Executive

Rosetta Jackson, Making Change Happen Leadership
Academy

Brittany "Tru" Kellman, Jamaa Birth Village

Susan Kendig, JD, MSN, WHNP-BC, Chair, Health Policy
Advantage, LLC | SSM St. Mary's

Angelleen Peters-Lewis, VP, Barnes Jewish Hospital

Katherine Mathews, MD, MPH, MBA, Saint Louis University

Cameron A. Murray, Centene Corporation

Lacey Van Damme, Simmons Bank

Greta Todd, St. Louis Children's Hospital

Kendra Copanas, Ex-Officio

Generate Health Staff

Kendra Copanas

Executive Director

Rose Anderson-Rice, MPA

Deputy Director

Leah Moser, MPH, CHES

Director of Planning and
Partnerships

Brian Washington, MPA

Manager of Planning and
Partnerships

Lora Gulley, MSW

Director of Community
Mobilization and Advocacy

Abby Buckhouse, MSW

Manager of Policy and Advocacy

Michelle Hill, MBA

Administrative Manager

Sarah Kennedy, MPH

Manager of Evaluation and
Epidemiology

Marisha Frazier, MPH, CPH

Coordinator of Epidemiology

Maleeha Ahmad, MPH

Coordinator of Evaluation

Aver Yakubu, MPH

Manager of Strategic Initiatives

Aja Welch, MPH

Coordinator of Strategic Initiatives



Thank You

To our community members, funders, partners, staff, and board of directors: thank you for being in this fight to advance racial equity in maternal and infant health. All of our voices are needed to identify barriers, create solutions, and work toward a more equitable future. Together, we are transforming the St. Louis region into a place where Black moms and families thrive. We invite you to follow our journey on social media and/or contact us to get more involved in our work.



@GenerateHealthSTL



@genhealthstl

For more information about getting involved, please contact us through our website:

<https://generatehealthstl.org/>

In 2019, we had:

300+ partner organizations

900+ individual partners

1 North Star Goal: zero racial disparities in infant and maternal health by 2033

Thank you for walking with us.

