

Our Journey So Far

FLOURISH St. Louis is addressing St. Louis' infant mortality crisis by creating substantial and long-lasting change.

Traditional approaches to address infant mortality through medical and public health advances have led to improvements, but they are not enough and the gap between Black and White infant deaths is growing.

OUR APPROACH IS DIFFERENT



Involve the impacted community as leaders.



Create shared understanding of infant mortality as more than a health issue.



Focus on changing systems and policies to eliminate racial disparities, instead of addressing just the symptoms.

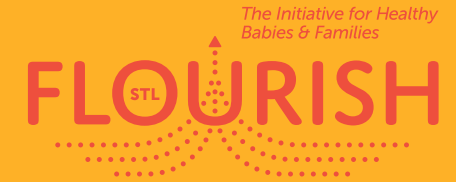
ACTIVATED CROSS-SECTOR LEADERS

Families and regional leaders reviewed data and community experience, learned from other cities, and developed our vision and roadmap.

We established a lasting collaboration of parents and leaders from education, faith, business, health care and community organizations. This Cabinet of leaders committed to improving St. Louis' systems and policies and influencing their networks to bring more people to the table.

BUILT BROAD PUBLIC WILL TO ACT

We put infant mortality on the region's radar as a public crisis through targeted stakeholder engagement, social and traditional media coverage, and an educational website. The Letters of Love Campaign increased positive support for moms who face barriers to having a healthy baby.



Our Goal

Zero racial disparities in infant mortality by 2033

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Our Path Forward

SHARED AGENDA FOR CHANGE

After talking with the community to tell us where to start and analyzing local data on infant mortality, we established our plan to create sustainable change by addressing the underlying cause of St. Louis' infant mortality crisis – racism and the toxic stress experienced by Black families. We are mobilizing Action Teams around these priority areas to improve the health of Black moms and babies in our region, expand our partners who are activated to work together on common goals, and build a movement toward making lasting changes in our community.

1. Prenatal Care
2. Infant Health
3. Health Communication and Navigation
4. Transportation
5. Behavioral Health
6. Housing

