

FLOURISH Theory of Change

Strategies

- Community Power
 - Work with community led groups to guide programs and initiatives through their expertise
 - Develop structure for community group grantmaking
- Visibility, Framing, or Norms
 - Utilize a racial equity framework to inform backbone and organizational partners
 - Disrupt and challenge the status quo to create bold systems change
 - Emphasize trust in the community over a biased system
 - Respect community for sharing expertise and lived experience
- Transparency
 - Integrate quantitative data and storytelling to provide comprehensive analysis with a community focus
 - Provide infrastructure for a shared measurement system related to priorities for community-based organizations and system partners
 - Prioritize continuous communication with community
- Collaboration/Convening
 - Connect Black individuals who have been impacted and allow space for shared experiences
 - Develop structures to leverage systems leaders and sustain impactful relations
 - Fostering collaboration between coalitions
 - Identify missing partners and conduct a scan of community assets to fill the identified gap
- Capacity
 - Create space for organizational partners and community leaders to share knowledge and enhance their capacity
 - Utilize data to inform policy and advocacy for initiatives
 - Build capacity of internal and external communications team to be “community-facing”
 - Develop a funding structure to support strategic activities
 - Provide training and technical assistance to community
 - Build backbone staff capacity to champion community work

Early Changes

- Community Power
 - Leaders within the community drive the decision making for the initiative
 - Connect with grassroots organizations whose work aligns with the outcomes of FLOURISH
 - Promote a community-led consultant model to strengthen initiative level collaboration
- Visibility, Framing, or Norms
 - The ecosystem around FLOURISH is oriented to advancing racial equity through a shared agenda
 - Redefine FLOURISH language to be community facing
 - Change the narrative from an individual issue to a systemic issue
 - Create a culture of sustainability to ensure the community and system changes are viable
 - Lay out a vision for investment, specifically larger partners
- Transparency
 - Define indicators for organizational changes at a systems level
 - Create a structure for community voice and qualitative data raised above traditional evaluation
 - Describe what change looks like and the challenges FLOURISH may encounter
- Collaboration/Convening
 - Collaborate with initiatives within the infant mortality ecosystem
 - Engage existing leaders in black communities
 - Advocate for community health workers and home visitors to be integrated in partners’ core health work
 - Collect data and information on social determinants of health
- Capacity
 - Ensure funding is adequate to support plans from the community
 - Effective integration of community stories and quantitative indicators
 - Amplify the stories of those who experience infant and maternal health challenges to inform programs and larger policies
 - Provide trainings and learning sessions based on community input

Systems Changes

- Advocacy & Policy
 - Advocate for fair wages and reimbursement for the coordination of perinatal care
 - Ensure quality transportation is not a barrier to accessing care
 - Affordable and quality housing is available for Black families
- Systemic Structure
 - Providers and organizations capture data about social determinants of health
 - Coordinated care incorporates resources and connections between providers and families
 - Families receive holistic care, including behavioral, emotional, physical, and spiritual health
 - Entities that work on infant mortality reduction are connected, transparent, and aligned
 - Give Black caregivers informed choices
- Power Structure
 - Policy makers and systems leaders actively listen and incorporate community voice
 - Black providers are elevated as experts
 - Work towards dismantling and driving the system that is inhibiting the provision of proper care

Impact

- Reduction of stress for Black caregivers
- Women of childbearing age, pregnant women, and their support systems are increasingly using services and care that is appropriate and responsive to their needs
- Models of equitable care are the norm
- Improve access to basic needs that impact perinatal health
- Racial disparities in care are reduced

Population Health Impact

- Decreased low-birth weight babies
- Decreased preterm births



Eliminate racial disparities in infant mortality by 2033.