



The
Gift
of Life

ANNUAL REPORT FY 2016-2017





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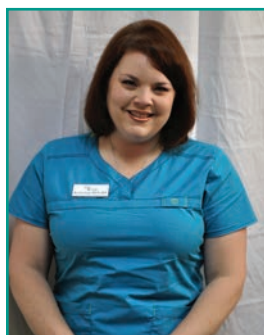
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EXECUTIVE DIRECTOR'S REPORT

Cheryl Davis, DHA



I am truly humbled to serve as the executive director for the Gift of Life Foundation. I pay homage to Martha Jinright whose vision and leadership ensured that low-income women had access to maternity care in 20 counties for over 6,000 deliveries, and to John Schmidt who provided interim leadership and organizational stability. Building on Gift of Life's presence in the community, we will continue the legacy and tradition of providing quality maternal child health services to high-risk, low-income families to reduce infant mortality.

The Medicaid coordination for Southwest Alabama (District 12) ended December 31, 2016. GOL will focus its efforts and energy on providing quality maternal child health social services to its clients participating in Nurse-Family Partnership, Parents as Teachers, Mobile Family Coaching and Centering Pregnancy. We are pleased to announce our new fatherhood initiative, Fathers in Action. Fathers are a key member of the family structure



Davis participated in the River Region United Way's Day of Action at Davis Elementary. Here, she reads *Curious George* to a group of attentive fourth graders.

and this program will bridge family members, creating an environment where fathers can develop skills for effective parenting and provide support for the mother.

The infant mortality rate for Montgomery County is still unacceptably high. African-American babies are three times more likely to die before their first birthday than other ethnic or racial group. To address this high infant mortality rate, GOL will strengthen its current partnerships, some with formal agreements, and seek to develop new ones. We aim to use this collaborative approach to address infant mortality from all social determinants of health.

GOL will continue to seek to reduce the operational budget through programmatic and operational funding opportunities. To accomplish this, GOL underwent a zero-based budget process for fiscal year 2017-2018. This process allowed supervisors to submit budget requests and they will be held accountable for managing the allocated funds. A zero-based budget is a strategic way to determine actual expenditures. This process will improve budget administration and management. Additionally, the foundation completed an assessment to include programs, technology, development, staff development, marketing and outreach. The assessment will be used for strategic and operational planning.



Dr. Davis spoke at the Alabama Department of Child Abuse and Neglect Prevention's press conference about Gift of Life's programs and how it will use the \$95,000 in funding the foundation received from Children's Trust Fund to help reduce child abuse and neglect through its programs.

The Gift of Life Foundation will continue to improve the health and well-being of at-risk mothers and babies to build stronger communities through excellent service, advocacy, empowerment, and collaboration with integrity and efficiency.



Davis accepted a \$7,500 grant from the Kiwanis Foundation of Montgomery to promote safe sleep education.



Davis' initial days on the job were filled with meetings and attending events like the March of Dimes' World Prematurity Day celebration held downtown at the RSA Tower in November. Here, Cheryl gets to know Janice Smiley, Director, Perinatal Health Division, Alabama Department of Public Health and other maternal health advocates who attended the event.



Davis was only two weeks on the job when she got the opportunity to prove that she still has the magic touch with this little guy, who she coaxed to sleep during Group Connections. The session also gave her a chance to meet GOL moms and ask questions about their experiences.



Davis presented author, speaker and local restaurateur Martha Hawkins, owner of Martha's Place, with a plaque for her community service and support of programs like Gift or Life that uplift women and children. Hawkins served as GOL's 2017 graduation speaker.

Davis appeared as a guest on WVAS-FM's 90.7 "Perspectives with Robb Taylor" to talk about the growing disparity in infant mortality in Alabama. During the 60 minute call-in talk show, she spoke about the social determinants that influence infant mortality, how home visitation programs like those offered by Gift of Life are making an impact on the problem, and ways the community can get involved.

MAKING CONNECTIONS

Gift of Life's Family Coaching Programs Provide a Powerful Sense of Connection for Moms and Babies



Parents as Teachers • Mobile Family Coaching •
Fathers in Action • Gift of Life @ Centering Pregnancy

Parents as Teachers Program

Investing in good beginnings for children decreases the probability of having to invest later in remedial education, juvenile delinquency, public assistance, child abuse and neglect. It's a belief Paige Mitchell, Assistant Director of Family Programs, believes is essential to the success of Gift of Life's Parents as Teachers Program (PAT).

"Research tells us that early human development is both a time of great opportunity and great vulnerability," said Mitchell. "PAT is designed as a partnership with families and is based on these truths: Babies are born learners and parents play a critical role from the beginning in determining what their child will become."

PAT is a free, evidence-based home visitation program that provides support to pregnant women, mothers, and other caregivers of children up to two years of age. Parent Educators, who are licensed social workers, provide the support, education, and encouragement parents need to help their children develop optimally during the crucial early years of life. They also provide parents guidance in goal-setting, and



Group Connections is a bi-monthly support group that gives moms and dads enrolled in our family programs an opportunity to share parenting experiences, discuss ideas, and receive valuable information on parenting. Here, GOL Family Programs Education Coordinator and Team Lead Ashley Cochran leads a session for moms.

families of all cultural backgrounds," Mitchell said.

"Our moms are empowered to give their children the best possible start in life. Parents are the experts on their own children by the special insight that comes from living with them every day. We respect them. Parents do not seek to be 'fixed' but rather to learn how to build on their strengths and draw on outside help to benefit their children."



Parent Educator Deundra Smith conducts the Ages and Stages Questionnaire (ASQ) screening tool on Gift of Life baby Cameron King. All Gift of Life staff use ASQs to educate parents on how to track their child's developmental milestones.

teach parents how to detect developmental delays and other health issues.

PAT has also been an effective and proven model in preventing child abuse and neglect, increasing children's school readiness, and improving the health, well-being and self-sufficiency of low-income parents and their children. Currently, the program is fully staffed with four licensed social workers serving 72 clients with the ability to serve 100. All PAT parent educators have received the required Parents as Teachers training and are certified as PAT Approved Model Users.

"The great part about this program is that we have the ability to adapt the curriculum to serve our community's needs, which allows us to offer a truly client-centered program to



Assistant Director of Family Coaching Programs/Healthy Start Coordinator Paige Mitchell

Paige Mitchell, LBSW, directs Gift of Life's three family coaching programs: Parents as Teachers, Mobile Family Coaching and Fathers in Action. She has 25 years of social work practice, program management, and public health experience in the maternal and child field. She has completed Parents as Teacher (PAT) training and is certified as a PAT Supervisor. Most recently, she completed 8 hours of training in mental health first aid offered by the Alabama Partnership for Children. Earlier this year, she was appointed GOL's Healthy Start Coordinator and was tapped by the National Healthy Start Program to lead trainings on "Connecting Through Communication - Skills for Screening and Asking Difficult Questions" and "Reflective Supervision and Quality Improvement" at the organization's regional conference held in Jackson, Mississippi, June 13-14, 2017.

Meet PAT Parents Rickyna Miller & Robert Smith

About a year ago, Rickyna Miller really needed a friend. She was six months pregnant and was a college student living on her own in Montgomery, without family or friends. Though she was receiving prenatal care at River Region Health Center and doing all the things she thought she was supposed to be doing, she couldn't quite shake the feeling that there was more that she could be doing for herself and the little life growing inside her.

Then, one day while at the health center, she saw a Gift of Life flyer and asked her social worker what she thought about the program. "My social worker was very familiar with Gift of Life and told me enrolling in the program would be a great move," Miller said. "I really didn't have a support system here so I was really impressed that someone from Gift of Life would actually come to my home and help me before and after my baby was born. When I first met my coach Bethany Thomas, I knew I was going to like her. I told her that I wanted to advance myself and learn how I could be the best mother that I could be."

Miller said Thomas has been great to work

with. "Bethany has been so comforting. She regularly checks on me and my baby Reign (now six months old) and provides activities for us to do together," Miller said. "I've learned so much from Bethany about where Reign should be developmentally and about the importance of reading to her. She also cares about me and encouraged me to finish school."

Miller is currently enrolled at Alabama State University pursuing graduate studies in forensic social work. "I want to help troubled kids or those who have a long history of trauma that have been incarcerated," she said.

Parents as Teachers has helped Miller in other ways, too. She is engaged to Reign's father, Robert, who was so impressed with what Gift of Life had done for his fiancé, that he signed up for GOL's new Fathers in Action Program.

Thomas said Miller is a great example of why Parents as Teachers works. "Rickyna has been wonderful," said Thomas. "She has achieved almost ev-



Parents as Teachers program participants baby Reign Smith and her parents Rickyna Miller and Robert Smith.

everything that we teach in Parents as Teachers such as setting goals, perseverance and finding meaningful ways to connect with and teach your child," she said. "As her coach, I'm very proud of what she has achieved for herself and her family."

2016-2017 PAT Staff/Program Accomplishments

Parent Educator Ashley Edwards received a scholarship from the Division of Healthy Start Perinatal Services Epic Center to receive training to become a Certified Lactation Counselor (CLC). She has also completed 3.5 hours of NCAAD training in trauma informed care; 8.5 hours of training at the First Teacher Home Visitation Conference and Toddler Academy, sponsored by the Alabama Department of Human Resources; completed 6 hours of training at the 16th Annual Early Intervention Update Conference; and completed 3.2 hours of training at Gift of Life Foundation's Maternal Child Health mini-conference.

Parent Educator Ashley Cochran was promoted to the position of Family Programs Education Coordinator and Team Lead. She has completed 3.5 hours of NCAAD training in trauma informed care; 8.5 hours of training at the First Teacher Home Visitation Conference and Toddler Academy sponsored by the Alabama Department of Human Resources; received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; completed 3.2 hours of training at Gift of Life Foundation's Maternal Child Health mini-conference; completed 10 hours of training at The Wellness Coalition's Chronic Disease Institute;

and 6 hours of Early Intervention offered by Alabama's Early Intervention System in Tuscaloosa, Alabama.

Parent Educator Bethany Thomas has completed 3.5 hours of NCAAD training in trauma informed care; received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; completed 3.2 hours of training at Gift of Life Foundation's Maternal Child Health mini-conference; completed 10 hours of training at The Wellness Coalition's Chronic Disease Institute; and completed more than 10 hours of training sponsored by Alabama Public Health in maternity case management, effective communication, adolescent drug trends, patient first care coordination, and newborn screening- early hearing detection & intervention.

Parent Educator Deundra Smith has completed 3.5 hours of NCAAD training in trauma informed care; 8.5 hours of training at the First Teacher Home Visitation Conference and Toddler Academy sponsored by the Alabama Department of Human Resources; received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; completed 3.2 hours of training at Gift of Life Foundation's Maternal Child Health mini-conference; and completed 10 hours of training at The Wellness Coalition's Chronic Disease Institute.

Mobile Family Coaching

What happens when you combine tried and true social work practices with rapidly changing technology? You get Gift of Life's innovative Mobile Family Coaching Program (MFC).

Though the program is only two years old, it has already captured the attention of social work professionals across the country who are eager to learn how it works. The Department of Health and Human Services Maternal and Child Health Bureau, Behavioral Health Division, has shown interest in the MFC program and has requested a teleconference in July 2017 with GOL Assistant Director of Family Programs Paige Mitchell, who supervises the program. Mitchell has also given presentations on MFC at Healthy Start's national and regional conferences.

"Mobile Family Coaching is a prime example of how parenting enrichment and case management services can be taken into a home setting using technology," said Mitchell. "The behavioral health community is very interested in this service delivery model because



In addition to providing case management, mobile family coaches are also active in the community. Here, family coach Kathy Lightsey demonstrates safe sleep practices for infants for a group of senior citizens at the city of Montgomery's Crump Senior Center.

coaches serve pregnant women, mothers, and other caregivers until the client's child reaches age two. They provide parents with child developmental knowledge and support, early detection of developmental delays and health issues, prevent child abuse and neglect, and increase children's school readiness. All family coaches have received the required Parents as Teachers (PAT) training and are certified as a PAT Approved Model User.

Though Mobile Family Coaching's service model needs further study, Mitchell said its early outcomes are positive.

"MFC allows clients to participate in their comfort zone, is time efficient, and is cost effective," she said.



Mobile Family Coach Melissa Spivey enjoys a light moment with Ariyen Bishop during a check-in session with their mom Latonya Bishop. The sessions give the mom and family coach an opportunity to talk about the educational materials, developmental toys and activities that she has received, and share any concerns. It also gives the family coach an opportunity to visually assess the child's progress.

it removes some of the barriers to receiving services for those where home visitation is not an option, therefore, increasing participation in needed programs."

MFC uses the Parents as Teachers curriculum to educate parenting moms through a combination of face to face visits and supportive messages relayed through texting, video and phone calls. The program is staffed with three licensed social workers serving 129 clients with the capacity to serve 200 when fully staffed. The family



Mobile Family Coach Tina Berry looks forward to face time sessions with moms and babies in between regular calls and text messaging her moms. Berry says the MFC model gives her a chance to touch more women without sacrificing care.

Meet MFC Program Mom Shanquanecia Pettway

When Shanquanecia Pettway learned that she was pregnant, you could say she was more than a little surprised. Pregnancy was the last thing she expected, but after the news sunk in, she knew it was time to focus on her health and prepare for her new arrivals.

"I was shocked to say the least. I went to COPE Pregnancy Center and they referred me to Gift of Life," said Pettway. "At first, I wasn't sure how I could do the program because I was mostly working all the time, but the Mobile Family Coaching Program seemed like a good way to get the help I needed around my work schedule."

Mobile Family Coach Melissa Spivey said MFC's flexibility makes it ideal for busy moms like Pettway who have the desire to learn but are juggling work, school and/or personal obligations. "Shanquanecia is the perfect example of what MFC was created for. She had a lot going on, plus she was working full-time. Getting the regular texts, emails and calls were a great way to keep connected and see what her needs were until our next face-to-face session," said Spivey.

"Shanquanecia was always very receptive to the educational materials I sent her. We would discuss the materials and the developmental toys that I'd sent her during our check-in sessions and go over what was next."

Pettway said Spivey has made all the difference. "She always kept me up to date on things. She provided articles for me to read and learn about what was happening during



Mobile Family Coaching Program's Shanquanecia Pettway is a busy mom on the go that has benefited from the program.

"The educational resources that I receive have been a great help to me," she said. She is pictured here with her twins Kaleb and Kaela.

my pregnancy, and she was real encouraging," said Pettway. "After my babies were born, she was still right there to help."

Pettway, who works at Chappy's Deli, is the proud mother of 11-month-old fraternal twins Kaleb and Kaela Smith. The babies were born a little early at 35 weeks but are healthy, doing well and have met all of their developmental milestones.

"My twins are very active and one of the things that I learned from Melissa was how to play with them and help them develop their motor skills," she said.

"The information that I have received has been great. I can truly say my experience with the MFC program has been good."

2016-2017 MFC Staff/Program Accomplishments

Family Coach Melissa Spivey has completed 3.5 hours of NCAAD training in trauma informed care; 8.5 hours of training at the First Teacher Home Visitation Conference and Toddler Academy sponsored by the Alabama Department of Human Resources; received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; completed 3.2 hours of training at Gift of Life Foundation's Maternal Child Health mini-conference; and completed 10 hours of training at The Wellness Coalition's Chronic Disease Institute. She also attended the PAT Annual Conference in St. Louis, Missouri Oct. 17-19.

Family Coach Tina Berry has completed certification to use the Parents as Teachers curriculum. She also completed 10 hours of training at The Wellness Coalition's Chronic Disease Institute.

Family Coach Kathy Lightsey was named Gift of Life's Employee of the Quarter for her personal and professional contributions to the organization and her willingness to mentor new professionals in the field of social work. In addition, she was certified in Heartsaver CPR AED; certified by the National Parents as Teachers Program to use the PAT curriculum; attended the PAT Annual Conference in St. Louis, Missouri Oct. 17-19; received training in Secondary Traumatic Stress by Department of Early Childhood Education; attended the ADPH Conference on Breastfeeding Management and Counseling; received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; completed 3.2 hours of training at Gift of Life Foundation's Maternal Child Health mini-conference; and completed 10 hours of training at The Wellness Coalition's Chronic Disease Institute.

Fathers in Action Initiative

There is a large body of research that confirms why fathers matter. According to the National Fatherhood Initiative, children in father-absent homes are four times more likely to live in poverty; have significantly higher odds of incarceration; have increased risk for teen pregnancy, child abuse and neglect and infant mortality rates are 1.8 times higher for infants of unmarried mothers than for married mothers.

Gift of Life's new Fathers in Action Initiative (FIA) seeks to address this problem by increasing the number of children served through GOL programs that have involved and committed fathers in their lives. Currently, there are 23 men enrolled in FIA.

"There could be a thousand different reasons why a father is not in the picture, but more often than not, when it comes down to it, you can't give what you've never been given," said Fatherhood Family Coach Jessie Yates. "It's not that our dads don't want to be involved in the lives of their child, it's just they don't always know how."

"It could be as complicated as having conflict with the mother, or could be as simple as being a little intimidated about taking care of a baby," he said. "Our program gives them an opportunity to come together and talk about those things and provides them strategies to effectively parent. We stress the physical and emotional benefits of being active in their child's life."

FIA uses the evidence-based 24/7 Dad curriculum, which was developed by the National Fatherhood Initiative. The dads



Fatherhood Family Coach Jessie Yates talks to a group of fathers during Group Connections.

enjoy male bonding during Group Connections, and participate in their own group discussions on parenting topics that address their unique needs.

"Fathers are provided education and the tools they need to provide support for moms during the prenatal period as well as develop skills to strengthen and forge successful co-parenting relationships," said Assistant Director of Family Programs Paige Mitchell.

"Fathers in Action supports our MFC, PAT, and NFP programs by encouraging and equipping fathers with the skills necessary to actively participate with their child."

MEET OUR FATHERS IN ACTION !



Fathers in Action dad Nicholas Belser, knows how to make his baby girl Londyn giggle during their bonding time.



For Fathers in Action dad Markeith Wright and his "mini-me" Jayce, playing with toys is not only for fun, but is important to help develop Jayce's motor skills. FIA dads also gain knowledge about appropriate developmental milestones and how to track them, just as GOL moms do.



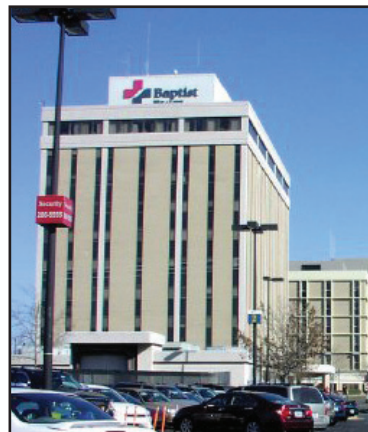
Fathers in Action dad Robert Smith said he and his baby girl Reign enjoy doing simple things together, like being outside.

Gift of Life @ Centering

For many expectant moms, you need more than an assessment. You need good old-fashioned conversation. Gift of Life Group Coach Catrice Chandler provides both at Centering Pregnancy and Centering Parenting at Baptist Medical Center South. Though Gift of Life has only been at Centering for 10 months, Chandler said GOL has already become the go-to for pregnant women in need of community resources. Baptist South provides office space to GOL at no charge.

“I came here last October and my role has largely been to support the women in the program through education and by connecting them to community services like WIC, Medicaid and other necessities that they need before and after they deliver,” said Chandler.

Gift of Life currently serves 42 women at Centering Pregnancy with the capacity to serve 50. The evidence-based program connects women who are due at the same time into a group prenatal care setting. Women participate in nine sessions that led up to delivery. The sessions, held at 9 a.m. and 1 p.m., begin with the moms taking their own weight and blood pressure and recording their data before



Gift of Life @ Centering Pregnancy and Centering Parenting is located at Baptist Medical Center South in the Morrow Tower. In a few weeks, Central Alabama Women's Care will be housed on the same floor, giving Gift of Life an opportunity to offer its programs to expectant moms.

spending private time with their doctor or the nurse practitioner. Once the health assessments are completed, Chandler and other support staff “circle-up” with the moms and engage in group conversations on topics ranging from nutrition, stress management, labor and delivery, breastfeeding, and infant care.

“They are in the same place, experiencing the same things, about the same time in their pregnancy, so that shared experience creates a powerful bond between the ladies,” Chandler said. “There are even some women who’ve enjoyed their experience with Centering so much that they have returned to the program for their second or third pregnancy. They act as mentors to the first-time moms in the group.”

Chandler sees opportunities for Gift of Life to grow at Centering Parenting, too. The program is a family centered, well-child group that brings parents and babies together for care through the first two years of life.

“They just extended the pediatrics to serve children up to age two, and with several of the obstetricians moving to the Morrow Tower on the same floor as Centering, I’m sure we will get to serve more women and families,” she said. “I think the reason so many women love these programs is because everything about Centering feels less like a typical health assessment, and more like a conversation with a group of good friends who care about you.”



Centering Pregnancy moms “circle-up” to engage in group conversations and on topics ranging from nutrition, stress management, labor and delivery and relationships. That shared experience creates a powerful bond between the participants.

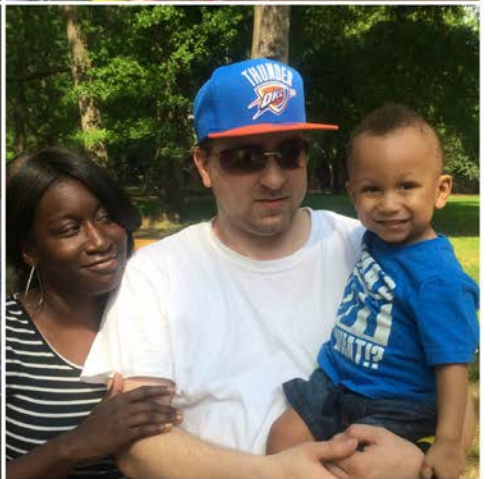
2016-2017 FIA/Centering Staff/Program Accomplishments

Fatherhood Family Coach Jessie Yates completed certification to use the Parents as Teachers curriculum. He also completed 10 hours of training at The Wellness Coalition's Chronic Disease Institute, received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; and attended the ALMA Regional Healthy Start Conference in Jackson, Mississippi, and the Healthy Start National Conference in Washington, D.C.- Fatherhood Summit.

Group Coach Catrice Chandler has completed 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; completed 3.2 hours of training at Gift of Life Foundation's Maternal Child Health mini-conference; and completed Parents As Teachers Foundational Training.

Leading Change

Gift of Life's Nursing Programs Continue Legacy of Providing Hope and Healing and Changing Lives



Nurse-Family Partnership • Healthy Babies Are Worth the Wait

Nurse-Family Partnership

Nursing has consistently been ranked the number one most trusted profession in America by Gallup Poll since 1999, and if you ever get the opportunity to see a Gift of Life nurse home visitor with a mom, you'll see why care begins with trust.

"You can't fake caring," said Gift of Life Assistant Director of Nursing Programs Amy Trammell. "Being a nurse home visitor requires competence, skill, and —above all— authenticity," she said. "The bond of trust that is created between our nurse home visitors and a mom is key to the success of Gift of Life's Nurse-Family Partnership (NFP). For some of our participants, we're entering their world during one of the most vulnerable times in their lives. It's a scary place for them, and is an awesome responsibility for us to step in and try to provide them with education and support, and to inspire them to imagine a better life for themselves and their babies," she said.



Nurse Home Visitor Jenni Bass gets a big hug from Jo'riah Calhoun, daughter of Nurse-Family Partnership program mom Mariah Smith moments before Gift of Life's 2017 Graduation Ceremony. "Mariah lost her mom to kidney disease in March before she enrolled in the program," said Bass. "But despite this she has been an active participant. She is such a good mama!"



Gift of Life's Nurse-Family Partnership Program has a number of success stories, including program alum Sheron Blackmon and her son Elijah. Sheron is in the final year of her social work program at Alabama State University and will graduate in the fall. Elijah, 8, is an avid reader and an honors student at Forest Avenue Academic Magnet, which is a Blue Ribbon School.

visitors, for a total of six nurses, and a maternal outreach coordinator.

"When nurse home visitors Melissa Houghton and Nicole McBride joined the staff, they brought with them a strong maternal-child and nurse home visitor background. Both have received NFP training in Denver and are presently working on building their case loads of 25 clients each," said Trammell.

"The addition of Michelle Anthony has boosted our outreach to the medical community. She was hired as the Maternal Child Outreach/Healthy Babies are Worth the Wait® Coordinator and her role is to cultivate partnerships with obstetricians/gynecologists and maternal child departments at area hospitals," said Trammell. "She also will support the marketing department's outreach efforts at community events like health fairs and conferences."

Trammell said the legacy of trust that Gift of Life's NFP program has built over the years is what has contributed to the program's continued success. Thirty-one NFP moms graduated from the program in May, and a total of 432 families have actually completed the 2.5-year program. Plus, GOL's NFP has consistently outpaced national NFP in several outcome areas.

"Gift of Life's Nurse-Family Partnership will be celebrating 10 years in 2018, and in that, we will have touched almost 450 families in Montgomery County," Trammell said. "Building trust, providing good care and advocating for our moms and babies is what keeps our NFP program going strong."

Nurse-Family Partnership is an evidence-based nurse home visiting program focused on the health, well-being and self-sufficiency of low-income, first-time mothers and their children. Nurses deliver the support first-time moms need to have a healthy pregnancy, become knowledgeable and responsible parents, and provide their babies with the best possible start in life. There is a foundation of more than 37 years of NFP research delivering multi-generational outcomes that benefit communities and reduce the costs of long-term social service programs.

Trammell said her nurse home visitors are making lasting impressions on the women they serve by helping them move from a place of vulnerability to one of empowerment. For example, 95% of program participants have a documented reproductive plan and 87% are employed 18-months post-delivery.

Currently, 101 clients are enrolled in GOL's NFP, and to meet growing needs, the program added two nurse home

EXCEEDING NATIONAL STANDARDS

How Gift of Life's Nurse-Family Partnership Compares Nationally (based on June 30, 2017 cumulative data)



100% of GOL NFP infants are current with their immunizations at 12 months compared to the NFP national percentage of 95.9%. Our 18 month infants are 100% current compared to the NFP national percentage of 94.7% , and our 24 month toddlers are 100% current with their immunizations compared to the NFP national percentage of 96.1%.

The optimal birth spacing is two years between deliveries to the next pregnancy. This timing between pregnancies helps the mom develop parenting skills, have the time to focus on completing an education, and gain employment — all of which impacts self-efficacy.



87%
57.8% of GOL Nurse-Family Partnership mothers were working at enrollment. At 18 months post-delivery 87% of our NFP mothers were working.



At 24 months after birth; **91.3%** of our GOL NFP women with pregnancy data have not had a pregnancy as compared to the national (NFP) percentage of 75.2%.

CONTINUED FOCUS AREAS:

GOL NFP's percentage of infants born weighing less than 5.5 pounds is 25.7%; the national NFP percentage is 10.9%. GOL's very low birth weight (less than 1500 grams, 3.3 pounds) percentage is 2.9%, compared to the national NFP percentage at 1.6%.

Another area of focus is GOL's breastfeeding rates. About 68.6% of our NFP infants are breastfed at delivery compared with the national NFP rate at 89.6%. At six months of age, 16.7% are still breastfeeding, while the national NFP rate is 41.6%. Only 5.3% of GOL babies are breastfeeding at 12 months of age compared to 28.3% nationally.

Boots on the Ground During Fiscal Year 2016-2017

- o **35** Babies born *(of the 35 babies only 1 baby had to spend 6 days in the special care/NICU)*
 - o **143** Moms' served
 - o **1,216** Completed visits
 - o **91** Children served
 - o **11,956** Nursing miles logged



Assistant Director of Nursing Programs Amy Trammell

Amy Trammell, BSN, RN provides, leadership for Gift of Life's Nurse-Family Partnership (NFP), nursing outreach to Montgomery Public Schools, and the March of Dimes' Healthy Babies are Worth the Wait Program®, which is coordinated by GOL nurse Michelle Anthony. She has more than 24 years of experience in maternal child nursing. She completed NFP supervisor training in Denver, July 25-28, 2016 and received extensive training in Dyadic Assessment of Naturalistic Caregiver-Child Experiences® (DANCE), which helps nurses identify areas of strengths and growth in a care giver's behavior to enhance childcare. She also completed 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; and Children's Trust Fund grant training. Amy was an active member of the ADPH Region V Community Action Team, Alabama Maternal Child Health Partnership, First Five Alabama-Infant and Early Childhood Mental Health, Alabama Department of Public Health Family Planning Title X Advisory Committee and the Association of Women's Health- Obstetric and Neonatal Nursing (AWHONN).

Meet NFP Mom Ceddria McWilliams

Finding out that she was pregnant was a real wakeup call for then-high school student Ceddria McWilliams. She was a student at Robert E. Lee High School and had made a few of the typical missteps a teenager makes. But once the news was confirmed, she knew things had to be different.

“My doctor, Patricia Elliott, told me about Gift of Life. She told me they had a program for first-time moms and that I could really learn a lot to help me prepare,” McWilliams said. “I didn’t really know what to expect, so I figured the program would be good for me.”

Gift of Life nurse home visitor Kathy Pounds said one of the things that made an impression on her when she first met McWilliams was her attitude.

“Ceddria knew she needed to change her life. She had a strong desire to be different and to improve. She was open to the educational materials and we worked together to set goals on what she wanted to achieve,” said Pounds.

But McWilliams’ journey to motherhood wasn’t easy. Her blood pressure was uncontrollably high—so high that she was rushed to the emergency room twice. She went into labor six weeks early and though her baby Antoria Lee was born with few health issues, McWilliams was very ill.

“The hardest part was not getting to spend the first few days at home with my baby. Most moms get to hold their baby right after they are born, and when it was time for my baby to go home, I was still in the hospital.”

McWilliams said it was during that time that Pounds was really there for her.

“She was always supportive during my pregnancy, but the way she regularly checked on me and my baby after I went into the hospital meant a lot to me,” said McWilliams. “You could tell that being my nurse wasn’t just a job to her. I could just feel that she really cared about me and my baby,” she said. “Tori was premature and I was worried when she didn’t reach



Ceddria McWilliams proudly shows the certificate she received for completing NFP at GOL’s graduation ceremony held in May. She is joined by Loka Bell, right, Antonio Lee and daughter Antoria Lee.

her developmental milestones on time or as fast as some other children do. But Nurse Kathy was reassuring. When I look at how far she has come, I’m grateful. She is really smart. She is crawling, walking — and she says words. I praise her a lot because she deserves it!”

McWilliams said Pounds has helped her in other ways, too. “She encouraged me to finish high school and I did... I graduated in 2016.”

“My brother is a police officer and he used to talk to me about the different careers in law enforcement,” she said. “Nurse Kathy was real encouraging and supportive of whatever I thought I wanted to do. Now, I’ll be graduating from the Montgomery Police Academy in October or November.”

McWilliams said she would recommend Gift of Life’s Nurse-Family Partnership to other women who need support.

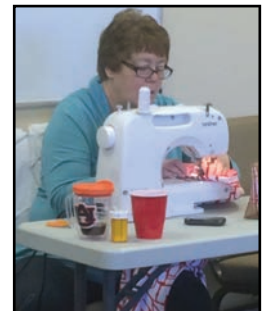
“My time in the program is ending and I can say that being with Nurse Kathy has been a great experience for me. What I learned, what I am doing for my child, and meeting my goals has allowed me to see myself as successful.”



As part of GOL’s outreach efforts, nurses Lori Rogers, Michelle Anthony, Amy Trammell, Nicole McBride and Melissa Houghton braved chilly temperatures to support VOICES for Alabama’s Children’s rally on the steps of the State House last fall.



NFP mom ZaQueria Powell shows off the supplies she received through First Baptist Church’s Singles Ministry’s school supply drive this summer. ZaQueria is coached by nurse Lori Rogers.



PICTURED RIGHT: GOL NFP nurses have established a partnership with Every Stitch A Prayer, a sewing ministry at Taylor Road Baptist Church that donates hand-made blankets, dolls and other items for babies in our programs.

FY 2016-2017 NFP Staff/Program Accomplishments

Maternal Child Outreach/Healthy Babies are Worth the Wait Coordinator® Michelle Anthony received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children and attended a session on domestic violence presented by the Family Sunshine Center.

Nurse Home Visitor Jenni Bass was named Gift of Life's Employee of the Quarter (January-March 2017); received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; and attended a session on domestic violence presented by the Family Sunshine Center.

Nurse Home Visitor Kristi Gay received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; attended a session on domestic violence presented by the Family Sunshine Center; received extensive training in Dyadic Assessment of Naturalistic Caregiver-Child Experiences® (DANCE), which helps nurses identify areas of strengths and growth in a caregiver's behavior to enhance childcare; served as a Case Review Team member for the Fetal and Infant Mortality Review (FIMR) Program for Region V, Alabama; and was a collaborator with Montgomery County's Helping Montgomery Families Initiative (HMFI).

Nurse Home Visitor Melissa Houghton received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; attended a session on domestic violence presented by the Family Sunshine Center; and completed 32 hours of training in Nurse-Family Partnership in Denver, Colorado.

Nurse Home Visitor Nicole McBride received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; attended a session on domestic violence presented by the Family Sunshine Center; and completed 32 hours of training in Nurse-Family Partnership in Denver, Colorado.

Nurse Home Visitor Kathy Pounds received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; attended a session on domestic violence presented by the Family Sunshine Center; received extensive training in Dyadic Assessment of Naturalistic Caregiver-Child Experiences® (DANCE); was certified as a childbirth educator by Prepared Childbirth Educators, Inc., and certified as a CPR instructor by the American Heart Association. In addition, she was tapped to serve on the National NFP Innovation Advisory Committee, which provides input related to NFP program innovations. She also served on two NFP national subcommittees: Client Goal Setting and Client Enrollment and retention.

Nurse Home Visitor Lori Rogers received 8 hours of training in mental health first aid offered by the Alabama Partnership for Children; attended a session on domestic violence presented by the Family Sunshine Center; and received extensive training in Dyadic Assessment of Naturalistic Caregiver-Child Experiences® (DANCE).

Gift of Life Medicaid Maternity Care Program Ends



Anticipated implementation of the Regional Care Organizations was set for Oct. 1, 2016, which would have caused great changes to the Maternity Care Program (MCP). The Southwest Alabama Maternity Care Program's Board made the decision to submit a response to the 2016 Request for Proposal for District #12, extending the current contract by one year. Southwest Alabama Maternity Care, LLC was awarded the 2016 Maternity Care Program contract beginning January 1, 2016, and asked Gift of Life to continue as the administrative agent through the end of the contract period, December 31, 2016. The Gift of Life Board agreed to remain as the administrative and management subcontractor for the 2016 Maternity Care Program.

As of January 1, 2017, Southwest Alabama Maternity Care Program, LLC and the Gift of Life Foundation, LLC discontinued their business relationship and District 12 became a fee-for-service area. Gift of Life's MCP staff completed the majority of claim closeouts as of March 31, 2017, with the exception of a few delayed claims. The Gift of Life Annex Building, which housed the MCP billing staff, was closed and the lease for that building ended on June 30, 2017.

Healthy Babies are Worth the Wait®



Gift of Life hired Michelle Anthony in October 2016 to lead its medical outreach activities and coordinate March of Dimes' Healthy Babies are Worth the Wait® (HBWW) Initiative. The philosophy behind the program is that every effort should be made to eliminate preventable preterm births. HBWW interventions include consumer and professional education, public health interventions that augment existing public health services, and clinical interventions in prenatal and pre-/interconception periods. The goals of HBWW are:

- To decrease preterm births by providing resources to increase knowledge about factors that cause preterm birth
- To change the attitudes and behaviors of providers and consumers in order to impact community-specific risk factors
- To implement strategies to prevent preterm births

2016-2017 PROGRAM HIGHLIGHTS:

- **World Prematurity Awareness Day-** A community event was held at Baptist Medical Center East to increase awareness of preterm birth. A public kick-off for the Healthy Babies are Worth the Wait® (HBWW) Alabama program was held down-town near the RSA Tower.
- **Maternal/Child Mini-Conference-** Gift of Life held its first Maternal/Child Mini-Conference for healthcare providers. About 42 registered nurses and social workers attended. CEUs were provided. Topics included: Maternal Oral Health's Role in Preventing Preterm and Low Birth Weight Babies, Illicit Drug Use During Pregnancy and Palliative Care in the Neonatal Intensive Care Unit.
- **Community Health Fairs-** The Wellness Coalition Conference (125 attendees), Health Services Inc.'s Back to School Event (1,000 attendees), Capital City Medical Society (200 attendees), More for Moms Expo (over 2000 attendees)
- **Distribution of HBWW/MOD Educational Materials-** Materials were provided to Baptist Medical Center East, Baptist Medical Center South, Baptist Family Medicine Residency Program, Centering Pregnancy, and all OB/GYN offices in Montgomery.
- **Development of Provider Survey Tool-** A healthcare provider survey was created to gain insight into local practices in the prevention of preterm deliveries. The data will be used to develop and implement educational opportunities for healthcare providers.
- **Implementation of HBWW Educational Materials into Programs-** Protocol development and implementation for clients on the subjects of prevention of premature labor, having a medical home, and having a reproductive lifeplan.



HBWW Coordinator Michelle Anthony hands out cookies and stickers at Baptist East to promote awareness of preterm birth on World Prematurity Day, Nov. 17, 2016.



Gift of Life's first-ever Maternal/Child Mini-Conference drew over 40 participants. In addition to the information provided, attendees had an opportunity to earn CEUs.



Information on HBWW was provided to health professionals at The Wellness Coalition's Chronic Disease Institute held in July.

Community Outreach

New Marketing Department Builds Awareness

When Mona Davis learned that there might be an opening to lead Gift of Life's new marketing department, she thought it might just be the opportunity that she was looking for.

"I felt I was pretty good at the job that I had, and I was comfortable there... maybe a little too comfortable. I knew it was time to step out there and begin looking for an opportunity to lead a public relations program," Davis said. "Before I arrived at Gift of Life, I already knew a little about the organization through my affiliation with Montgomery Public Schools Teen Parenting Program," she said. "I researched the organization before I came here and I was amazed by the quality and sheer volume of work that has been done over the years."

Yet outside of the maternal child health world, Davis found that a lot of people weren't so sure what Gift of Life was all about. "It seemed to me that Gift of Life was a secret that somebody ought to be sharing, and I had some ideas on how we could do that."

The new department presented an interesting opportunity, especially with a brand new executive director on board, Davis said. During those initial weeks, she learned all she could about Gift of Life's programs by talking to staff members and clients, combing through agency documents and reading old news clippings, before creating an outreach and awareness plan. She monitored news reports and looked for ways Gift of Life could provide input on relevant issues. Soon, she was able to regularly get news coverage and schedule staff members to appear on local television and radio shows. Davis also made media appearances and began reaching out to community groups to help revive GOL's Community Action Network (CAN).



Assistant Director of Marketing and Community Outreach Mona Davis promoted Gift of Life programs at more than 12 community events this year, including Babypalooza, left. Pictured right, is one of three versions of the new GOL billboards that were strategically placed in key areas of the community. The digital and printed boards were located on Bell Rd., Troy Hwy., I-85 N at East Chase Parkway, I-85 S at Ann St. and the Eastern Blvd. They were launched on June 17.

"Because the department is brand new there are so many opportunities to build a program that raises awareness, generates referrals, creates new partnerships, and more importantly, educates the community about why they should care about reducing infant mortality and how it impacts them," Davis said.

So far, her plan is in the reconnection phase, which means re-introducing Gift of Life to key audiences, participating in outreach events, speaking to groups, creating new marketing materials, and developing rich content for social media and the Website.

Davis said she is energized by the work that she wants to do at Gift of Life, but the job does come with certain advantages.

"One of the perks of working here is that I get to hold so many little ones," she said. "I really enjoy getting to know our moms and hearing their stories. It truly reminds me of why we work so hard."

GIFT OF LIFE MEDIA COVERAGE AND COMMUNITY OUTREACH

(FY: June 2016-July 2017)

TELEVISION APPEARANCES: 11

WFSB-12 "Alabama Live", News at 5, 6, 9 & 10 p.m.

- 11/15/16 Gift of Life promotes Prematurity Awareness Month
- 12/7/16 Part 1-Holiday safety tips for baby
- 12/14/16 Part 2-Holiday safety tips for baby
- 3/6/17 GOL Receives Safe Sleep grant
- 3/28/17 GOL at Babypalooza
- 4/21/17 GOL Maternal Child Mini-Conference
- 5/11/17 GOL Graduation Ceremony
- 6/20/17 GOL Receives Grant to Reduce Child Abuse

Alabama News Network "Your Community This Week, News at 6 & 10 p.m.

- 11/20/16 How disparity impacts premature birth rates
- 5/11/17 GOL Graduation Ceremony

Trinity Broadcasting Network (WMCF-45)

- 2/17/17 Safe Sleep/Reducing Infant Mortality

RADIO INTERVIEWS: 4

WVAS-FM 90.7 News/ "Perspectives with Robb Taylor"

- 11/28/16 GOL programs
- 12/5/16 GOL Gifting Program Seeks Support
- 1/18/17 GOL Receives Safe Sleep Grant
- 7/5/17 Disparity in infant mortality & reasons why

NEWSPAPER: 2 ARTICLES

- 6/18/17 "Black Babies Die at 3 Times the Rate of White Babies in Alabama"- AL.com
- 6/22/17 Profile on Cheryl Davis- Montgomery Independent

COMMUNITY MAGAZINES: 2 ARTICLES

- Montgomery Business Journal- Jan. 2017 "Profile on Cheryl Davis"
- Montgomery Parents Magazine- Dec. 2016 "Recap of World Prematurity Awareness Day"

NEWS RELEASES/MEDIA ALERTS ISSUED: 6

COMMUNITY OUTREACH EVENTS /REFERRALS GENERATED – 12 EVENTS

- Feb. 24, 2017- Fashion Show - Medical Advocacy & Outreach
- March 15, 2017- MPS Community Schools Program
- March 16, 2017- VOICES Kids Count Rally
- March 30,2017- RUOK? Day ASU Counseling Department
- April 1, 2017- Montgomery Babypalooza Expo
(New Referrals Generated:12)
- April 4, 2017- ADCNP Pinwheel Planting
- April 8, 2017- Montgomery Walk for Autism



Gift of Life staff participated in the Mid-Alabama Coalition for the Homeless' River Region Connects event, which connected Montgomery's homeless community to local service providers.



Gift of Life Outreach presented the 45-minute session "Safe Sleep for Babysitters to a group of 15 teens from the YMCA's Y-Achievers Programs.



Gift of Life staff participated in the Alabama Department of Child Abuse and Neglect Prevention's Pinwheel Garden event in April in honor of Child Abuse Prevention Month. Here, GOL mobile coach Tina Berry and CFO Nancy Lee plant pinwheels at the RSA Tower.



- June 10, 2017 - Capital City Medical Society's Health Fair (New Referrals Generated: 4)
- June 10, 2017 - Mercy Baptist Church 2017 Women's Health Fair
- July 25-26, 2017- The Wellness Coalition's Chronic Disease Institute Conference
- July 27, 2017- River Region Connects Homeless Outreach Event (New Referrals Generated: 4)
- July 29, 2017 – COSA Minority Mental Health Fair (New Referrals Generated: 1)

EDUCATIONAL OUTREACH – 2 ACTIVITY

- Safe Sleep for Babysitters - the Southeast YMCA's Y-Achievers Program
- Safe Sleep for Seniors- Crump Senior Center

WEB & SOCIAL MEDIA TRACKING

**Source: Facebook Insights, Twitter analytics and Productive I.T.*

GOL Facebook followers: Currently 664, up from 275 in June 2016 — a 134% increase
 Page Reach: page is averaging 3,173 monthly
 Post Engagement (likes, loves, click): averaging 550-650 per month

MARKETING MATERIALS CREATED : 4

- Gift of Life fact sheet
- Gift of Life ad
- Gift of Life program flyer
- Three awareness billboards

GIFT OF LIFE COMMUNITY ACTION NETWORK (CAN)

- Recruited 35 members representing 20 non-profit organizations



Pictured top right, Gift of Life's Community Action Network members (GOL CAN) held a workshop to rank community problems as the next step in forming a common agenda. Top left, NFP nurse Jenni Bass and her client demonstrate safe sleep practices to "Joy in Our Community" TV host Felicia Taylor during a taping of her show which airs on WMCF-45. Below, Mona Davis appeared on WVAS-FM's "Perspectives with Robb Taylor" to discuss the launch of the Alabama Safe Sleep Campaign and GOL's activities. Pictured at bottom, the GOL staff celebrated achieving 500 followers on Facebook with a "Like" cookie party in February. Fellowship has increased more than 134% in seven months.



Compliance and Quality Improvement

Gift of Life's Compliance & Quality Improvement Department Adds Meaning to the Numbers

When Paige Elliott gets a report, she naturally turns to the back pages. That's because it's typically where the totals are. For her, numbers on the page mean more than the distance between achieving or missing a target. They represent the women and babies that have benefited from Gift of Life's programs, and how much work still needs to be done.

"Every number on my page represents a life," said Elliott, assistant director of compliance and quality improvement. "The numbers tell a story about what is working or not working. It tells me that more babies are sleeping in the back position and that more of them are being breastfed. It tells me more women have gotten screened for domestic violence or postpartum depression, and that not enough of our babies have an involved father," she said. "Most importantly, data helps inform our opinions on what we can do to improve our programs."

Elliott, a registered nurse with experiences in health administration and home health, led the effort to bring ChallengerSoft (CS) on line at Gift of Life. The web-based, multi-user application is an innovative case management system designed to support the core components of Healthy Start grantees including data capture, case management, outreach, interconceptional care and more.

"We began implementing ChallengerSoft in February. Though it has not fully been implemented yet, that process will be ongoing as ChallengerSoft works with DS Federal to meet all the Healthy Start guidelines. ChallengerSoft will capture all 19 Healthy Start benchmarks when fully on line," said Elliott. "That will give us the ability to capture real time outcomes with increased validity and consistent reporting."

Elliott and her staff will also have the ability to customize data to meet individual program needs, generate reports and analyze Gift of Life's progress on all Healthy Start's required performance measures throughout the fiscal year. Having accurate data helps GOL in other important ways, too. She said it validates and adds value to the work, which can attract potential funders and increase community support.

"The addition of Lindsay Bass, our new Data Manager, has allowed for a more consistent approach to the entry and tracking of data among all programs," said Elliott. "Good



Compliance & Quality Improvement Department staff members Paige Elliott and Lindsay Bass

data helps donors and the community understand what we do, how we benefit families, how we are reducing infant mortality and why that is important," she said. "Data helps them see why funding our programs is a good investment."

Elliott says she looks forward to the day when 100% is listed next to each benchmark, but until then, she'll keep tracking the figures. "The numbers tell me that we're moving in the right direction, and that's a good thing. Data is woven into every part of our organization and I enjoy using it to help the families we serve."



GOL's Compliance and Quality Improvement Department offered training to staff on the new ChallengerSoft platform, which is used to input, track, and analyze data and generate a variety of useful reports on both client and program data.

GIFT OF LIFE FACTS AND FIGURES

FY July 2016-June 2017



GOL REFERRAL/ENROLLMENT METRICS

Total Enrolled	Total Referrals	Average Conversion Rate	Total Served
299	1,259	24%	447

GOL PROGRAM ENROLLMENT METRICS

Total Enrolled

Centering:	40 (14%)
Mobile Family Coaching:	94 (31%)
Nurse-Family Partnership:	74 (25%)
Parents as Teachers:	91(30%)
TOTAL:	299



GOL PROGRAM PEDIATRIC METRICS

Total Births

Centering:	27 (8%)
Mobile Family Coaching:	124 (38%)
Nurse-Family Partnership:	96 (30%)
Parents as Teachers:	80 (24%)
TOTAL:	327



GOL PROGRAM BIRTH METRICS

Total Births

Centering:	15 (9%)
Mobile Family Coaching:	64 (40%)
Nurse-Family Partnership:	36 (23%)
Parents as Teachers:	44 (28%)
TOTAL:	159



GOL PRIMARY REFERRAL SOURCE

Total Enrolled

*Clinic:	1,096 (87%)
Community Outreach:	24 (7%)
Physician:	31 (2%)
School:	24 (2%)
Self-Referrals:	84 (2%)
TOTAL:	1,259



*(COPE Pregnancy/Montgomery County Health Dept.)

GOL PROGRAM DISENGAGEMENT METRICS



Completed Services:	32 (22%)
Missed Visits:	68 (46%)
Other:	48 (32%)
TOTAL:	148

GOL PRIMARY REASON NOT ENROLLED



Unable to Reach:	668 (70%)
TOTAL:	960



GOL CLIENT PROFILE

Race:	African-American
Average Age:	20-24
Primary Language:	English
Below Federal Poverty Level:	91%
Number of Live Births:	159

GOL FATHERHOOD METRICS

Fatherhood Services: 25
(Fathers in Action)



HITTING THE MARK

Gift of Life's Progress on Healthy Start Benchmarks

Healthy Start (HS) Benchmark	HS Target	GOL Baseline	GOL 11/1/15-10/31/16
(1) Increase the proportion of HS women participants with health insurance	90%	9%	82%
(2) Increase the proportion of HS child participants with health insurance	90%	No Data	90%
(3) Increase the proportion of HS women participants who have a documented reproductive life plan	90%	97%	95%
(4) Increase the proportion of HS women participants who receive a postpartum visit	80%	81%	81%
(5) Increase the proportion of HS women participants who have a usual source of medical care	80%	No Data	82%
(6) Increase the proportion of HS child participants who have a usual source of medical care	80%	No Data	90%
(7) Increase the proportion of HS women participants that receive a well-woman visit	80%	No Data	91%
(8) Increase the proportion of HS women participants who engage in safe sleep practices	80%	No Data	57%
(9) Increase the proportion of HS child participants at 12 months whose parent/caregiver reports they were ever breastfed or pumped breast milk to feed their baby	82%	46%	65%
(10) Increase the proportion of HS child participants whose parent/caregiver reports they were breastfed or fed breast milk at 6-11 months	61%	No Data	39%

(11) Increase the proportion of pregnant HS participants that abstain from cigarette smoking	90%	79%	86%
(12) Reduce the proportion of HS women participants who conceive within 18 months of a previous birth	30%	17.4% <24months	14%
(13) Increase proportion of HS child participants who receive the last age-appropriate recommended well child visit based on AAP schedule	90%	88%	97%
(14) Increase the proportion of HS women participants who receive depression screening	100%	5%	97%
(15) Increase the proportion of HS women participants who receive referral for positive depression screening	100%	5%	86%
(16) Increase the proportion of HS women participants who receive intimate partner violence (IPV) screening	100%	100%	94%
(17) Increase the proportion of HS women participants that demonstrate father &/or partner involvement (e.g. attend appointments, classes, etc.) during pregnancy	90%	No Data	18%
(18) Increase the proportion of HS women participants that demonstrate father &/or partner involvement (e.g. attend appointments, classes infant/child care) with their child participant 0-24 months	80%	No Data	73%
(19) Increase proportion of HS child participants aged 6-23 months who are read to by a parent of family member 3 or more times per week	50%	No Data	67%



Assistant Director of Compliance and Quality Improvement Paige Elliott

Paige Elliott, MSN, RN, has been leading Gift of Life's quality improvement processes for almost two years. In that role, she directs GOL's data collection and analysis of quality improvement indicators. She also collaborates in performance improvement projects and participates in the design, generation and analysis of reports for data collection related to the Healthy Start grant, funding metrics and operational metrics to drive informed business decisions. She has 24 years of experience in the field of nursing and nursing administration and recently has completed extensive training in ChallengerSoft.

Human Resources/Finance

Here We Grow Again: New Hires Reflect GOL's Commitment to Growth

This fiscal year, Gift of Life expanded its reach into the community by building on its capacity to deliver programs and offer new services. The board hired Dr. Cheryl Davis as GOL's new executive director in September 2016, launched a new marketing department and fatherhood initiative, and hired additional staff members to meet the needs of GOL's growing programs.

Nancy Lee, who leads human resources, staff development and financial management, said adding new staff reflects GOL's commitment to meeting the needs of women and families most at-risk for infant mortality.

"The past year has been a time of growth for Gift of Life," said Lee. "We have grown the home visitation team in order to have the capacity to serve 500 clients as required by the Healthy Start grant. The new marketing department should help us raise our visibility, better tell our client's success stories and generate referrals, and we are all excited about the potential of our fatherhood initiative," she said.

"We've also added a lot of talent in our nursing and family programs, as well as added a data manager to help streamline processes in our Compliance and Quality Improvement Department," Lee said. "As an HR manager, you want to make sure you have the best people in place. I believe we have established a great team who is dedicated to relationship building and empowering our clients to change in their lives"

Though growth is welcome, balancing it with fiscal priorities can be a delicate task. Gift of Life's main funding source is the Healthy Start grant and Lee says the organization continues to look for funding opportunities, while staying true to its mission.

"The Healthy Start Grant is our major funding source, but we also receive funding from the Alabama Department of Child Abuse and Neglect Prevention - The Children's Trust



Executive Assistant Carrie Wadsworth and CFO Nancy Lee discuss plans for an upcoming staff activity. Lee balances the need to support organizational growth with fiscal priorities.

Fund, River Region United Way, and March of Dimes," she said.

"We will continue to seek other sources of funding to support of our mission to improve the health and well-being of at-risk mothers and babies to build stronger communities."

NEW HIRES (July 1, 2016 - June 30, 2017)

Michelle Anthony - HBWW • Lindsay Bass - Data Manager
Tina Berry - Mobile Family Coach • Catrice Chandler -
Centering Group Coach • Cheryl Davis - Executive Director
Mona Davis - Marketing and Outreach •
Melissa Houghton - Nurse Home Visitor •
Kathy Lightsey - Mobile Family Coach • Nicole McBride
- Nurse Home Visitor • Deundra Smith - Parent Educator
Bethany Thomas - Parent Educator
Jessie Yates - Fatherhood Family Coach



**Assistant Director,
Finance & Administration
Nancy Lee**

Nancy Lee, CPA, is responsible for managing financial risks, financial planning and record-keeping, as well as financial reporting to the executive director and Gift of Life Board of Directors. She

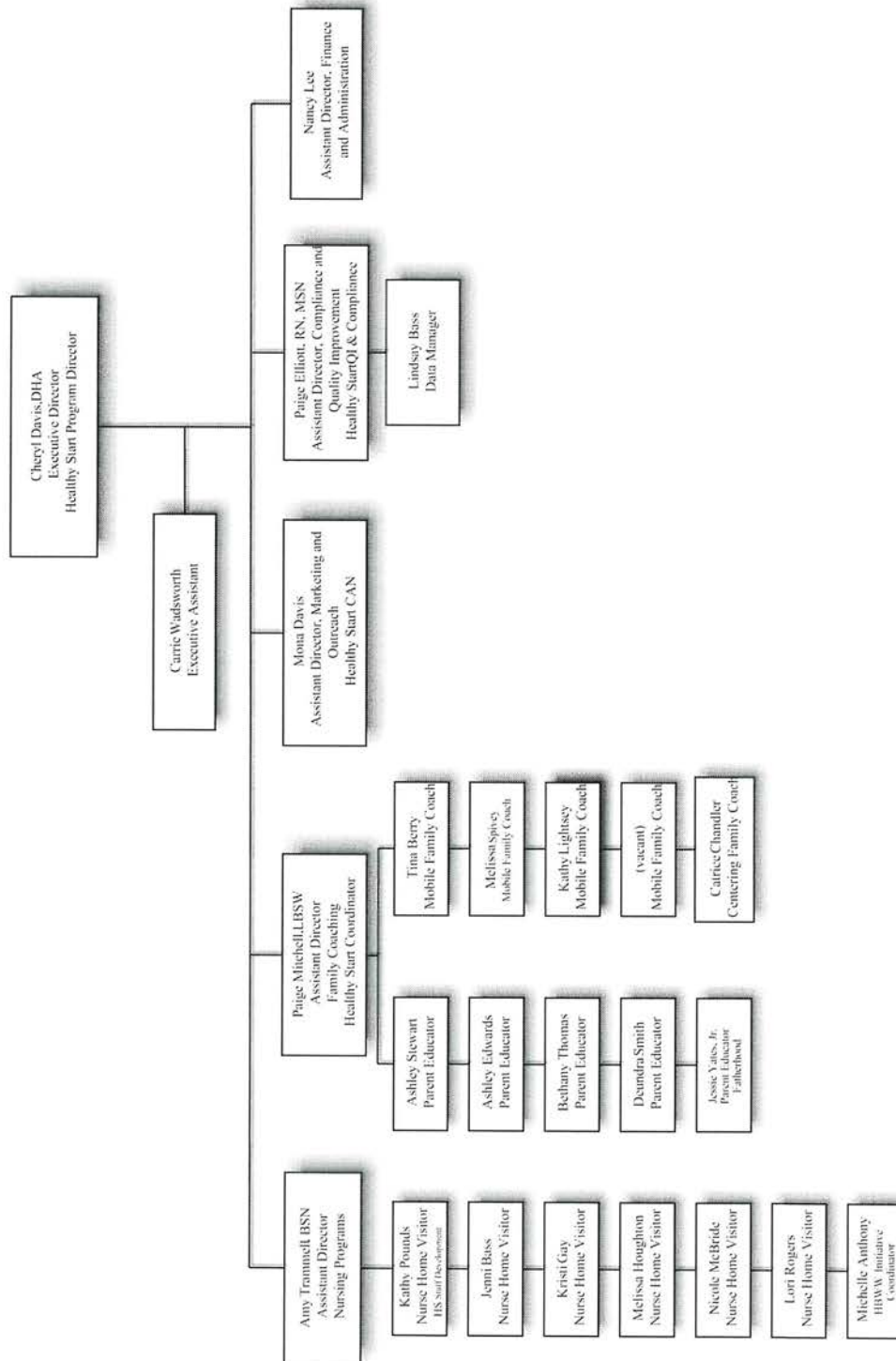
recently completed 21 hours of training in Fundamentals of Human Resources Management offered by the American Management Association and advanced coursework in payroll processing offered by National Seminars. She has been with the Gift of Life since February 2003.

New Protocols Established to Coordinate Volunteers

Executive Director Cheryl Davis designated staff to provide input into Gift of Life's volunteer activities. Executive Assistant Carrie Wadsworth, in close connection to the marketing and outreach department, will now assist with the coordination of volunteer projects. Wadsworth, who has been with the Gift of Life nine years, says that our greatest ongoing volunteer needs include assisting with the Client Enrichment Program, assembling educational binders for our new clients, and assembling the birth bags for our delivering mothers. "Volunteers are important because they perform tasks that free up professional staff to focus on serving clients," Wadsworth said. "They support the work that we do and help us fulfill our mission."

Gift of Life Foundation, Inc.

Staffing Model as of June 30, 2017



Financial Statement

GIFT OF LIFE FOUNDATION
STATEMENT OF ACTIVITIES - MODIFIED CASH BASIS
JULY 1 - JUNE 30

Actual
2017

REVENUE AND OTHER SUPPORT:

Healthy Start Grant	\$ 675,159
Maternity Care Program	297,867
Nurse Family Partnership (Children's Trust Fund and River Region United Way)	114,639
Healthy Babies Are Worth the Wait-March of Dimes	15,813
Insurance Proceeds	2,688
Safe Sleep Grant	2,000
Literacy Program	1,435
Interest Income	1,217
Emergency Fund	380
	<hr/>
Total Revenue and Other Support	\$ 1,111,198

EXPENSES:

Development	\$ 147,854
Maternal Child Health Outreach (including Healthy Babies are Worth the Wait)	51,126
Maternity Care Program	339,504
Growing Our Own Youth	163
Healthy Start	
Mobile Family Coaching	285,245
Parents as Teachers (including Fatherhood Program)	216,946
Nurse-Family Partnership	763,191
Healthy Start Administrative Costs	402,380
	<hr/>
Total Expenses	\$ 2,206,410

**EXCESS/(DEFICIENCY) OF REVENUE AND OTHER SUPPORT
OVER EXPENSE**

\$ (1,095,211)

Notes: Departmental Expenses summarized above include an allocation for General & Administrative expenses. Total General & Administrative Expenses included above are \$564,990.25.

CONTRACTS, GRANTS, MOUs, & AGREEMENTS AS OF JUNE 30, 2017

EQUIPMENT CONTRACTS

- AT&T
- Carbonite Business
- Charter Spectrum Services
- Comtex Telecommunications
- Copy Products Company
- Data Preservation, LLC
- Pitney-Bowes
- Verizon Wireless

GRANTS

- Alabama Department of Child Abuse and Neglect Prevention- Children's Trust Fund
- The Hobbs Foundation
- HRSA Grant – Healthy Start Initiative: Eliminating Disparities in Perinatal Health
- Kiwanis of Montgomery
- March of Dimes
- River Region United Way

MEMORANDA OF UNDERSTANDING

- Jennifer Venable-Humphrey, LCSW, PIP
- Medical Advocacy and Outreach, Inc.

FAMILY PROGRAM RELATED AGREEMENTS

- Nurse-Family Partnership (NFP)
- Parents as Teachers (PAT)
- Therapeutic Counseling Services

SERVICE CONTRACTS

- Access Information Protected
- Business Software Services, LLC
- Cardinal Lawn Care
- The ChallengerSoft Group, Inc.
- Chastain Heating and Air, Inc.
- Complete Practice Management, LLC
- Comtex Telecommunications
- Jackson-Thornton Technologies
- Productive IT
- Kimberly Richardson Consulting

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GIFT OF LIFE FOUNDATION
1348 CARMICHAEL WAY
MONTGOMERY, AL 36106
(334) 272-1820 • www.golfound.org

Building A Better Montgomery One Mother, One Baby, One Family at a Time!