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

FLOURISH St. Louis brings community members impacted by racial inequities together with key sectors, including healthcare, nonprofits, business and education. Together we work to reduce infant mortality to change how systems in St. Louis work for Black families.

Our **North Star** is zero racial disparities in infant mortality by 2033.
FLOURISH Leadership

The Community Leaders Cabinet (CLC) provides strategic direction for FLOURISH, identifies barriers to racial equity and potential solutions from direct experience and engages the broader community in addressing the challenges families face.

A few CLC members share their vision for FLOURISH -

“I believe engaging parents and community members can make a big impact in improving conditions for Black families.”

“I am proud that we’ve established ourselves as a voice in the community, an organization that stands up for those who can’t.”

“I want a future where all the systems changes on behalf of our children. Education, jobs, health care, welfare, policing...”
Community Meetings
Share and Discuss The Data
COMMUNITY

FLOURISH MORE
Improving Housing at Clinton Peabody

- Provided Input on development of Public Service Announcement with St. Louis County Department of Public Health
- Hosted Harvest & Meet-N-Greet events
- Hosted Essential Care Package Outreach Event to meet resident basic needs (COVID)
- Collaborated with EHOC to design and develop Tenant Rights one pager
Lessons Learned

• Progress moves at the speed of trust. Authentic engagement is needed to achieve it.
• Recognize the power of community to make change.
• Community-based organizations: the flexibility of Generate Health to advocate for policy and community change.
• Remaining flexible with changing strategies and implementation plans is important.
• No one has it all figured out. What works in one community may not work in another. Identify champions who can vouch for you.
• Our moms and babies need you now.
Internal equity work

- Racial Equity Audit
- George Floyd’s Death May 2020- self care day for staff who identify as black
- Derek Chauvin Verdict April 2021- self care day for entire staff (unity)
- Racial Equity Lens (interventions/solutions)
- Funding to remove barriers to participation
FLOURISH
Black Babies Matter Merchandise

Can be purchased at:
https://fLOURISH-black-babies-matter.myshopify.com/
Questions?

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