Healthy Mothers, Healthy Babies Coalition of Georgia
improves maternal and child health through advocacy,
education and access to vital resources.

Learn more at www.hmhbga.org
Meet Our New Executive Director:

ELISE BLASINGAME, LMSW

The Board of Directors is excited to announce that Elise Blasingame, LMSW, has been named Executive Director of Healthy Mothers, Healthy Babies Coalition of Georgia. Elise brings to her position extensive experience as a non-profit manager, researcher, fundraiser, communications professional and grassroots advocate. Previously, she served as Director of Community Education and Financial Protection for the statewide advocacy group, Georgia Watch, where she led efforts in research, education and served as an advocate at the Capitol on priority consumer issues.

Prior to her role in State advocacy, she coordinated international research projects for the Mental Health Program and Women's Access to Information Initiative at The Carter Center. Her work at The Carter Center focused on promoting access to essential health resources and information necessary for economic development, particularly in Liberia, West Africa. Elise is an Atlanta native and returned to Georgia after receiving her B.S. in Industrial and Labor Relations from Cornell University, her M.S.W. from the University at Buffalo (SUNY), and serving communities in the State of New York for seven years as an advocate. During her time in upstate New York, she worked as a birth doula and as the policy coordinator for a midwifery practice serving low-income women of color and she coordinated doula training programs for refugee women.

"I am honored to serve as Executive Director of Healthy Mothers, Healthy Babies Coalition of Georgia," Blasingame says. "Serving the interests of women, particularly around access to healthcare and support, has long been my focus in advocacy and research. I look forward to working with our incredibly talented staff, expert Board of Directors, passionate membership, and Coalition partners to make Georgia the gold standard in maternal and infant health access with improved health outcomes for Georgia’s women and children." You can reach Elise at elise.blasingame@hmhbga.org.

A Note from Our Board President:

LEAH ALDRIDGE, JD, IBCLC, RLC

Fiscal Year 2016 (July 1, 2015 - June 30, 2016) has been a year of tremendous growth and opportunity for Healthy Mothers, Healthy Babies Coalition of Georgia. After five years of hard work, the Coalition proudly celebrated the passage of HB649, the Georgia Lactation Consultant Practice Act. As a service to our partners and advocates across the State, we published our first State of the State of Maternal & Infant Health in Georgia report. We also welcomed our new Executive Director, Elise Blasingame to the HMHB team.

We are excited not only by the breadth of experience that Elise brings to our organization, but also by her personal passion for improving the health status of Georgia’s moms and babies. Under Elise’s leadership, HMHB is poised to accomplish great things over the next several years.

HMHB is pleased to release our FY16 Annual Report. This report outlines our successes and program impact for the year, and importantly highlights our broad network of support. We are truly grateful for our partners, friends and supporters and their dedication to improving maternal and child health in Georgia. We invite you to read through the Annual Report and share in our hard-earned successes for families across the State of Georgia.
After nearly five years of laboring, Healthy Mothers, Healthy Babies Coalition of Georgia is pleased to announce:

**IT’S A LAW!**

By signing HB 649, the Georgia Lactation Consultant Practice Act, into law, Governor Nathan Deal has improved access to clinical lactation care for Georgia’s mothers and babies. Georgia can significantly increase the initiation and duration of breastfeeding rates that have continued to lag behind the national average. We appreciate his leadership and vision in establishing Georgia as the second state in the country to license lactation consultants.

We are also extremely grateful for the leadership of Representative Sharon Cooper for carrying this bill. She understood the barriers to clinical lactation care, and she delivered the needed help. She is a courageous champion!

There is no dispute that breastfeeding improves the health of both mothers and babies. HB 649 will save significant healthcare dollars for the state.

Congratulations to our Board Members, Merrilee Gober, Public Affairs Chair, who received the American Medical Association Alliance LEAP Award on behalf of the Georgia chapter and to Leah Aldridge, Board President, who received the USLCA Award of Excellence for their work on this important legislation.

*Erica Francis Scott, MD,* National Medical Director at Optum and HMHB Board member, had the opportunity to represent the Medical Association of GA (MAG) as “Doctor of the Day” during the 2016 GA Legislative Session. She met with Governor Nathan Deal, and was introduced to the Senate and House of Representatives in their respective chambers. Thank you for your leadership!
We were proud to present the first Corporate Stewardship Award to Aetna for their support of research in the field of oral hygiene and birth outcomes.

As always, our amazing speakers presented timely information on a number of topics including:

- The Talk to Me Baby Program
- Racial Disparities in Breastfeeding
- Gut Biomes in Breastfeeding
- Protecting Breastfeeding Potential When Medical Supplementation is Necessary
- Aetna Dental Care During Pregnancy
- & LARCs (Long-Acting Reversible Contraceptives)

Thanks to the generous support of AstraZeneca and other community partners, Healthy Mothers, Healthy Babies Coalition of Georgia was able to further expand our reach in providing comprehensive prenatal education in a brief-intervention format. Surveys from our prenatal education programs indicate that all participants increased their knowledge by attending our workshop. 94% of participants reported significant increases in critical knowledge on maternal and infant health.
HMHB CALL CENTER

HMHB operates the Maternal and Child Health Referral Line for the Department of Public Health, and the Prevent Child Abuse Georgia Helpline, to provide callers with appropriate referrals and resources across the State. In FY16:

- We served 34,667 people through our call center, including incoming calls, outgoing calls and our public online database.
- Our programs helped families in 156 counties of Georgia to access resources and referrals.
- Our caller satisfaction rate was an average of 97%.
- Our average wait time was 38.5 seconds.

NAVIGATING HEALTHCARE

Through our partnership with the Georgia Association for Primary Health Care, our Certified Healthcare Navigator, Roger Humphrey, serves families in the following Georgia counties: Baldwin, Burke, Columbia, Glascock, Hancock, Johnson, Jones, Laurens, McDuffie, Richmond, Taliaferro, Twiggs, Warren, Washington, and Wilkinson. Roger provides critical education throughout these communities on health insurance, ACA plans, affordability, eligibility and directly enrolls families in affordable ACA plans through the Federal Healthcare Marketplace. He also provides essential information on the Planning for Healthy Babies Program. In FY16, Roger served 876 families throughout 21 predominantly rural counties to help them understand and enroll in affordable healthcare plans.

COMMUNITY OUTREACH

In FY16, our staff and volunteers attended health fairs, community baby showers and other important events to share critical information on accessing vital resources throughout Georgia in collaboration with the following partners:

Day Care Atlanta • Mexican Consulate • Latin American Association • Caminar Latino • WIC Guatemalan Consulate • Amerigroup • RSM-Dekalb • Atlanta Healthy Start • Babies Can’t Wait Center for Black Women’s Wellness • Sheltering Arms • Fulton County • Mercy Care • Four Corners Primary Care • Family Support Council • Northside Hospital • Clayton State University Alma G. Davis Foundation • Resource Education Center • Optum Health Care • Ser Familia • Diabetes Association • Holy Trinity Church • Pregnancy Aid Center • Friendship House • Focus Women of Distinction • Baby Luv • Cima Women’s Clinic • Silvia Gomez Community Center • GA Division of Child Support • Tucker Pregnancy Center • New American Pathways • & Others!
THANK YOU
To our sponsors and attendees from the 2015-16 Legislative Reception.
We value your ongoing support for our advocacy efforts and for prioritizing Georgia’s women and children in your efforts at the Capitol!

FY16 Program Participant Demographics

- African American, 44%
- Caucasian, 32%
- Hispanic/Latino, 15%
- Asian/Pacific Islander, 5%
- Multi-Racial/Other, 4%
Thank you to our corporate and foundation level partners whose support makes our work possible.

Amerigroup • AstaZeneca • AmeriHealth Caritas
Benevity • Capital Group • Center for Black
Women’s Wellness • Community Health Charities
Emory University • Georgia Breastfeeding Coalition
Georgia Chapter of the American Academy of
Pediatrics • Georgia Dental Association
Georgia Dental Society • Georgia OB/Gyn Society
Hemophilia of Georgia • March of Dimes
Medela • Medical Association of Georgia Alliance
Northside Hospital • Sanofi Pasteur
Shurett Dental Group / Help A Child Smile
Scion Dental • Total Craft Consultants

91% of HMHB revenue goes toward program expenses.

Thank you to 1st Franklin Financial for choosing Healthy Mothers, Healthy Babies Coalition of Georgia to receive their 2015-16 Employee Gift of $15,000. We appreciate their support of our essential programming! As a 501(c)3 non-profit, we are grateful for all tax-deductible donations made through employee giving programs.
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HEALTHY MOTHERS, HEALTHY BABIES
Coalition of Georgia

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