EVERY BABY
OUR BABY

HealthConnect One 2012 Annual Report
IS OUR NATION CAPABLE OF BELIEVING EVERY BABY IS OUR BABY?

THAT’S HEALTHCONNECT ONE’S VISION.

Can You Help?

HealthConnect One is the national leader in advancing respectful, community-based, peer-to-peer support for pregnancy, birth, breastfeeding and early parenting. Our vision for the future is to see every baby, mother, and family thrive in a healthy community.

Photos by (left to right) (1) Bella Baby Photography, Inc., (2) Flint Chaney, (3) Helen Dimas, and (4) Flint Chaney
Dear Friends,

Our work this year has framed HealthConnect One’s vision for the future – at our core, in our backyard, on Capitol Hill, and across the country.

Here at HealthConnect One, we are redefining social justice. We are determined to enlarge our sense of responsibility and connectedness. We are asking the question: Is our country capable of seeing every baby as our baby?

When we come together respectfully, when each of us brings our talents, strengths and gifts, we can support every baby, every family, and every community as our own.

As we share our progress with you in the pages which follow, we hope you will feel pride in what we’ve been able to achieve this past year, and faith in our newly-voiced vision for the future: Every Baby, Our Baby

Sincerely,

Rachel Abramson
Executive Director

Donna Dorsey
Board President

Between July 1, 2011 and June 30, 2012, our progress kept adding up:

- Over 3,000 home visits by community-based doulas
- 36 new applications to replicate our model
- 5 new community-based doula sites
- 7 new breastfeeding peer counselor sites
- 54 face-to-face meetings with legislators, visits with 8 new federal stakeholders from the U.S. Department of Health and Human Services, and our largest Lobby Day yet with 44 participants from 17 sites
- 614 members actively engaged in our National Community-Based Doula and Breastfeeding Peer Counselor Network
- 20 Illinois hospitals, with our guidance, began implementing steps of the Baby-Friendly Hospital Initiative
- And abundant success in the lives of babies, moms, families and communities.
“So many organizations come into communities without asking what are their needs, and when it doesn’t work or at the end of the funds, they leave the community in worse shape than before. We come into a community, ask questions, listen, and bring support.”

Gaylean Woods, Breastfeeding Peer Counselor (1992), former longtime Board Member, former Board President and Fundraising Chair
This year we celebrated our 25th anniversary while developing the leadership required to secure our future and articulate key messages. This work required great faith and great risk from our board and staff, and the result is a strong core that will sustain us for the future.

**Business Planning**
A new business plan helped HC One define its evolving role as a ‘consulting’ agency, admittedly a big step from our direct-service roots. We began activating that plan by:

- Developing leadership at all levels of the organization, expanding fundraising, financial and advocacy capacity;
- increasing administrative support to accommodate our growing agency; and
- weaving goal-setting into all facets of our organization, setting HC One’s management on an even more thoughtful and purposeful path.

**Branding Our Vision**
HC One’s message and visibility is growing quickly. This year:

- **We designed a new mission and vision** that is printed on the inside cover of this report.
- **We launched a blog on Mother’s Day, 2012, “breathe. push. grow.”** to share the many voices which inform this work.
- **We articulated our core beliefs and principles:** This joyfully long list includes respect, relevance, integrity, diversity, and stewardship. For the complete statement of our core beliefs and principles, please visit HC One’s new blog.
- **We hosted a 25th Anniversary Gala.** On June 7th, two hundred people gathered to celebrate this important milestone.

**Looking to the Future...**
We enter 2013 with a solid base and a tenacious commitment to building relationships one by one.
“The thing that really stood out to me about the training was the ‘ask, affirm, educate’. It is so common in people to just jump in to educate, but without affirmations how would we open the doors to educate?”

Kristy Ruiz, Breastfeeding Peer Counselor (Chicago, Illinois)
Even as HealthConnect One’s work is being replicated in 17 states, Chicago remains our Demonstration Ground. Chicago is our home and our base. It is where we test new ideas and refine the model. Because we are reflective by nature, refining the model is an iterative process in which our staff and board, like the community health workers we train, continually ask, affirm, and educate… ourselves. Our learning then becomes part of the (always evolving) model. This year:

- We launched a community-based doula program for pregnant and parenting teens who are wards of the state, training alumni as doulas in partnership with Ulich Children’s Advantage Network (UCAN) in Chicago.
- We expanded our breastfeeding peer counselor program at Stroger Hospital with a focus on serving the NICU (Neonatal Intensive Care Unit). To date, a total of 38 mothers whose infants were in the NICU have benefited from the support of HC One Breastfeeding Peer Counselors and attended weekly NICU Club meetings. For these babies, breast milk is the medicine that only their mothers can provide.
- We made policy and environmental change to support breastfeeding in Illinois hospitals. As part of the Communities Putting Prevention to Work (CPPW) initiatives in Chicago and suburban Cook County, we guided 20 hospitals in implementing steps of the Baby-Friendly Hospital Initiative.
- We helped to establish three new breastfeeding peer counselor programs in Chicago-area maternity hospitals.
- We worked collaboratively to get a statewide breastfeeding quality improvement project approved by the Perinatal Advisory Committee, so that in 2013, all maternity hospitals in Illinois will be required to implement evidence-based infant feeding practices.
- We sponsored and supported the Chicago Community Health Worker Local Network, which grew to include 607 members – an increase of over 200 in just one year! The Network continues to serve as a nexus for policy and workforce development within Chicago’s CHW community. Accomplishments this year include completing the CHW Survey and Mapping Project in Chicago’s Rogers Park neighborhood, advancing CHW Certification in Chicago, and building leadership, mentorship and membership.
- We grew our advocacy team. We were fortunate in FY12 to help guide the development of an emerging policy leader through the Illinois Early Childhood Fellows Program, which strengthens the field of early childhood policy and systems building in Illinois, helping us to lay the groundwork for a permanent staff advocacy position.

Looking to the Future...
By learning from our local work, we forge alliances to advance the CHW movement in our city and state, while opening doors for our local leaders.
“Community-Based Doulas will easily be integrated into our care teams. They have a specific and focused role to play that no one else on the team can play.”

J. Ricardo Guzman, LMSW, MPH, Chief Executive Officer of Community Health and Social Services Center (Michigan)
This past year, HC One has applied steady pressure on elected officials and policy leaders to sustain laws and develop regulations which extend the healthcare team to include doulas and breastfeeding peer counselors.

Our goal is to find a way to ensure the future of the workforce that we (and you) have helped create. We are talking to public and private supporters, to explore where and how the doula model will fit into healthcare reform.

Advocacy results include:
- The first inter-agency collaboration in the history of two federal agencies. The Centers for Disease Control and Prevention (CDC) and the Maternal and Child Health Bureau within the Health Resources and Service Administration (HRSA) began collaborating for the first time – on breastfeeding and community-based doula – largely as a result of our advocacy. The Senate report, filed September 21, 2011, includes this language: The Committee supports the Surgeon General’s Call to Action to Support Breast Feeding. The Committee has included funding through the PPH Fund to support hospitals that promote breastfeeding and non-governmental organizations that assist breastfeeding mothers. The Committee urges CDC to collaborate with the Maternal and Child Health Bureau’s doula best practices initiative.”
- The 2012 National Action Summit brought a record number of HC One advocates to Capitol Hill. Seventy-five people attended our National Action Summit in Washington DC and over 50 people from 17 different community-based doula sites took the bus to Capitol Hill for our largest Lobby Day in HC One history.
- The Affordable Care Act was upheld by the U.S. Supreme Court. We supported Health Reform in its infancy, before it was signed into law. The June 2012 Supreme Court ruling has given our toddler - now 2 ½ years old - a strong foundation, but we are still needed for guidance, love, cheerleading and support. We are still Doulas for Health Reform!

Looking to the Future...
We have always said that our nation’s health is in the hands of community heroes. Finally, our nation’s leaders have begun to understand.
“Everything that we do today, we’re going to have to look down the road to the future. What legacy are we leaving them? We can see a mom become empowered through her pregnancy, and through her birth… and that is going to resonate in the life of her child and her child’s children, and that is the heart of why I do what I do.”

Jennifer Boulley, Red Cliff Band of Lake Superior Chippewa Community-Based Doula Project (Wisconsin)
After 16 years of promoting our community-based doula model, we are proud and humbled to see our model replicated at over 40 community agencies throughout the country! One mother working with another improves health outcomes and decreases healthcare inequity.

This year, with our eye on social justice, collaboration and truth, we identified standards and indicators for our most successful programs, strengthened our *Doula Data* system, and found a way to integrate our breastfeeding peer counselor program into the community-based doula model.

- **Doula Data** – Nine sites are actively using our web-based data collection tool, allowing them to pull aggregate data and see their own results in the context of other community-based doula programs.

- **Program Fidelity and Sustainability** – In 2012, we brought together a team of doulas, supervisors and site directors from community-based doula sites around the nation to identify eight standards and 42 indicators for model programs, in a process facilitated by the Maternal Infant Health Outreach Worker Program of Vanderbilt University Center for Community Health Solutions.

- **Integration of breastfeeding peer counselors** – With support from the W.K. Kellogg Foundation, our newly integrated model will train 90 community health workers, employ 8 community-based doulas and 5 breastfeeding peer counselors, and serve up to 600 families annually in Michigan and New Mexico at three unique sites.

- **HRSA community-based doula programs served 265 clients.** The second federally funded cohort represented six sites across the country in their second year of community-based doula replication. All six sites are using Doula Data and have reported serving 265 clients, with over 80% of families breastfeeding at 3 months and 70% breastfeeding at 6 months, well exceeding the Healthy People 2020 goals! Although the HRSA program will take a pause in 2013, the lessons learned from expanding the model will lead to a refined vision for community-based doula and a renewed effort for sustainability.

All along the way, we’ve advanced our passion with respect. At our 25th Anniversary Gala, we were heartened by many well-wishers involved with our work.

“*I’m just trying to make healthier babies. Don’t our babies deserve to be as healthy as other babies in other countries?*”

*Renewing our vision, Every Baby, Our Baby.*

**Looking to the Future...**

With a growing Network of community-based doulas and breastfeeding peer counselors, we are building the evidence base to support, sustain and advance our model.
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WITH YOUR SUPPORT
“In my crazy haze of new motherhood, I thought, I must have it a million times worse than almost any mother in the history of the world. Then I came out of my delusion cocoon and realized it was just as hard for a lot of other mothers. Most mothers. At least the honest ones. And then I took another hard look and realized, it’s harder for a lot of moms. A lot of moms don’t have health insurance. They don’t have loving partners. They don’t have families and friends to pitch in and listen to them sob. I basically had a cakewalk in comparison and I still wanted to dig a hole and never come out. How could this be?!

A few months ago, I crossed paths with HealthConnect One and suddenly I had a chance to really make a connection with other moms, especially the moms who truly do need help in those early days. HealthConnect One creates community-based, peer-to-peer support for pregnancy, birth, breastfeeding, and early parenting. My personal translation: when a woman is struggling to prepare for childbirth and parenting, they give her a best friend from her community; one who has been there before and knows about labor, breastfeeding, baby puking, poop and, most important, that babies aren’t the only ones who need some special love in order to get through those first few years. They are there for the moms, which means better outcomes for the babies.”

Donor Spotlight:
Anne Desmond Warden, HC One Board Member

HC One works with hundreds of community supporters and partners. Visit our website to learn more, www.healthconnectone.org.
FINANCIALS
July 1, 2011- June 30, 2012
Revenue: $1,996,189

SOURCES OF FUNDING
Foundation 60%
Corporate 1%
Individual 4%
Government 30%
Fee for Service 4%
Other/In-kind 1%

HOW FUNDS WERE USED
Program 89%
Management & Fundraising 11%

With your support this next year, we will fight the good fight:
to see every baby, every family, and every community as our own.

Every Baby, Our Baby
HEALTHCONNECT ONE TEAM

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