



THE PLAYERS Center for Child Health
at Wolfson Children's Hospital

2022 Annual Report



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2022 marked a 10-year milestone and celebration for THE PLAYERS Center for Child Health at Wolfson Children's Hospital. Thanks to a \$1 million gift from THE PLAYERS Championship in 2012, THE PLAYERS Center for Child Health was established to serve as the community outreach center committed to enhancing the health, wellness, and quality of life for children and families in North Florida and South Georgia.

In 2016, THE PLAYERS Championship made an additional \$2 million dollar gift in the form of an endowment to ensure the advocacy work would continue in perpetuity. With the tremendous support of our donors over the past 10 years, THE PLAYERS Center for Child Health continues to fulfill our mission to prioritize unintentional injury prevention, health and wellness, access, community education and legislative advocacy.



Over **6.7 million** MEDIA IMPRESSIONS in social media and news outlets



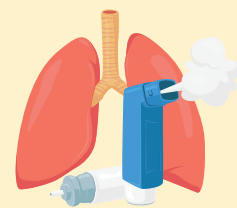
14,780 total EDUCATIONAL INTERACTIONS



Health and Wellness

The Community Asthma Partnership at Wolfson (CAP-W) is committed to providing health services and wellness education to children, families, educators, and health professionals. CAP-W aims to reduce hospital visits by teaching how to successfully manage this chronic disease. The CAP-W team also provides ongoing support and resources for school health nurses in Baker, Clay, Duval, Nassau and St. Johns counties.

With the goal of reducing asthma-related hospital readmissions, the Community Asthma Partnership focuses on education and addressing the social needs of asthmatic patients at Wolfson Children's Hospital. Patients who meet high-risk criteria receive care coordination services from a dedicated pediatric social worker, registered respiratory therapist, and asthma educator.



1,513 patients and their families provided with asthma education

34

high-risk patients received care coordination



WELLcome Home

In 2018, the infant mortality rate in Duval County became a major health crisis for families and was recorded at an alarming rate, significantly higher in comparison to both U.S. and Florida rates.

Measuring infant mortality highlights critical health indicators for infants and mothers and paints a picture of the overall well-being in a community. As this overwhelming issue grew in Northeast Florida, Baptist Health and Wolfson Children's Hospital quickly implemented preventative action steps to reduce the number of infant deaths and enhance the health of mothers and their newborns. One program developed to address this issue is WELLcome Home.

WELLcome Home is a health and wellness program offered to mothers who deliver at Baptist Medical Center Jacksonville and Baptist Medical Center Beaches. Designed to help both babies and their parents off to the best possible start, WELLcome Home is focused on providing educational care and support to mothers as they transition from the hospital to life at home.

The goal of WELLcome Home is to call mothers who deliver at Baptist Jacksonville and Baptist Beaches



and reside in Northeast Florida within 2-6 days after their delivery discharge. A WELLcome Home nurse will assist mothers, caregivers, and families with a variety of maternal and newborn topics, such as:

- Best practices for safe sleep and infant safety
- Breastfeeding or formula-feeding support
- Emotional encouragement and self-care practices
- Referrals to maternal mental health services, lactation consultation, and community resources supporting mothers and their infants

Since launching WELLcome Home in early 2020, over 3,500 mothers have been called after their delivery discharge and nearly 2,100 mothers have received personalized education promoting best practices for keeping their babies safe and healthy. As WELLcome Home continues to grow, so, too, will healthy babies thrive in healthy homes.



More than **416** first-time mothers received WELLcome Home calls

164 mothers referred to Northeast Florida Healthy Start Coalition



75 mothers referred to Lactation Consultation services

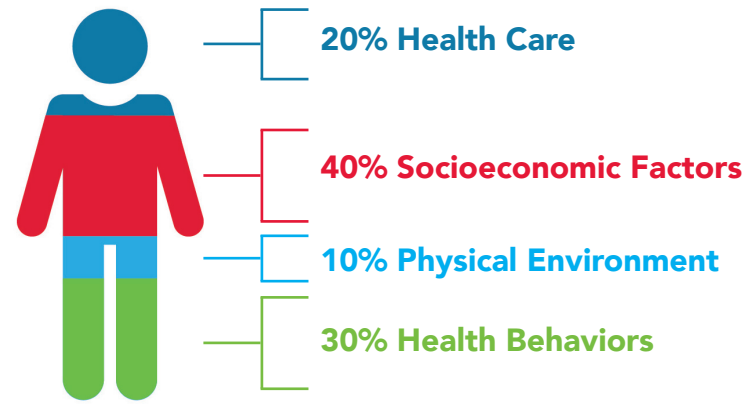
10 mothers referred directly to Baptist Health Maternal Mental Health services





Access

Based on evidence that access to health care is one of the biggest predictors of health outcomes, THE PLAYERS Center for Child Health is dedicated to helping families navigate the complexities of health care by helping them enroll their children in health insurance. Our team is committed to expanding access to quality health services for the medically underserved in order to reduce health disparities and improve health outcomes for all children.



Family Links

As Wolfson Children's Hospital continues to grow, so too does the Jacksonville community and the needs of our children and families. Some of the biggest challenges families may face occur outside hospital walls. Clinical care for patients remains vital; however it only accounts for about 20% of a person's health outcomes, while 80% is affected by what goes on at home, in the neighborhood and at school. THE PLAYERS Center for Child Health is committed to addressing these issues in the community and reaching the places where children live, learn, and play.



Launched in August 2022, Family Links is a child- and family- support program at Wolfson Children's Hospital made possible by The Jim & Tabitha Furyk Foundation. The program addresses health-related social conditions that impact the quality of children's wellness. Support from The Jim & Tabitha Furyk Foundation gives THE PLAYERS Center for Child Health the opportunity to dive deeper into each family's current needs and connect them with community organizations and resources that promote their child's long-term health and wellness.



addressing the barriers families encounter and helping them obtain access to resources, such as:

- Health care and health insurance
- Food and clothing
- Transportation
- Housing and rent assistance

1,651

individuals provided with Florida KidCare enrollment application assistance



7,200+

individuals educated with critical health insurance information at community events



19

families helped with clothing needs, including diapers and school uniforms

29

public transit bus passes provided to families in need of transportation



1,274

individuals assisted with SNAP (Supplemental Nutrition Assistance Program) enrollment



49

emergency food bags supplied to families identifying food insecurity as a need



15

families helped with housing needs, including rent and utilities assistance





Injury Prevention

THE PLAYERS Center for Child Health is home base for Safe Kids Northeast Florida, a coalition that provides parents and families with education in order to prevent childhood injuries. Safe Kids Northeast Florida's primary focuses are child passenger safety, drowning prevention, home safety, bike and pedestrian safety, safe sleep and infant safety.



297

bike helmets distributed



274

car seats inspected



95

car seats distributed

Pop-Up Story Time

Pop-Up Story Time is a fantastic educational opportunity Safe Kids Northeast Florida initiated with Jacksonville Public Library. Local library branches will host "Pop-Up Story Time" as a thirty-minute event including singing, dancing, and music featuring children's books while also incorporating a literary theme, skill, or letter. These Pop-Up Story Time events often attract over 100 participants at various library branches. When Safe Kids Northeast Florida reached out to the Jacksonville Public Library about providing injury prevention resources at Pop-Up Story Time, this connection blossomed into a wonderful collaboration promoting education throughout the Jacksonville region.



As a result of consistent presence and education at Pop-Up Story Time, Safe Kids Northeast Florida was presented with the opportunity to offer more safety education with Jacksonville Public Library. This new class, Safer Home Safer Child, addresses multiple injury prevention topics for families and will be taught in libraries throughout Duval and Clay counties.

Safe Kids Northeast Florida has now participated in

48

local Pop-Up Story Time events,

educating more than

2,000

children and adults on

several injury prevention

focus areas like

water safety,

safe sleep,

medication safety,

bike and pedestrian safety,

fire safety

and much more.

Wolfson Children's @ School

Wolfson Children's Hospital continues to expand health care access by meeting the needs of children where they are – at school. Since children spend the majority of their time in school, keeping them healthy is essential to their academic success. Wolfson Children's @ School helps students at Jean Ribault High School, Jean Ribault Middle School, and William M. Raines High School receive health care services such as physicals (school and sports), asthma and diabetes management, vaccinations, and medication administration. By removing barriers that may prevent children from getting the care they need, Wolfson Children's @ School helps students stay healthy without affecting school attendance or performance.



Wolfson Children's @ School also allows the opportunity for students to get involved and lead health conversations amongst their student peers. The Get R.A.W. (Ribault Access and Wellness) student advisory committee at Jean Ribault High School is "for teens, by teens" and focuses on

hosting health education forums for students to promote student health, wellness, and lifestyle topics.

This year, Get. R.A.W. hosted a R.A.W. Chat addressing mental health and suicide prevention. Facilitated by the school's therapist, students discussed the increased mental health challenges African American and Black teens encounter. The student engagement and response from the R.A.W. Chat was so overwhelming that female Get R.A.W. members created their own event, "Dear Girls, Let's Chat," a female-led discussion for female students share their questions and concerns confidently.



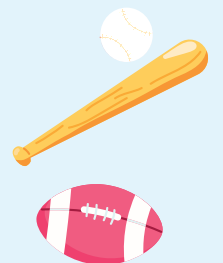
196

total appointments provided at Wolfson Children's @ School



151

sports physicals conducted for students at Wolfson Children's @ School



Get R.A.W. student advisory committee members

2021-2022 school year:

26 students

2022-2023 school year:

33 students

Get R.A.W.



Ribault Access and Wellness For Teens ♡ By Teens

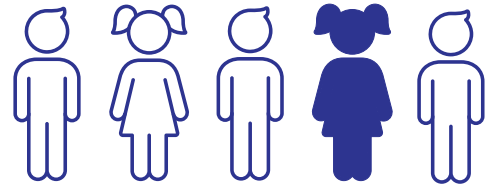
8 Get R.A.W. events promoting student health, wellness, and lifestyle topics



Advocacy

THE PLAYERS Center for Child Health advocates for children and families at the local, state and federal levels for policies that improve the health and well-being of children. Wolfson Children's Hospital creates opportunities to support children's needs at a legislative level.

As the behavioral health crisis continues to grow across the country, Wolfson Children's Hospital participated in the Children's Hospital Association Speak Now for Kids Family Advocacy Day to address this developing issue. This year, patient Dylan Smith and her family represented Wolfson Children's Hospital and helped bring awareness for pediatric behavioral health needs by advocating to legislators the critical investments needed for children's health to thrive in the future.



1 in **5** children and adolescents experiences a mental health condition in a given year



Dylan Smith (second from left) with Dr. Michael Mayo, President and CEO of Baptist Health (far left); Congressman John Rutherford (third from left) and Michael D. Aubin, then-Wolfson Children's Hospital President (far right)

50%

of mental illnesses begin by age 14



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All data in this report reflects Oct. 1, 2021-Sept. 30, 2022.