

'My people perish from lack of knowledge' – Hosea 6:4



**SAVING OUR  
BABIES – THE JJ  
WAY™**



## **SAVING OUR BABIES – ‘The JJ Way™’, a Commonsense Childbirth Program**

**Problem:** In Seminole County for 2006 – the infant mortality rate was 24 Black babies dying per 1000 live births compared to 3 White babies per 1000 live births. The number of Black babies dying has been steadily rising as the number of White babies dying has been dropping.

**Infant Mortality:** The death of an infant before its first year of life

**Prematurity/ Preterm Birth:** A baby born before reaching term or 37 weeks of pregnancy – an expected length of a healthy pregnancy is 40 weeks (the due date).

**Low Birth Weight:** A healthy weight for newborns is 5 and ½ lbs or greater

**Very Low Birth Weight:** An infant weighing less than 3 and ½ lbs at birth

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**Barriers:** Lack of knowledge on the impact of not being healthy before and during pregnancy, not getting prenatal care early or at all, not having access to support systems and resources.

**What will Saving Our Babies – The JJ Way™ (SOB-JJW) do?** This is a grassroots community effort in order to reach the women and families directly impacted by these statistics. SOB-JJW will mobilize four community health advocates to reach women in the Goldsboro, Midway and Georgetown Communities.

**How will this program be different?** Our purpose is to identify **community partners** within the communities who will be able to share health messages within their own circle of influence. We will have simple points, easy to understand materials, and **reliable** referrals which we will provide for the partners. They in turn will help us spread the information throughout the community.

**Events.** SOB-JJW will be hosting ongoing events, forums, and trainings. We plan to engage our local elected officials, churches, businesses such as stylists, agencies, shelters as well as health care providers and hospitals. **Everybody** needs to know about this program.

**What is Healthy Start?** Seminole County Healthy Start Coalition is a non-profit agency which is charged by the State to provide information, support and resources to childbearing women and families who are at risk for a poor pregnancy outcome.

**What is The JJ Way?** Jennie Joseph (JJ) is a midwife who has designed a system of prenatal healthcare delivery that has proven to be very effective at producing healthy babies. The JJ Way uses a different approach to most medical practices by emphasizing empowerment, respect, education, support and by encouraging prenatal bonding between, mother, father, baby and family. In 2007 no African American babies were born too soon or too small in Jennie’s practice.

**EDUCATION**

**ACCESS**

**SUPPORT**