

# ADG UNIVERSITY OF FLORIDA HEALTH CAMPAIGN

University of Florida Health



**Project Name:** UF Health "Toxic Stress" Campaign

**Location:** Northeast Florida

**Owner/Client:** University of Florida Health/ Urban Health Alliance

**ADG Services:** Marketing Material Development, Planning, Public Involvement, Stakeholder Engagement, Social Media Development and Planning, Graphic Design, Event Coordination, Radio Advertising, Branding

## Project Summary:

Acuity Design Group serves as the community engagement consultant and program manager for the Life's Course initiative, a collaborative effort between Northeast Florida Healthy Start Coalition, Inc. and UF Health Jacksonville. This initiative focuses on expanding knowledge and understanding of the impact of stress on maternal health, targeting pre-conception and maternal health across Duval County.

As the community engagement consultant, Acuity Design Group is tasked with organizing and facilitating community involvement activities, including workshops, public forums, and educational campaigns. These efforts aim to create and increase awareness of the impact of toxic stress on women in the community, introduce trends in infant and maternal mortality, and identify effective coping mechanisms to reduce stress and improve health outcomes. By engaging various community stakeholders, Acuity Design Group ensures diverse perspectives are considered in shaping the initiative's strategies and interventions.

In their role as program manager, Acuity Design Group oversees the coordination and implementation of program activities. This includes collaborating with Northeast Florida Healthy Start Coalition's Magnolia Project and UF Health Jacksonville's maternal health team, who have been pivotal in addressing maternal mortality rates through various programs and data-driven initiatives. Acuity Design Group ensures that the Life's Course initiative builds on these existing efforts, using past successes and data to drive progress. The goal is to leverage the strengths of all participating agencies to make a significant impact on maternal and infant health in the community. Through strategic planning, meticulous coordination, and effective community engagement, Acuity Design Group contributes to a robust and forward-looking approach to improving maternal health outcomes in Duval County.