



Contact: Alexandra Lewin-Zwerdling
Senior Advisor Research and Communications
alexandra@rootcausecoalition.org
202.769.9015

FOR IMMEDIATE RELEASE

Generate Health Receives Inaugural Health Justice Award from The Root Cause Coalition

(Washington D.C.) — Announced today, Generate Health has been awarded The Root Cause Coalition’s 2022 Health Justice Award. Launched this year, the Health Justice Award recognizes organizations that have successfully implemented a program or intervention to reduce health disparities. This marks a new and significant way for the Coalition to elevate the efforts of an organization doing critical work to address the social determinants of health and related gaps in health outcomes. As part of the award, Generate Health will receive \$25,000 to continue their vital FLOURISH initiative across St. Louis, Missouri; the organization will also be formally recognized at the Coalition’s 7th Annual National Summit on the Social Determinants of Health in Minneapolis on October 3rd, 2022.

“It is such an honor to be recognized by The Root Cause Coalition and we are ecstatic to receive the inaugural Health Justice Award. Our work is guided by Community Leaders who are committed to improving conditions for Black infants and their families in St. Louis and it is with great pride that we share this recognition with them. Through their lived experiences they prioritize the issue areas which may have the greatest impact on ensuring Black babies in St. Louis celebrate their first birthday. It is their leadership that grounds the work that we do”

Generate Health’s FLOURISH initiative is a cross-sector effort that has brought together community members impacted by racial inequities together with key sectors, including healthcare, nonprofits, business, and education to address St. Louis’ infant mortality crisis and eliminate racial disparities in infant mortality by 2033. Among the many activities undertaken by FLOURISH, they provide education and resources, such as portable cribs and wearable blankets, to new parents to help reduce the risk of unsafe sleep and unintended infant death. Efforts have also focused on advocating for improved housing conditions and mobilization of

residents, local government, elected officials, and managed care payors to hold the St. Louis Housing Authority accountable for implementing improvements and ensuring a healthy living environment.

“FLOURISH is an extremely innovative and exciting set of initiatives, and we are so happy to recognize Generate Health as The Root Cause Coalition’s first recipient of the Health Justice Award,” noted Barbara Petee, President of The Root Cause Coalition.

FLOURISH’s resident mobilization led to the St. Louis City Health Department inspecting and citing the St. Louis Housing Authority for poor living conditions and initiated an investigation by the Missouri Attorney General of the Housing Authority’s practices that assisted in the implementation of a new online system of requesting property maintenance. Missouri’s managed care plans were also engaged in the efforts to improve conditions in this neighborhood, a community in which nearly 900 residents were enrolled in a Medicaid managed care plan. Through a community-led investment process, FLOURISH has invested \$1.4 million through its Community Mobilization and Innovation fund to over 40 local organizations to address the impacts of the social determinants of health.

The Root Cause Coalition also recognizes the many innovative and thoughtful submissions for the 2022 Health Justice award, with a special congratulations to the Award Finalists: Northwell Health - Department of Community and Population Health, Resources for Human Development – Housing Smart in Philadelphia, and Sixteenth Street Community Health Centers, Inc.

About The Root Cause Coalition

Co-founded by AARP Foundation and ProMedica in 2015, The Root Cause Coalition is a non-profit member-driven organization comprised of more than 90 leading health systems, hospital associations, foundations, businesses, national and community nonprofits, health insurers, academic institutions, local governments, and policy centers. Our common goal is to achieve health equity for every American.