



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

2025 Annual Report



Community Education

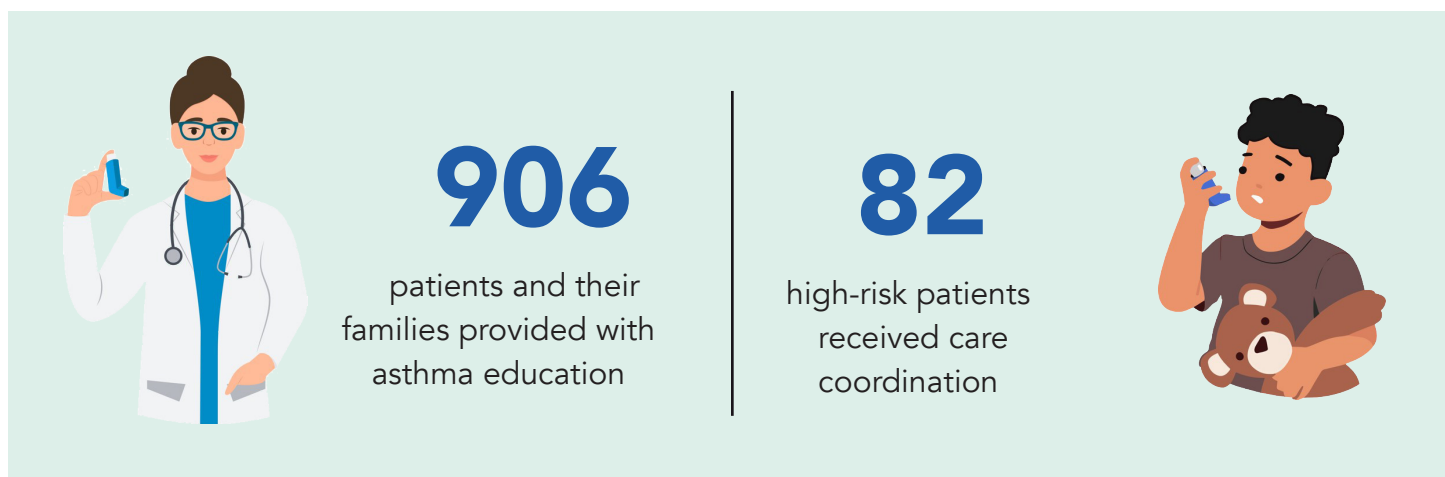
THE PLAYERS Center for Child Health offers developmentally and age-appropriate programs designed to educate and empower children to make health choices regarding healthy eating, hygiene, and safety. These preschool and school-age programs are offered and adapted for classrooms, summer camps, community centers, and other out-of-school settings to children.

In 2025, THE PLAYERS Center for Child Health team educated 971 children in 71 classrooms.



Health & Wellness

The Community Asthma Partnership at Wolfson (CAP-W) is dedicated to providing health services and wellness education to children, families, school educators, and health professionals throughout Northeast Florida. CAP-W aims to reduce hospital visits by teaching children and caregivers how to successfully manage this chronic disease. Patients who meet high-risk criteria receive care coordination services from a registered respiratory therapist and asthma educator.



Advocacy

THE PLAYERS Center for Child Health continues to advocate for children's health throughout the community by increasing behavioral health awareness and education. Wolfson Children's Hospital is committed to early behavioral health intervention efforts by equipping families, educators, and caregivers to address urgent mental health issues, reduce stigma, and support the emotional and social health of all children.

Common Thread

In August, Wolfson Children's Hospital and THE PLAYERS Center for Child Health announced the launch of *Common Thread*, a new education and awareness initiative aimed at supporting the mental health of children and teens throughout North Florida and South Georgia.

Developed by behavioral health experts at Wolfson Children's, *Common Thread* aims to empower children and reduce stigma by weaving mental wellness into the journey of childhood. The program brings focus to the behavioral health needs of children and teens by highlighting current mental health trends, amplifying awareness in the community, providing free educational resources for youth, parents and caregivers and connecting families with local support and services.

***Common Thread* works by strengthening protective factors—positive community traits that reduce risk—through three key focus areas:**



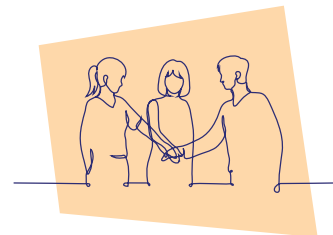
Awareness Thread:

Common Thread works to reduce stigma and raise awareness by hosting educational sessions and trainings, participating in community events, creating space for community members to share their lived experiences and sharing thoughtful content across social media, newsletters, our website and other media platforms.



Education Thread:

By providing free educational resources, *Common Thread* helps community members better understand child and teen mental health. Our resources offer guidance on recognizing signs, age-appropriate coping strategies, and tools for parents and caregivers to support the emotional well-being of children and adolescents.



Community Resource Thread:

Recognizing that accessible, close-to-home support builds stronger outcomes, *Common Thread* connects families with local resources as well as trusted mental health providers and agencies in our community.

THE PLAYERS Center for Child Health has a long history of expanding health access for families by enrolling children in health insurance and addressing the social, economic, and environmental factors shaping the quality of children's wellness and health outcomes.

Family Links

Family Links is a child- and family-centered support program at Wolfson Children's Hospital made possible by the Jim & Tabitha Furyk Foundation. Support from the Jim & Tabitha Furyk Foundation allows THE PLAYERS Center for Child Health the opportunity to identify factors impacting their ability to stay healthy and happy. Family Links Resource Navigators follow up with families to help reduce barriers they may encounter and connect them with local community-based resources, such as food, clothing, transportation, and utilities assistance.

712

individuals approved for health insurance coverage



1,188

individuals assisted with SNAP (Supplemental Nutrition Assistance Program) enrollment

20

families provided with clothing needs, including diapers and hygiene bags



55

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

27

public transit bus passes provided for families with transportation barriers



4

families connected to housing resources, including rent and utilities assistance

1,287,873

individuals reached with critical health insurance information through events and media

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 and create safer communities. Safe Kids Northeast Florida's primary focuses are child passenger safety, drowning prevention, home safety, bike and pedestrian safety, safe sleep and infant safety.

Subaru of Jacksonville, in collaboration with Wolfson Children's Hospital and THE PLAYERS Center for Child Health, continues to host free Child Passenger Safety Checks each month to ensure children are safe as possible on the roads.

615

bike helmets
distributed



302

car seats
inspected



110

car seats
distributed

Heatstroke Prevention Awareness Campaign

This year, Safe Kids Northeast Florida led efforts to implement a community-wide awareness campaign for National Heatstroke Prevention Day, which is observed every May 1.

Local representatives from Wolfson Children's Hospital, City of Jacksonville, Jacksonville Sheriff's Office, and Jacksonville Fire & Rescue were joined alongside national representatives from Safe Kids Worldwide, Kids and Car Safety (KACS), and the Juvenile Products, Manufacturers Association (JPMA), as part of a collaborative effort to raise awareness about preventing hot car tragedies and deaths. The event also featured Makia Wallace; a Florida mother turned advocate, who lost her 21-month-old son, Jace, after he was left in a hot car by a caregiver. Wallace bravely shared her story in Jace's memory, turning grief into action to help prevent this fatality happening to other families. The press conference informed the community of resources and provided critical education to equip parents and caregivers in order to protect children from heatstroke fatalities.



Team Member Spotlight

LOTUS Leader Award

Jessica Winberry, Prevention Coordinator for Safe Kids Northeast Florida, was awarded the LOTUS Leader Award for Baptist Health and Wolfson Children's Hospital. The LOTUS Leader Award honors non-nurse leaders within the health system who consistently demonstrate excellence through exceptional performance, team work, collaboration, and compassionate care of patients, families, and team members. Jessica Winberry was recognized for her longstanding commitment to children's safety and injury prevention within the community through her work for Safe Kids Northeast Florida.

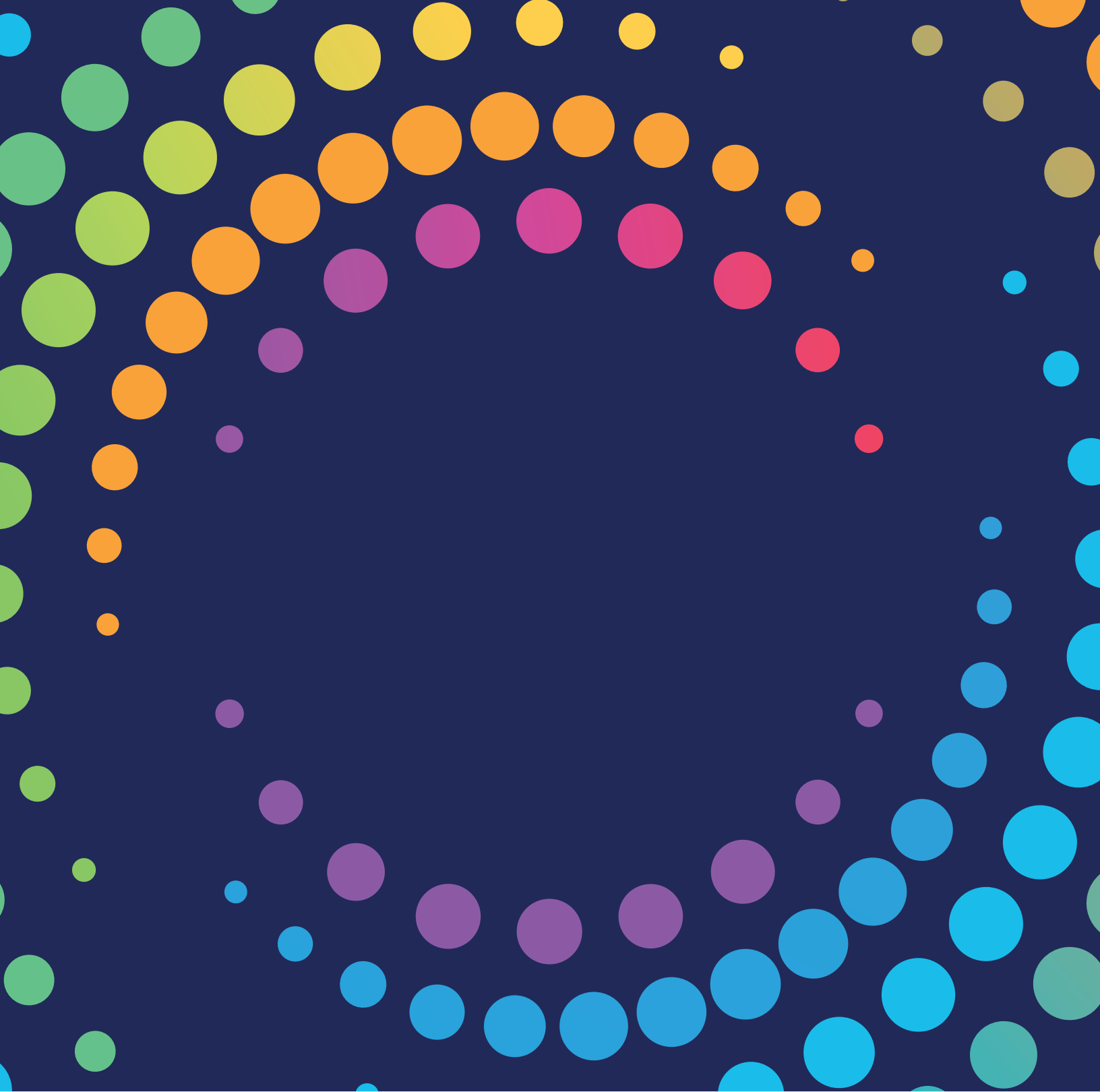


Spirit of Magnet Caregiver Honoree



This fiscal year, Jarvis Ramil was nominated for the Spirit of Magnet Caregiver award for his example of crossdepartmental collaboration. Jarvis, Manager of THE PLAYERS Center for Child Health, leads a team of Resource Navigators that helps children and families in Northeast Florida obtain access to health insurance programs through Medicaid and Florida KidCare. Through this work, Jarvis has become a resource for Patient Access and Patient Finance departments to ensure that Wolfson Children's Hospital patients are able to access critically needed care.





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All data in this report reflects Oct. 1, 2024 - Sept. 30, 2025