

2024 Program Outcomes: Evidence of The JJ Way® in Practice

Commonsense Childbirth, Inc. (CSC) has operated The JJ Way® model of maternity care since 1998. The data below are drawn from CSC's verified 2024 Annual Report, reflecting outcomes across the Easy Access Clinic™ and The Birth Place birthing center in Central Florida - serving 439 patients regardless of insurance status, citizenship, or ability to pay.

439 Total Patients Served (2024)	1% Prematurity Rate(2024)	5% C-Section Rate(2024)	92% First Food:Breast Milk (2024)
6,562 Outpatient Appointments (2024)	0 Maternal Deaths(2024)	0 Neonatal Deaths(2024)	

2024 Clinical Highlights

- 1% prematurity rate — well below Florida and national averages for comparable high-risk populations
- Only 4 low-birth-weight babies recorded; all survived
- 5% cesarean section rate — significantly below the national average of ~32%
- 92% of newborns received breast milk as first food
- Zero maternal deaths
- Zero neonatal deaths
- 6,562 outpatient appointments and 577 telehealth appointments delivered

Population Served

- Low-income, uninsured, and underinsured individuals
- Black women, Latinas, and other marginalized racial and ethnic communities
- Undocumented individuals regardless of immigration status
- High-risk patients who would otherwise lack first-trimester prenatal care access

About The JJ Way®

The JJ Way® is a midwifery-based, equity-centered model created by Jennie Joseph, LM, CPM. Built on four tenets — Access, Connections, Knowledge, and Empowerment — it is designed to eliminate racial and class disparities in perinatal health outcomes by centering the whole person in every clinical encounter.

National Recognition

- Designated a Promising Practice — AMCHP/MCH Innovation Station
- Featured Grantee Story — Robert Wood Johnson Foundation (2024)
- Spotlight on Success — National Partnership for Women & Families (2024)
- Telehealth outcomes documented in peer-reviewed literature: Cozart et al. (2022), Journal of Health Disparities Research and Practice

Why These Numbers Matter

Black women in the U.S. are 2.5 times more likely to die in childbirth than White women (Hoyert, 2023). The national C-section rate exceeds 32%. The JJ Way® model consistently produces outcomes that defy these statistics through trauma-informed, culturally responsive, team-based care — beginning at first contact, with no one ever turned away.

How to Cite This Brief (APA 7th Edition)

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