Prematurity Campaign Collaborative

Policy Workgroup

February 6, 2018

While we wait for everyone to join the call, please introduce yourself using the chat function.
General Housekeeping

Please note the following:

All participants will be muted on entry

To speak to the group, remember to unmute yourself.

1. If you are connected through the computer audio, click the mic in the lower left hand corner of your screen to unmute and mute.

2. If you are connected through the phone press *6 to unmute and mute

Be sure to mute yourself when you are not speaking

Please **do not** place call on hold

Use the chat box, if you would like a moderator to call on you or share your comments with the group
Bio and Background

- January 2015, CelebrateOne Director of Community Strategies
- BA in Social Policy / Political Science
- Candidate for Master in Public Policy and Administration
- Columbus Mayors’ Office from 2000-2014
- Senior Policy Advisor on Health & Human Services
- City’s first Homeless Advocate
- Deputy Director of Community Relations Commission
- Led Southern Gateway Initiative, multi sector collaborative to improve South Columbus
Overview

Intentional from the start
Place Matters
Structure Matters
Leveraging Partnerships

Every year in our community, 150 babies never get the chance to celebrate their first birthdays.
The Challenge: three infants die each week in Columbus.

This personal tragedy for families is also a disturbing statistic for Columbus that signals a significant gap in our safety net affecting the overall health, vitality and quality of life in our community.

CelebrateOne Goals

40% Reduction in Infant Mortality Rate by 2020

50% Decrease in Racial Disparity Between African American and White Babies by 2020

Franklin County Annual Infant Mortality Reduction Goals

<table>
<thead>
<tr>
<th>Year</th>
<th>Infant Mortality Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>7.2</td>
</tr>
<tr>
<td>2018</td>
<td>6.8</td>
</tr>
<tr>
<td>2019</td>
<td>6.4</td>
</tr>
<tr>
<td>2020</td>
<td>6.0</td>
</tr>
</tbody>
</table>
1. Intentional From the Start

The Launch & Political Will

- Launch of Greater Columbus Infant Mortality Task Force led by then Columbus City Council President, Andrew J. Ginther.

- Multisector representatives, including Kirwan Institute for the Study of Race and Ethnicity

- Infant Mortality Task Force Report (June 2014) was released with 8 recommendations

- CelebrateOne was created in November 2014 to carry out the task force recommendations.

- Report identified the need for a place based focus to address equity and social determinants
Greater Columbus Infant Mortality Task Force
Plan Overview

RECOMMENDATIONS

#1: Improve social and economic conditions that drive disparities across our community and in highest risk neighborhoods

#2: Improve Women’s Health Before Pregnancy
#3: Improve Reproductive Health Planning
#4: Improve Prenatal Care Systems And Supports
#5: Ensure highest quality of perinatal care

#6: Reduce Maternal and Household Smoking
#7: Promote Infant Safe Sleep

#8: Create accountability structure to support strategy implementation and goal attainment

KEY DRIVERS

Reduce Racial Disparities

Prevent Prematurity

Reduce Sleep-Related Infant Deaths

OUTCOME

By 2020
- Decrease Franklin County infant mortality rate to 6 infant deaths per 1,000 live births
- Reduce disparity gap between white and black infant mortality by %50
2. Place Matters

Infant mortality affects our entire community.

Rates below 4 deaths per 1,000 live births in some neighborhoods, above 20 deaths per 1000 births in others.

Rates are highest in the most vulnerable neighborhoods.
CelebrateOne Neighborhoods DATA BRIEF

Infant Mortality Rate

- Franklin County: 8.4
- Healthy People 2020 Goal: 6.0
- South Side OEI*: 13.3
- South Side: 13.3
- Southeast: 8.8
- Northeast: 5.7
- Near South: 18.3
- Near East: 14.1
- Morse Rd. & 161: 10.4
- Linden: 20.2
- Hilltop: 13.3
- Franklinton: 15.2

Where we live, learn, work and play has an impact on our health and the health of babies in our community.

CelebrateOne and the Ohio Equity Institute (OEI) work with community leaders and residents in high-priority neighborhoods to make them safer and healthier for moms-to-be, babies and families.
Infant Mortality Rate for Franklin County and CelebrateOne Area* by Race, 2000-2016^

Projection for 2020 Goals:
- FC All = 6.0
- FC NHB = 8.1
- FC NHW = 5.4

*Zips 43203, 43204, 43205, 43211, 43219, 43222, 43224, 43227, 43229, 43232
^2016 data is preliminary
Source: Ohio Department of Health Vital Statistics Data Analyzed by Columbus Public Health
<table>
<thead>
<tr>
<th>Franklin County Indicators</th>
<th>2016*</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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</thead>
<tbody>
<tr>
<td>IMR</td>
<td>8.8</td>
<td>7.2</td>
<td>6.8</td>
<td>6.4</td>
<td>6.0</td>
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<tr>
<td>Infant Deaths</td>
<td>167</td>
<td>137</td>
<td>130</td>
<td>123</td>
<td>116</td>
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<tr>
<td>NHB IMR</td>
<td>14.4</td>
<td>11.8</td>
<td>10.5</td>
<td>9.4</td>
<td>8.1</td>
</tr>
<tr>
<td>NHB vs NHW IMR Disparity Ratio</td>
<td>2.5</td>
<td>2.1</td>
<td>1.9</td>
<td>1.7</td>
<td>1.5</td>
</tr>
<tr>
<td># Sleep-Related Infant Deaths</td>
<td>26</td>
<td>18</td>
<td>16</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>% Births Preterm</td>
<td>10.7</td>
<td>10.1</td>
<td>9.4</td>
<td>8.8</td>
<td>8.1</td>
</tr>
<tr>
<td>% Births Low Birth Weight</td>
<td>9.3</td>
<td>8.9</td>
<td>8.6</td>
<td>8.2</td>
<td>7.8</td>
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</table>

HP 2020 Goal
March of Dimes Goal

Projections are based on 2014 finalized birth and death data and birth estimates from 2006-2015 finalized data from the Ohio Department of Health Vital Statistics Office

*Preliminary data
CelebrateOne’s
SAFE SLEEP DATA BRIEF

Example: Safe Sleep Data

<table>
<thead>
<tr>
<th>Month</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Feb</td>
<td>1</td>
<td>2</td>
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<td>Mar</td>
<td>1</td>
<td>3</td>
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<tr>
<td>Apr</td>
<td>4</td>
<td>2</td>
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<tr>
<td>May</td>
<td>1</td>
<td>3</td>
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<tr>
<td>Jun</td>
<td>12</td>
<td>0</td>
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<tr>
<td>Jul</td>
<td>3</td>
<td>1</td>
<td>0</td>
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<tr>
<td>Aug</td>
<td>3</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Sep</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Oct</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Nov</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Dec</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

- **# of Sleep-Related Infant Deaths in Franklin County**
  - Franklin County: 19 Deaths
  - CelebrateOne Neighborhoods: 9 Deaths
  - Franklin County: 26 Deaths
  - CelebrateOne Neighborhoods: 17 Deaths
  - Franklin County: 9 Deaths*
  - CelebrateOne Neighborhoods: 7 Deaths*

- **# of Cribs Distributed**
  - 2015: 790
  - 2016: 1,135
  - 2017: 1,051* (Goal of 1,500)

- **# of Safe Sleep Ambassador Trainings**
  - 2015: 3
  - 2016: 16
  - 2017: 18* (Goal of 19)

- **# of Ambassadors Trained**
  - 2015: 55
  - 2016: 374
  - 2017: 450* (Goal of 500)

*2017 through end of September

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ONE
CELEBRATEONE.INFO
THE CITY OF COLUMBUS
PUBLIC HEALTH
3. Structure Matters

Community, Public & Private Partners

- CelebrateOne Executive Committee
- CelebrateOne Resource Development Committee
- CelebrateOne Lead Entities
- CelebrateOne Data Committee
- CelebrateOne City Internal Working Group - SDOH
- CelebrateOne County Internal Working Group (pending) - SDOH
- CelebrateOne Neighborhood Intervention Teams - SDOH
- CelebrateOne Women In Ministry Coalition
- CelebrateOne Connector Corps
- CelebrateOne Policy Committee
- CelebrateOne Marketing Committee
- CelebrateOne Home Visiting Work Group
Many Partners, One Goal

- Central Ohio Hospital Council
- Columbus Department of Development
- Columbus Public Health
- Community Based Organizations
- Federally Qualified Health Centers
  - PrimaryOne Health, Heart of Ohio
- Franklin County Department of Job and Family Services
- Franklin County Families and Children First Council
- HandsOn Central Ohio
- Moms2B
- Ohio Better Birth Outcomes Collaborative
- Ohio Department of Medicaid
  - Buckeye Health Plan, CareSource Healthcare of Ohio, Molina Healthcare of Ohio, Paramount Advantage, UnitedHealthcare Community Plan of Ohio
- Ohio Department of Health
- Partners for Kids
- Physicians CareConnection / StepOne
## Funding - 2016

<table>
<thead>
<tr>
<th>Primary Partners</th>
<th>2016 Investment</th>
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<tbody>
<tr>
<td>City of Columbus</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>Ohio Department of Medicaid / MCP</td>
<td>$324,000</td>
</tr>
<tr>
<td>Franklin County*</td>
<td>$200,000</td>
</tr>
<tr>
<td>Franklin County Hospital Systems</td>
<td>$700,000</td>
</tr>
<tr>
<td>Mount Carmel Health System</td>
<td></td>
</tr>
<tr>
<td>Nationwide Children’s Hospital</td>
<td></td>
</tr>
<tr>
<td>OhioHealth</td>
<td></td>
</tr>
<tr>
<td>The Ohio State University Wexner Medical Center</td>
<td></td>
</tr>
<tr>
<td>United Health Foundation</td>
<td>$550,000</td>
</tr>
<tr>
<td>Central Benefits Foundation</td>
<td>$158,000</td>
</tr>
<tr>
<td>Individual and Corporate Contributions</td>
<td>$202,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,434,000</strong></td>
</tr>
</tbody>
</table>

### 2017 Private Sector Support

- United Health Foundation
- Central Benefits Health Foundation
- AEP
- Nationwide Insurance
- Huntington
- L Brands
- Cardinal Health
- Worthington Industries
- Thirty-One Gifts
- AT&T
- Individual gifts
Example: City Investment Alignment Report

- City of Columbus, Franklin County, business and community leaders asked to **align strategies and target supportive resources across sectors**
  - Collectively identify gaps in services and investment
  - Identify opportunities for partnership and collaboration

- **Published** goal(s)/commitments related to infant mortality reduction in priority neighborhoods
Investing in what works

- Addressing Disparities in High Risk Neighborhoods
- Improving Women’s Health Before Pregnancy
- Improving Reproductive Health Planning
- Increasing Prenatal Care for High Risk Families
- Ensuring the Highest Standards of Perinatal Care
- Reducing Maternal and Household Smoking
- Promoting Safe Sleep Practices for Infants
2018 Focus – Key Initiatives

Eliminate Preventable Infant Sleep Related Deaths
• Safe Sleep-Behavior Change
• Safe Sleep Parent Support
• Aggressive Crib distribution & education via ambassador program

Reduce the Number of Premature Births
• Home Visiting Improvement and Expansion
• Smoking Cessation Expansion
• Teen Life Plan Dissemination and Training

Connect the Disconnected
• Community Connector (CHW) Sustainability for 2018-2020

Social Determinants of Health – PDSAs
• Housing – Healthy Beginning at Home/Care Homes expansion
• Transportation – SMRT City PDSA in Linden
• Education – Linden HS graduation rate; Reproductive health curriculum

Share Useful Data - Broadly
• CelebrateOne quarterly reports and newsletters
Leveraging Partnerships for Progress

Increase number of women of childbearing age connected to health and social supports
CelebrateOne Role: Lead

Decrease prenatal care appointment no-show rates
CelebrateOne Role: Partner

Decrease number of days in emergency shelter for homeless pregnant women (50)
CelebrateOne Role: Lead

Decrease unintended pregnancies among middle and high school age girls
CelebrateOne Role: Lead
GOAL: Increase number of women of childbearing age connected to health and social supports

- Three years (2016-2018)
- 72 community residents (24 residents each year) from 8 neighborhoods
- 22 community-based agencies
- CHW certification from Ohio State University College of Nursing
- Supported by United Health Foundation
- Validation of lived experience provides insight
GOAL: Decrease prenatal care appointment no-show rates

- USDOT and Columbus Partnership, Vulcan
- Metrics for Success – TBD
- An intuitive experience
- A reliable ride
- An effective system
- Design Details
  - Common Payment System
  - Integration with doctors’ offices
  - Car Seat Availability
  - Address confirmation
- Opportunity for Scalability
Leveraging Partnerships: Housing

**GOAL:** Decrease number of days in emergency shelter for homeless pregnant women (50)

- Partnership between Landlords, Managed Care Plan and Medical personnel, Dept. of Development
- Person-centered assessment with connections to community based services
- Assessment and resolution of housing related barriers; Housing selection and move-in support
- Tenant orientation with pathway to tenant rights and financial capability
- Regular home visits (one in-person visit per week in month one and up to 18 months
- Coordination with CMHA and landlord to ensure successful tenancy
- Coordination with Community Health Workers, CareSource Care Managers, researchers and other providers
- Exit/transition planning services including support to secure income and employment for continued tenancy after rental subsidy ends
Together, we can achieve transformative change
Questions?
Thank You!
Every Baby Counts on You!

March of Dimes Prematurity Collaborative Policy Workgroup

February 6, 2018
Vision: All of Baltimore’s babies are born healthy and grow and thrive in healthy families.
BHB’s Original High-Impact Areas

- Primary Care in a Medical Home
- Obstetric Care
- Home Visiting
- Nutrition
- Smoking
- Drugs
- Alcohol
- Domestic Violence
- Mental Health
- Safe Sleep
- Breastfeeding
- Family Planning
Multi-Level Intervention Model

**Policy**
- Advocate for effective policies
- Standardize practices and policies

**Services**
- Train doctors, nurses, social workers
- Improve screening and counseling

**Community**
- Outreach pregnant women and families
- Mobilization to increase demand/uptake

**Individual**
- Create education campaigns
- Provide one-on-one services
**BHB Actions**

- **Policy:** Improvement of policies and systems
- **Services:** Provider outreach and training
- **Community:** Community mobilization for health
- **Individual:** Mass media and health education

**Short-Term Outcomes**

- Enhanced quality
- Improved screening
- Increased coordination
- Increased exposure to standardized messages

**Intermediate Outcomes**

- Increased use of best practice
- Improved referral systems

**Long-Term Outcomes**

- Increased use of quality high impact services
- Improved health and health behavior
- Improved child, family and life course outcomes

**Original Supply-Demand Model**

Every baby counts on you
Centralized intake system for all pregnant women built from Medicaid-mandated Prenatal Risk Assessment with PRA advocacy and enforcement with state

Hospital safe sleep education mayoral proclamation

Long-acting reversible contraception actions for Federally Qualified Health Centers and hospitals with state

Transition policies (e.g., home visiting to Head Start)

Advocacy for Medicaid reimbursement for home visiting
Yearlong process of stakeholder and community engagement with refreshed strategy released in April 2018

- Renewed commitment to addressing social determinants of health and eliminating racial disparities
  - Expanded policy advocacy and community organizing to in infant mortality and its drivers
  - Systematic linkage to resources, especially income supports and formal and informal social supports intended to mitigate the impact of racism
  - Accountability to community residents
Advocacy & Organizing Model

BHB Actions

Policy: Advocacy for equitable policies
Community: Organization to build power
Services: Culture of client advocacy
Individual: Education and referral to supports

Organize & Advocate

Maximize Resources

Short-Term Outcomes

Strengthened cross-sector partnerships
Increased awareness
Increased social capital
Improved income and material circumstances

Intermediate Outcomes

Increased collective action
Increased political will
Increased family stability and resilience

Long-Term Outcomes

More equitable health, economic and social policies
Improved community conditions
Improved child, family and life course outcomes
Starting with partnerships to build capacity and expertise

Housing advocacy to address sleep-related infant death

- Need to go beyond crib distribution to address social determinants
- Healthy Start partnership, seeking funds for medical-legal partnership

Joining broader advocacy efforts in Maryland (Maryland Family Network and Advocates for Children and Youth) to improve income and material supports

- Earned Income Tax Credit expansion
- Child care subsidy rates

Continued policy advocacy in high impact areas and funding
BHB Place-Based Initiatives

Upton/Druid Heights Neighborhood Action Team (NAT)

Patterson Park North and East Neighborhood Action Team (NAT)
Demand generation through outreach, blanketing community with messaging, group-based programs (Moms Clubs, Circle of Security)

Community collaboratives coordinate services

Community conversations and action project leading to increased social capital and capacity to organize for policy change among residents

Zero infant mortality in Upton/Druid Heights for 3 years—previously only in wealthy communities
Accountability to Community

- Hiring from within the community
  - Community health workers, Moms Clubs, B’more Fit, Youth Advisory Council, lactation counselors, doulas

- Community Advisory Board
  - Accountability metrics in development
  - Budgetary oversight
  - Subcontractor decisions
  - Hiring decisions
How Well Are We Doing?

Baltimore City, 8.4

Baltimore City Black, 9.7

Baltimore City White, 5.4

Maryland, 6.7
Sleep-Related Infant Deaths Drop

2009: 27

2016: 7
Thank You!

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410-396-1562
Next Steps