

## SUMMARY STATEMENT

Oklahoma has made improvements in infant mortality, prematurity, and related areas in the last several years. Infant mortality has decreased from 8.6 deaths per 1000 live births in 2007 to 7.1 in 2018. Additionally, in collaboration with March of Dimes, non-medically indicated early elective deliveries were reduced by 96% from 6.1% in 2011 to .02% in 2014 through the Preparing for a Lifetime Every Week Counts initiative. Additionally, the rate was reduced in half from 2014 to 2017 (from 4% to 2% CMS PC-01 rate) under the Every Week Still Counts program initiative designed to hold the gains made.

## ACTIVITIES AND RESULTS

The Preparing for a Lifetime: It's Everyone's Responsibility (PFL) Every Week Counts (EWC) initiative contributed to a 96% decrease from 2011 to 2014 in the number of non-medically necessary scheduled deliveries (also known as early elective deliveries or EEDs). This was significant as Oklahoma went from having eight early elective deliveries per day to averaging only one EED every 3.5 days!

Major components of this initiative included:

- Creating the EWC collaborative team among birthing hospitals and establishing a voluntary "hard stop" policy on early elective deliveries;
- Educating patients on the risks of preterm and early-term births using materials from March of Dimes; and
- Initiating public service announcements to raise public awareness of the risks of birth prior to 39 weeks.

About 95% of the state's birthing hospitals (52) participated in the PFL Every Week Counts initiative, and this engagement was critical to the initiative's success. Timely data and reporting from hospital partners was essential because it allowed the EWC initiative to provide quarterly reports on hospitals' progress and compare outcomes among hospitals. The collective effort of these partners produced a statewide quality improvement initiative that decreased early elective deliveries in the state of Oklahoma considerably.

To maintain the gains made through this highly successful initiative, the Every Week Still Counts campaign was implemented to monitor the continued progress on this initiative under a new measure that hospitals have been required to submit data on early elective deliveries through CMS utilizing the Joint Commission's National Quality Core Measure in Perinatal Care, Elective Delivery (PC-01). This measure indicates that Oklahoma continues to decline EEDs by approximately 50% from 2014 to 2017.

The state PFL Every Week Counts and Every Week Still Counts initiatives demonstrate that through shared vision and collaboration amongst state leaders, community partners and committed champions--a positive impact in the lives of Oklahoma's mothers, babies, and families can be made.