



**March of Dimes  
Health Equity Partners**

**Request for Applications**

**APPLICATION DEADLINE:  
Tuesday November 17, 2020**

## I. MARCH OF DIMES HEALTH EQUITY PARTNERS

March of Dimes leads the fight for the health of all moms and babies. Our nation is in the midst of a maternal and infant health crisis, which is particularly devastating for underserved families of color. Deeply entrenched, structural racism is directly and negatively impacting the health of moms and babies of color. Data show that the U.S. remains among the most dangerous developed nations in the world for childbirth.<sup>1</sup> Over 700 women die each year from pregnancy-related causes, and the CDC reports that 60 percent are preventable.<sup>2</sup> It is even more dangerous for communities of color:

- Black women are 3 times more likely than White women to die from pregnancy-related causes nationwide.<sup>3</sup>
- Black babies are more than twice as likely as White babies to die before their first birthdays.<sup>4</sup>
- Women of color are up to 50 percent more likely to give birth prematurely.<sup>5</sup>

March of Dimes offers a number of programs that seek to promote health equity for moms and babies. March of Dimes recognizes that implicit bias and stigma experienced by patients are potential contributors to the disparities in maternal and infant health outcomes. This year, March of Dimes launched an implicit bias training for health care providers with the goal of uncovering institutionalized racism in the health care system and training health care workers not to perpetuate the cycles of discrimination.

March of Dimes is the recipient of a grant from Anthem Foundation (branded locally by market). Through this grant, March of Dimes is able to select a limited number of clinical sites to participate in the Health Equity Partnership Program. With the generous support of Anthem Foundation, March of Dimes is pleased to offer each participating site:

- *Breaking Through Bias in Maternity Care* Implicit Bias Training
- A selected Training Institute topic of your choice
- PPE kits to distribute to pregnant individuals and new parents

## II. TIMELINE

Please refer to the dates below for the project timeline.

**Applications due:** Tuesday, November 17 by 5:00 PM EST  
Successful applicants will be notified by email by early December

## III. ELIGIBILITY

To be considered eligible as a Health Equity Partner site, the applicant must provide prenatal care services and/or birthing services in one of the following states: California (Los Angeles, Fresno, Santa Clara), Colorado, Maryland, New Jersey, Nevada or Washington, D.C.

## IV. HEALTH EQUITY PARTNER BENEFITS

***Breaking Through Bias in Maternity Care Implicit Bias Training.*** Partner sites will receive six months access to 50 learner seats for this online e-learning training module for (CNE, CME units available). This course provides health care professionals with important insights to recognize and remedy implicit bias in maternity care settings. It provides authentic and compelling content for health care providers caring for women before, during and after pregnancy. *Please note all sites must complete a terms of service agreement for this training.* The curriculum includes 4 key lessons:

- Overview of implicit bias
- Historical overview of structural racism in the U.S.
- Strategies to mitigate racial bias in maternity care
- Building a culture of equity

**Training Institute.** Access to one online training module for 3 months for unlimited users (CNE eligible). Available Topics include:

- C4C Caring for the Caregiver: Real Support for the Healthcare Provider
- CMC Child with Medical Complexities: Designing a Better Pathway from Hospital to Home
- CSM Social Media from the Lens of a Multigenerational Workforce
- CCR Creating a Culture of Respect
- EPT Easing Parent Trauma in the NICU: Trauma-Informed Care for the NICU Nurse
- ELN Experiencing Loss in the NICU: Supporting Parents and Staff through Difficult Times
- OPI Neonatal Abstinence Syndrome: Models of Care which Support the Baby and Family
- OVH Overheard: What We Say, What We Mean and What Families Hear
- PPS Partnering with Parents to Improve Safety in the NICU
- PXE Improving the Patient Experience in the NICU by Enhancing Parent Education
- S2S Skin to Skin Holding: The Journey towards Best Practice
- SSN Shorter Stays in the NICU: Impact and Implications for Care

## V. SITE REQUIREMENTS

Upon notification of selection as a health equity partner, participating sites must sign and return the Terms of Service User Agreement. Applicants should review the [review the agreement](#) prior to submitting an application.

## VI. APPLICATION INSTRUCTIONS

In order to be considered as a Health Equity Partner, applicants must complete and submit the Health Equity Partner Information Form. Limited spots are available.

[Health Equity Partner Information Form](#)

**Email your application form to [btatum@marchofdimes.org](mailto:btatum@marchofdimes.org) with a copy to [eriggs@marchofdimes.org](mailto:eriggs@marchofdimes.org) by 5:00 PM EST, November 17, 2020.**

**Questions?** Please contact [eriggs@marchofdimes.org](mailto:eriggs@marchofdimes.org)

**Health Equity Partnership Form  
In Collaboration with  
Anthem Foundation**

**ORGANIZATION INFORMATION**

Organization Name:

Address:

Contact Person:

Email:

Phone:

**PATIENT DEMOGRAPHICS**

	Total Number in 2019
OB Patients	
OB Patients who initiate care in 1 <sup>st</sup> trimester	
Births (all types)	
Cesarean sections	
Preterm births	
Low- birthweight births	

	Percent
Percent of OB patients > 35 years old	
Percent of OB patients <18 years old	
Percent of women classified as high-risk pregnancy	
Private Insurance	
Medicaid	
Self-pay/Uninsured	
African American/Black	
American Indian/Alaska Native	
Asian	
Caucasian	
Hispanic/Latina	
Multiracial	
Native Hawaiian/Other Pacific Islander	
Other Race/Ethnicity	

What are the specific health risk factors in this community?

**NUMBER OF STAFF IN OB DEPARTMENT**

	# of staff		# of staff
Physicians		Medical assistants	
Certified nurse-midwives		Health educators	
Nurse practitioners		Social workers	
Physician assistants		Dieticians	
Residents		Other (list here)	
Nurses		Other (list here)	

What training institute online course would you like to receive? 3 Letter Code \_\_\_\_\_

- C4C Caring for the Caregiver: Real Support for the Healthcare Provider
- CMC Child with Medical Complexities: Designing a Better Pathway from Hospital to Home
- CSM Social Media from the Lens of a Multigenerational Workforce
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- EPT Easing Parent Trauma in the NICU: Trauma-Informed Care for the NICU Nurse
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## MARCH OF DIMES NICU TRAINING INSTITUTE

March of Dimes Foundation is an accredited provider of nurse education through the American Nurse Credentialing Center and Patient Experience Continuing Education Credits (PXEs) through the Patient Experience Institute. Participants who complete each NICU Training Institute course may earn 1.25 continuing nurse education (CNE) and 1.5 patient experience (PXE) credits.

	Training Institute Course List
<a href="#">C4C</a>	<p><b><u>Caring for the Caregiver: Real Support for the Healthcare Provider</u></b></p> <p>This session highlights the challenges healthcare providers encounter while supporting families in distress and helps participants identify ways to maintain a healthy, professional quality of life. Learning Objectives:          Identify barriers to developing a healthy, professional quality of life in the NICU          Describe individual/institutional responsibility for maintaining a healthy, professional quality of life in the NICU          Identify symptoms of professional burnout and fatigue          Explore wellness strategies to combat burnout and fatigue          This session highlights the challenges healthcare providers encounter while supporting families in distress and helps participants identify ways to maintain a healthy, professional quality of life.</p>
<a href="#">CMC</a>	<p><b><u>Child with Medical Complexities: Designing a Better Pathway from Hospital to Home</u></b></p> <p>This session explores challenges faced by families during their complex NICU stay and as they begin to transition to home with an equipment-dependent infant. This session shares best practice strategies focused on discharge education, teaching tools, community resource guides and at-home support. Learning Objectives:          Describe the parent’s perspective in the transition to home process with a child who has medical complexities          Describe educational and information tools which staff can use to prepare families transitioning to home</p>
<a href="#">CSM</a>	<p><b><u>Social Media from the Lens of a Multigenerational Workforce</u></b></p> <p>This session explores the needs and differences of a multigenerational staff and examines how to communicate appropriately through social media. Learning Objectives:          Describe characteristics of Baby Boomers, Gen Y, Gen X, and Gen Z and how these characteristics influence communication styles and preferences.          Identify professional standards for communicating on social media          Discuss opportunities that social media can provide for families of NICU babies</p>
<a href="#">CCR</a>	<p><b><u>Creating a Culture of Respect in the NICU</u></b></p> <p>This session identifies diversity in the workplace and explores inherent biases within all of us; examining how bias influences the workplace environment. The session focuses on improving our cultural competencies in order to provide a non-judgmental and supportive culture in the unit. Learning Objectives:          Describe the increasing diversity in the United States          Define explicit and implicit bias, and describe their impact on neonatal outcomes          Explore strategies to create a respectful NICU environment</p>
<a href="#">EPT</a>	<p><b><u>Easing Parent Trauma in the NICU: Trauma-Informed Care for the NICU Nurse</u></b></p> <p>This session addresses the critical ways frontline staff can engage families in the NICU, to provide support to families showing signs of perinatal mood and anxiety disorders or post-traumatic stress syndrome. This session will focus on understanding the effects of chronic stress, including oppression and racism, and will provide strategies to support families during their NICU stay and as they transition to home. Learning Objectives:          Identify pre-existing stress factors for NICU parents          Describe the physiologic effects of chronic stress          Identify how stress, anxiety and depression interfere with parent-infant interactions          Discuss strategies to support a family in crisis during and beyond their NICU stay</p>
<a href="#">ELN</a>	<p><b><u>Experiencing Loss in the NICU: Supporting Parents and Staff Through Difficult Times</u></b></p> <p>This session provides an in depth look at infant loss in the NICU, and includes videos of parents, sharing their stories and memories of their bereavement experiences in the NICU. This session highlights specific strategies for NICU staff self-care and resiliency. Learning Objectives:          Describe common characteristics of grief exhibited by parents and families in the NICU          Describe ways NICU staff can provide care and support to parents during a loss          Identify strategies to implement self-care for the NICU staff after a neonatal death.</p>

<a href="#">OPI</a>	<p><b><u>Neonatal Abstinence Syndrome: Addressing Models of Care which Support the Baby and Family</u></b></p> <p>This session provides an in depth look at various approaches to caring for families and babies exposed to opioids, and the ways in which staff can promote good outcomes beyond the NICU stay. This session will highlight a number of hospitals across the United States with exceptional programming and outcomes for their patients with NAS, and provide information on how to replicate those strategies into your own NICU. Learning objectives:</p> <ul style="list-style-type: none"> <li>Explore new models of care for infants suffering from Neonatal Abstinence Syndrome</li> <li>Compare and contrast these new approaches with the traditional care provided to these infants</li> <li>Identify strategies for supporting the opioid exposed mother and baby during the hospital experience and beyond</li> <li>Repudiate common myths with facts about opioid addiction and recovery</li> <li>Discuss incorporating new approaches into your own practice, unit and institution</li> </ul>
<a href="#">OVH</a>	<p><b><u>Overheard: What We Say, What We Mean and What Families Hear</u></b></p> <p>This session invites participants to analyze statements in the NICU with respect to intent, impact and overall effectiveness for communication. This session explores the many various forms of communication, including body language, unit and navigational signage, printed materials, and the spoken word. Learning Objectives:</p> <ul style="list-style-type: none"> <li>Explain the difference between intent and impact in verbal and non-verbal communications with NICU families.</li> <li>Identify supportive, alternative word choices to common statements said in the NICU.</li> <li>Describe principles for communicating effectively with NICU families.</li> </ul>
<a href="#">PPS</a>	<p><b><u>Partnering with Parents to Improve Safety in the NICU</u></b></p> <p>This session begins with a film about a baby who acquired a central line infection in the NICU, and documents the family’s goal of eliminating this adverse outcome. This session focuses on the importance of infection control measures and examines how families can be powerful partners in change. Learning Objectives:</p> <ul style="list-style-type: none"> <li>Explain the critical importance of handwashing in the NICU</li> <li>Identify three ways to engage parents as full partners in NICU safety</li> <li>Describe how a collaborative work environment can impact patient safety in the NICU</li> </ul>
<a href="#">PXE</a>	<p><b><u>Improving the Patient Experience in the NICU by Enhancing Parent Education</u></b></p> <p>This session addresses the vital importance of how we communicate and educate NICU parents in a meaningful way, while making a lasting, positive impression of their NICU experience. This session will highlight specific educational tools and tips that you can incorporate into your own practice. Learning Objectives:</p> <ul style="list-style-type: none"> <li>Discuss how parent education relates to patient experience</li> <li>Integrate effective adult education techniques into work with families</li> <li>Identify solutions to common barriers to learning</li> </ul>
<a href="#">S2S</a>	<p><b><u>Skin to Skin Holding: The Journey toward Best Practice</u></b></p> <p>This session provides a comprehensive look at the current literature, including evidence-based benefits to both baby and parent, and long-term effects of the practice. This session is a valuable starter course for a new nurse, as well as a good refresher course for the experienced NICU nurse. Learning Objectives:</p> <ul style="list-style-type: none"> <li>Discuss the benefits of skin to skin care for newborns, their parents and the NICU staff</li> <li>Articulate strategies to promote skin to skin holding to families and to your peers in the NICU</li> </ul>
<a href="#">SSN</a>	<p><b><u>Shorter Stays in the NICU: Impact and Implications for Care</u></b></p> <p>This session provides insight into the emotional experience of the shorter-stay family, and includes surprising data on the average length of a NICU stay. This session offers guidance on how to best support shorter-stay families as they prepare to take care of their child at home. Learning Objectives:</p> <ul style="list-style-type: none"> <li>Identify common diagnoses associated with shorter-stay infants.</li> <li>Describe three common perceptions / experiences reported by families of shorter stay families in the NICU.</li> <li>Discuss at least three strategies to support shorter stay families.</li> </ul>