

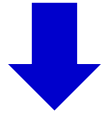
ABCs for Healthy Families: A Social Marketing Campaign for the Integration of the Life-Course Perspective



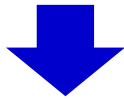
Reducing Health
Disparities in
Birth Outcomes

ABCs for Healthy Families

- Funded by: HRSA (the federal government)



- Administered by: Wisconsin Department of Health Services (state government)



- Implemented by: New Concept Self Development Center, Inc. and Jump at the Sun Consultants, LLC in partnership with the **CAB**, **TAG** and the **community at large**

Definition



Health disparities refers to gaps in the quality of **health** and **health care** across **racial, ethnic** and **socioeconomic** groups.

Definition



Infant mortality

Defined as the death of a baby before it reaches his/her **first birthday**

Definition



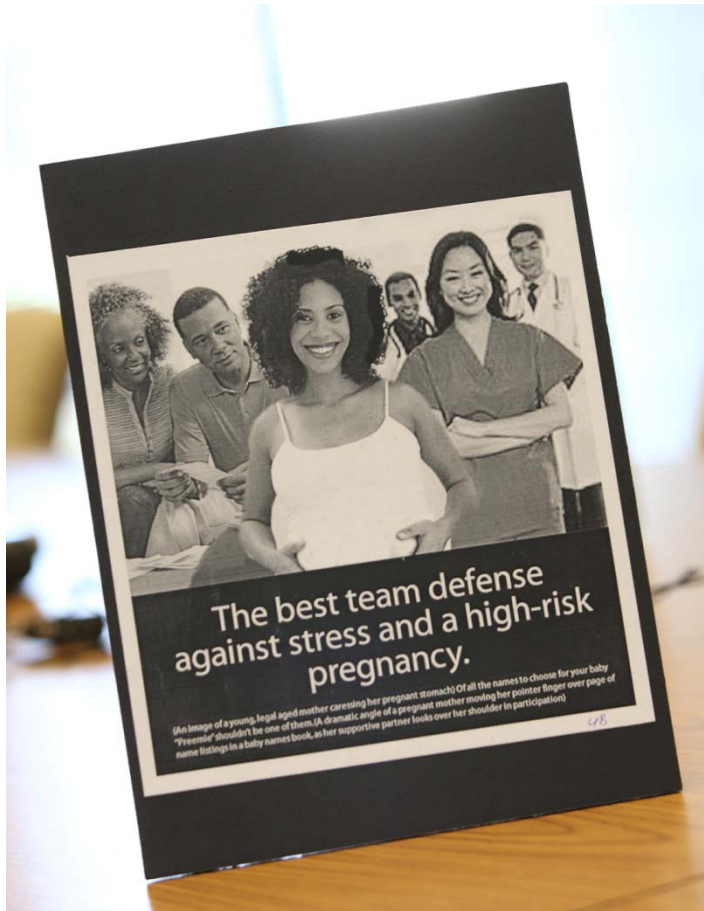
Life-Course Perspective

is based on the understanding that biological, psychological, behavioral and environmental **protective** and **risk factors** impact birth outcomes.

Definition

Social Marketing

involves the application of the principles of commercial marketing to market an **intangible** product (often a change in behavior or attitudes) to produce social change.



Costs

Human costs:

- Human capital and opportunity costs
- Loss to the family, community, and mankind

Financial costs:

- In 2005, the average Medicaid hospital charges for a normal weight baby during the first year of life were **\$3,514**.
- In the same year, average Medicaid hospital charges during the first year of life for a very low birthweight baby (less than 3.3 pounds) were **\$137,382**.

Source: Linked Birth Events File, Bureau of Health Information and Policy

Infant Mortality Rates, by country, 2007

Rank	Country	IMR
1	Singapore	2.30
2	Sweden	2.76
3	Japan	2.80
4	Hong Kong	2.94
5	Macau	3.25
6	Iceland	3.27
7	France	3.38
8	Finland	3.52
9	Norway	3.64
10	Malta	3.82

26	New Zealand	5.06
27	Canada	5.13
28	Ireland	5.22
	Wisconsin White	5.27
29	Greece	5.34
30	Taiwan	5.54
31	Italy	5.72
32	Cuba	6.04
33	United States	6.42
34	Croatia	6.60
35	Belarus	6.63

Rank	Country	IMR
50	Macedonia	9.53
51	Bosnia/Herzegovina	9.58
52	Montenegro	10.61
53	Russia	11.06
54	Uruguay	12.02
55	Argentina	12.13
56	Fiji	12.19
57	Saudi Arabia	12.33
58	Mauritius	12.93
59	Brunei	13.12
60	Barbados	13.20
61	Qatar	13.30
62	United Arab Emirates	13.52
63	Moldova	13.88
64	Panama	14.19
65	Botswana	14.30
	Wisconsin Black	15.60
66	Jamaica	15.86
67	Jordan	16.16
68	Bahrain	16.18
69	Malaysia	16.92
70	West Bank	17.10

African American Infant Mortality Rates, reporting states and DC, 2003-2005

U.S. African American IMR: 13.61 per 1,000 live births

Rank	State	AA IMR
1	Oregon	8.58
2	Minnesota	8.86
3	Washington	8.96
4	Massachusetts	10.02
5	Rhode Island	10.80
6	Kentucky	10.92
7	Iowa	10.97
8	Arizona	11.22
9	California	11.40
10	New York	11.77
11	New Jersey	11.88
12	West Virginia	12.03
13	Nevada	12.23
14	Texas	12.41
15	Connecticut	12.68

Rank	State	AA IMR
16	Florida	12.92
17	Oklahoma	12.96
18	Georgia	13.27
19	Pennsylvania	13.55
20	Arkansas	13.58
21	Alabama	13.65
22	Maryland	13.66
23	Virginia	13.72
24	Missouri	13.85
25	Louisiana	13.94
26	Nebraska	14.01
27	South Carolina	14.22
28	Kansas	14.33
29	Indiana	15.11
30	Illinois	15.27

Rank	State	AA IMR
31	Hawaii	15.48
32	Mississippi	15.56
32	Ohio	15.56
34	North Carolina	15.77
35	Colorado	16.26
36	Tennessee	16.29
37	Michigan	16.38
38	Wisconsin	16.42
39	Delaware	16.80
40	District of Columbia	17.20

In an Average Week in Wisconsin:

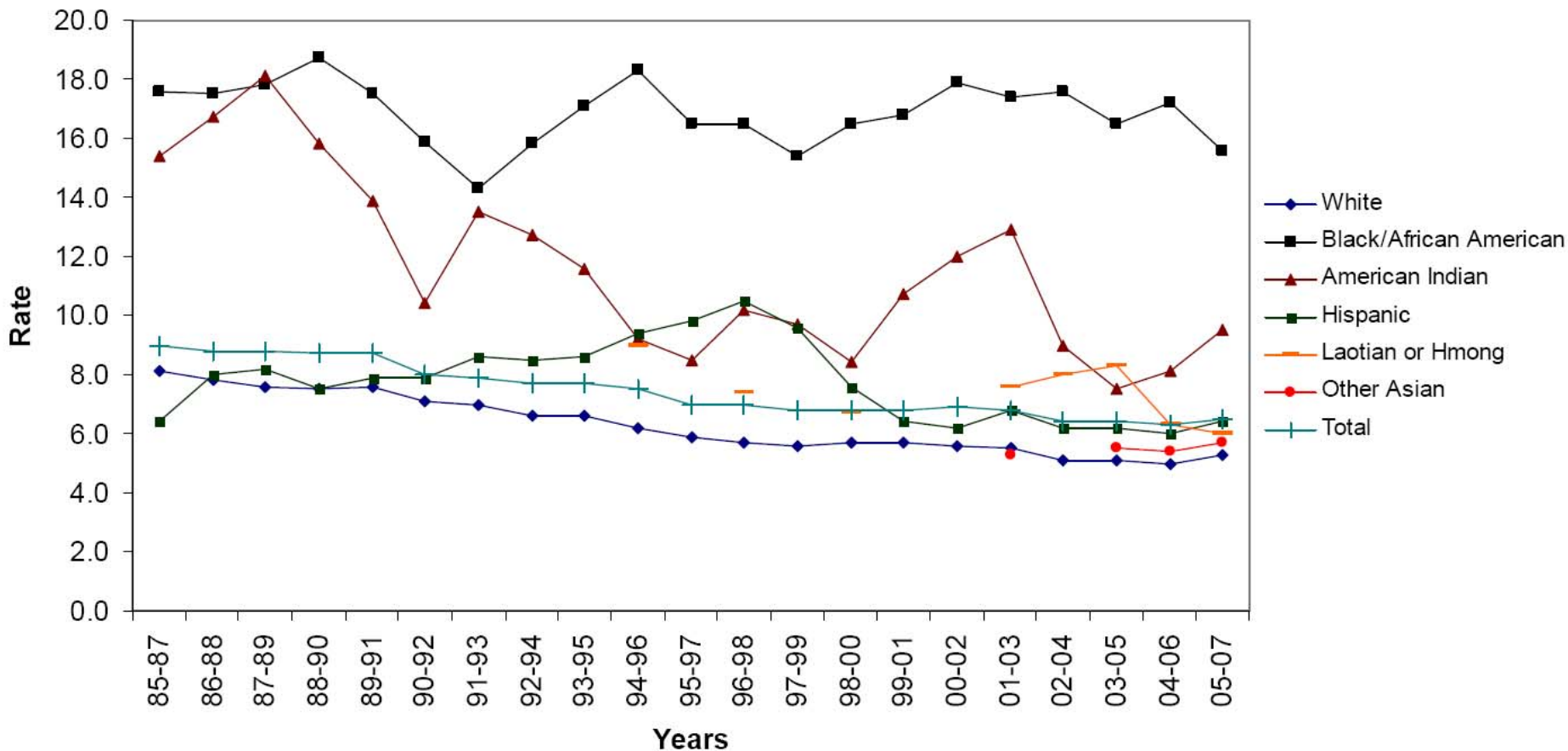
- **1,399** babies are born
- **155** babies are born preterm
- **98** babies are born low birth weight
- **9** babies die before reaching their first birthday

2007 Data, WISH

Wisconsin's Leading Causes of Infant Mortality, 2005-2007

Cause of Death	All race/ ethnicity	African American	White
Congenital Malformations/ Birth Defects	21.0%	8.6%	23.3%
Perinatal: Disorders related to Preterm Birth and LBW	19.6%	27.2%	17.9%
SIDS (Sudden Infant Death Syndrome)	8.4%	13.1%	7.4%
Accidents (Unintentional injuries)	6.4%	5.2%	6.3%
Perinatal: Maternal Complications of Pregnancy	5.4%	8.6%	4.7%
Perinatal: Newborn Complications of Placenta/Cord/Membranes	4.2%	3.7%	4.0%

Wisconsin Infant Mortality Rates by Race/Ethnicity, 1985-2007 (3-Year Rolling Averages)

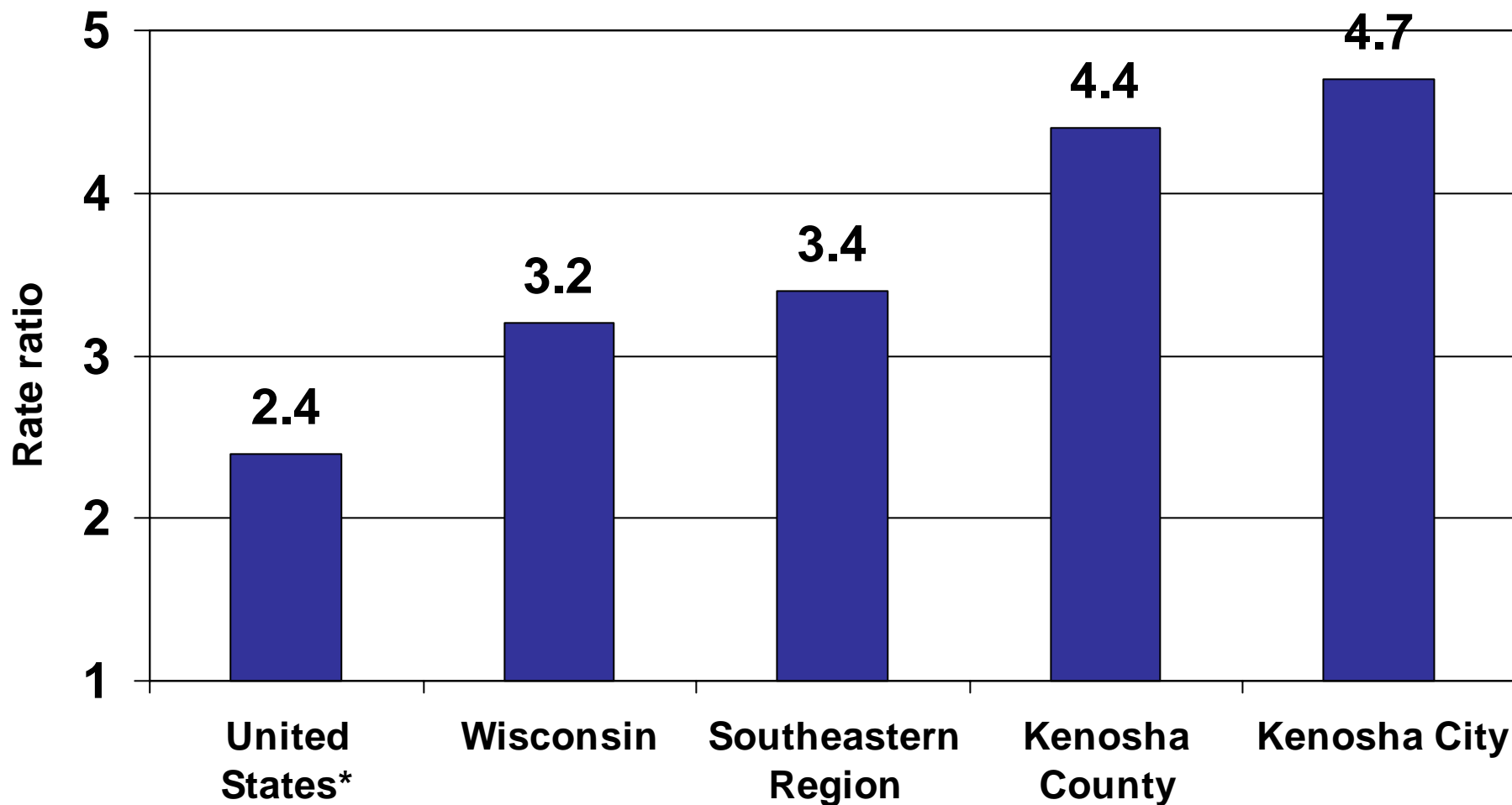


3-Year Infant Mortality Rates

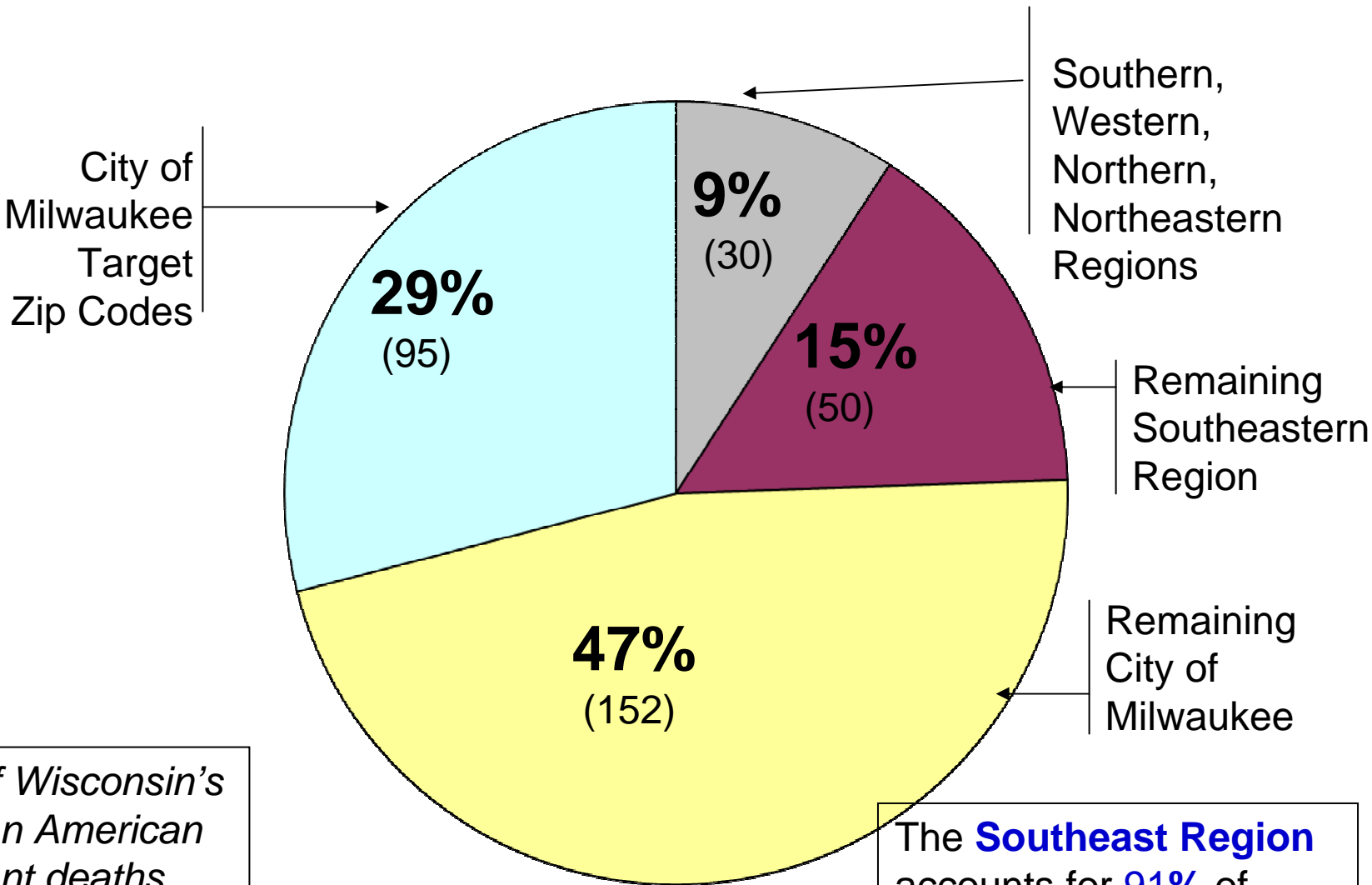
1985-2007, Wisconsin
(number of infant deaths per 1000 live births)

Infant Mortality	1985-87	2005-07
African American	17.6	15.6
American Indian	15.4	9.5
Hispanic	6.4	6.4
White	8.1	5.3
TOTAL	9.0	6.5

IMR disparities between African Americans and Whites, 2003-2007



Geographical Contribution of African American Infant Deaths, 2005-2007



76% of Wisconsin's African American infant deaths occurred in the City of **Milwaukee** from 2005-2007

The **Southeast Region** accounts for **91%** of African American infant deaths.

(Wisconsin Total N=327)

Infant Mortality Rates, 2003-2007

State/County City	White	Black	Hispanic	B/W Ratio
Dane	3.6	5.3	5.5	1.5
Madison	3.1	6.4	5.6	2.1
Kenosha	3.8	16.8	3.7	4.4
Kenosha City	3.5	16.4	4.0	4.7
Milwaukee	5.8	16.5	6.6	2.8
Milwaukee City	6.6	16.4	6.5	2.5
Racine	6.6	23.4	10.7	3.5
Racine City	6.2	22.5	9.9	3.6
Rock	5.0	19.5	X	3.9
Beloit	6.9	18.7	X	2.7
Wisconsin	5.1	16.2	6.3	3.2

Note: 'X' denotes fewer than 5 events and is not reported.

Infant Mortality Rates, by country, 2007

Rank	Country	IMR
1	Singapore	2.30
2	Sweden	2.76
3	Japan	2.80
4	Hong Kong	2.94
5	Macau	3.25
6	Iceland	3.27
7	France	3.38
8	Finland	3.52
9	Norway	3.64
10	Malta	3.82
<hr/>		
26	New Zealand	3.5
27	Canada	5.13
28	Ireland	5.22
	Wisconsin White	5.27
29	Greece	5.34
30	Taiwan	5.54
31	Italy	5.72
32	Cuba	6.04
33	United States	6.42
34	Croatia	6.60
35	Belarus	6.63

Kenosha White 3.5

Rank	Country	IMR
50	Macedonia	9.53
51	Bosnia/Herzegovina	9.58
52	Montenegro	10.61
53	Russia	11.06
54	Uruguay	12.02
55	Argentina	12.13
56	Fiji	12.19
57	Saudi Arabia	12.33
58	Mauritius	12.93
59	Brunei	13.12
60	Barbados	13.20
61	Qatar	16.4
62	United Arab Emirates	13.88
63	Moldova	13.88
64	Panama	14.19
65	Botswana	14.30
	Wisconsin Black	15.60
66	Jamaica	15.86
67	Jordan	16.16
68	Bahrain	16.18
69	Malaysia	16.92
70	West Bank	17.10

Kenosha Black 16.4

Infant Mortality Rates, by country, 2007

Rank	Country	IMR
1	Singapore	2.30
2	Sweden	2.76
3	Japan	2.80
4	Hong Kong	2.94
5	Macau	3.25
6	Iceland	3.27
7	France	3.38
8	Finland	3.52
9	Norway	3.64
10	Malta	3.82

26	New Zealand	5.06
27	Canada	5.13
28	Ireland	5.22
	Wisconsin White	5.27
29	Greece	5.34
30	Taiwan	
31	Italy	
32	Cuba	6.04
33	United States	6.42
34	Croatia	6.60
35	Belarus	6.63

Beloit White 6.9

Rank	Country	IMR
50	Macedonia	9.53
51	Bosnia/Herzegovina	9.58
52	Montenegro	10.61
53	Russia	11.06
54	Uruguay	12.02
55	Argentina	12.13
56	Fiji	12.19
57	Saudi Arabia	12.33
58	Mauritius	12.93
59	Brunei	13.12
60	Barbados	13.20
61	Qatar	13.30
62	United Arab Emirates	13.52
63	Moldova	13.88
64	Panama	
65	Botswana	
	Wisconsin Black	15.60
66	Jamaica	15.86
67	Jordan	16.16
68	Bahrain	16.18
69	Malaysia	16.92
70	West Bank	17.10

Beloit Black 18.7

Infant Mortality Rates, by country, 2007

Rank	Country	IMR
1	Singapore	2.30
2	Sweden	2.76
3	Japan	2.80
4	Hong Kong	2.94
5	Macau	3.25
6	Iceland	3.27
7	France	3.38
8	Finland	3.52
9	Norway	3.64
10	Malta	3.82

26	New Zealand	5.22
27	Canada	5.27
28	Ireland	5.22
	Wisconsin White	5.27
29	Greece	5.34
30	Taiwan	5.54
31	Italy	5.72
32	Cuba	6.04
33	United States	6.42
34	Croatia	6.60
35	Belarus	6.63

Milwaukee White 6.6

Rank	Country	IMR
50	Macedonia	9.53
51	Bosnia/Herzegovina	9.58
52	Montenegro	10.61
53	Russia	11.06
54	Uruguay	12.02
55	Argentina	12.13
56	Fiji	12.19
57	Saudi Arabia	12.33
58	Mauritius	12.93
59	Brunei	13.12
60	Barbados	13.20
61	Qatar	13.88
62	United Arab Emirates	14.19
63	Moldova	14.30
64	Panama	14.30
65	Botswana	14.30
	Wisconsin Black	15.60
66	Jamaica	15.86
67	Jordan	16.16
68	Bahrain	16.18
69	Malaysia	16.92
70	West Bank	17.10

Milwaukee Black 16.4

Infant Mortality Rates, by country, 2007

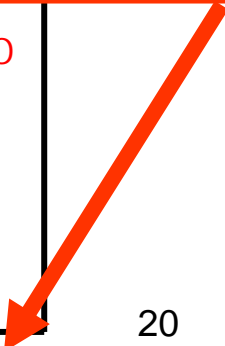
Rank	Country	IMR
1	Singapore	2.30
2	Sweden	2.76
3	Japan	2.80
4	Hong Kong	2.94
5	Macau	3.25
6	Iceland	3.27
7	France	3.38
8	Finland	3.52
9	Norway	3.64
10	Malta	3.82
<hr/>		
26	New Zealand	6.2
27	Canada	5.13
28	Ireland	5.22
	Wisconsin White	5.27
29	Greece	5.34
30	Taiwan	5.54
31	Italy	5.72
32	Cuba	6.04
33	United States	6.42
34	Croatia	6.60
35	Belarus	6.63

Racine White 6.2



Rank	Country	IMR
50	Macedonia	9.53
51	Bosnia/Herzegovina	9.58
52	Montenegro	10.61
53	Russia	11.06
54	Uruguay	12.02
55	Argentina	12.13
56	Fiji	12.19
57	Saudi Arabia	12.33
58	Mauritius	12.93
59	Brunei	13.12
60	Barbados	13.20
61	Qatar	13.30
62	United Arab Emirates	13.52
63	Moldova	13.88
64	Panama	14.50
65	Botswana	14.50
	Wisconsin Black	15.60
66	Jamaica	15.86
67	Jordan	16.16
68	Bahrain	16.18
69	Malaysia	16.92
70	West Bank	17.10

Racine Black 22.5



Infant Mortality Rates, by country, 2007

Rank	Country	IMR	Rank	Country	IMR
1	Singapore	2.30	50	Macedonia	9.53
2	Sweden	2.76	51	Bosnia/Herzegovina	9.58
3	Japan	2.80	52	Montenegro	10.61
4	Hong Kong	2.94	53	Russia	11.06
5	Macau	3.25	54	Uruguay	12.02
6	Iceland	3.27	55	Argentina	12.13
7	France	3.38	56	Fiji	12.19
8	Finland	3.54	57	Saudi Arabia	12.33
9	Norway	3.64	58	Mauritius	12.93
10	Malta	3.82	59	Brunei	13.12
<hr style="border-top: 1px dashed black;"/>					
26	New Zealand	5.06	60	Barbados	13.20
27	Canada	5.13	61	Chad	13.30
28	Ireland	5.22	62	Yemen	13.52
	Wisconsin White	5.27	63	Moldova	13.88
29	Greece	5.34	64	Panama	14.19
30	Taiwan	5.54	65	Botswana	14.30
31	Italy	5.72		Wisconsin Black	15.60
32	Cuba	6.04	66	Jamaica	15.86
33	United States	6.42	67	Jordan	16.16
34	Croatia	6.60	68	Bahrain	16.18
35	Belarus	6.63	69	Malaysia	16.92
			70	West Bank	17.10

Madison White 3.1

Madison Black 6.4

Program Goals:

- Improve conditions that support healthy birth outcomes
- Reduce racial and ethnic health disparities in birth outcomes



Community Advisory Board

- **Purpose:**
 - To provide a forum for community and family members to participate in the planning, implementation, and evaluation of *ABCs for Healthy Families: A Social Marketing Campaign for the Integration of the Life-Course Perspective*.
- **Composition:**
 - Social services agencies
 - Health providers
 - Community advocates
 - Mothers, fathers, students, parents, clergy, etc.



CAB Member Responsibilities

- Participate in monthly meetings of the CAB
- Serve as a Community Ambassador of the *ABCs for Healthy Families* Project --- engage in activities that promote social change through social action
- Provide guidance in designing *ABCs for Healthy Families*
- Help pretest campaign materials
- Provide guidance on strategies to overcome barriers to reach the audience with appropriate messages and media

CAB Member Responsibilities

- Work to ensure that *ABCs for Healthy Families* addresses the elements of the HRSA/MCHB required performance measures on family participation and cultural competence
- Participate in briefings and trainings for providers
- Participate in the evaluation and monitoring of ABCs for Healthy Families

Technical Advisory Group (TAG)

- **Purpose:**
 - To provide expert advice and overall guidance and to *ABCs for Healthy Families: A Social Marketing Campaign for the Integration of the Life-Course Perspective*.
- **Composition:**
 - Experts in maternal and child health related fields
 - Leaders from the health care provider and payer communities
 - Media and communications experts
 - Social service agencies
 - Leaders with expertise in the field representing targeted communities
 - Others as appropriate with a particular needed perspective (including Wingspread participants)
- **Co-Chairs:**
 - Murray Katcher, MD, PhD, Co-Investigator, DHS, State Medical Director
 - Lorraine Lathen, Co-Investigator, Executive Director, Jump at the Sun Consultants, LLC

Timeline

- **Year 1**
 - Research and campaign development
 - Capacity-building and support groups for mothers and fathers
- **Year 2**
 - Implementation of social marketing campaign
 - Program evaluation



Next Steps

CAB Meetings

- **March 24 -- 6:00 – 7:45**
 - MLK Center
 - View “When the Bough Breaks”
 - Discuss, mission, vision, and guiding principles
 - Engage in action-planning



Next Steps

SAC Meeting

April 28 -- 3:00 – 5:30

- Hillside Family Resource Center
- Selected CAB Members report –out on the efforts and work of the CAB

Meeting of the CAB and TAG

April 28 -- 6:00 – 8:00

- Hillside Family Resource Center
- Participate in a joint meeting of the CAB and TAG
- Report out on report –out on the efforts and work of the CAB
- Learn about the Life Course Perspective and the Harlem model



Contact Information

Alanna Brown

Administrative Assistant

414.915-1796

loosendzpa@yahoo.com

JoAnne Pearsall

Field Manager

414.758-6599

jpearsall30@yahoo.com

Lorraine Lathen

Co-Investigator

414.365-5572

lolathen@aol.com