Strides Among State Health Agencies to Improve Birth Outcomes

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Background

- Lag in improvements in birth outcomes
- Increase in IMR in 2002
- Significant ethnic and racial disparities persist
Goals

• Facilitate information sharing
• Build a sample of programs that reflect state diversity
• Gather information on what works
• Inform policymakers and state public health programmatic staff
Action

• ASTHO issued call for promising programs

• 21 states and 1 territory responded

• 32 programs

• Programs organized into compendium.
Funding Sources

- Federal
- State General Funds
- Local Funds
- Tobacco Settlement Funds
- Other Entities
Target Populations

- First time mothers
- Health professionals
- High-risk women
  - Ethnic & Racial Minority Women
  - Women with incomes < 200 % FPL
  - Women with behavioral risks
  - Women with previous poor birth outcome
### Strategies to Improve Birth Outcomes

<table>
<thead>
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<th>Common Strategies</th>
<th>Additional Strategies</th>
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<tr>
<td>• Eliminate Health Disparities*</td>
<td>• Folic Acid Awareness/NTD Prevention</td>
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<td>• Improve Home Visitation</td>
<td>• Smoking Cessation</td>
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<td>• Perinatal Systems of Care</td>
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<td>• Prenatal/ Postpartum Care and Health Education</td>
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<td>• Perinatal HIV Prevention</td>
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<td>• Prematurity Prevention</td>
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Tools and Mechanisms Used

- Task Forces
- Partnerships
- Local Community Engagement
- Education/Information Sharing
South Carolina: SKIING
Supporting Kids & Infants Into the Next Generation

A Faith-based infant mortality initiative sponsored by DHEC, March of Dimes, and AMEC

– Goals: Reduce infant mortality and disparities
– Tools: Vitamins for Brides, Parents-To-Be Baskets, IM and Back to Sleep training for church leadership
– Evaluation: Process evaluation
Florida: Folic Acid Education Materials for Hispanic Women

Education campaign sponsored by FL Dept of Health, March of Dimes, Univ of South Florida

- Goal: reduce risk of NTDs among Hispanic women
- Tools: Photo novella with video, Low-literacy brochure
- Evaluation: Individuals and groups during material development, Pre-/post exposure knowledge tests
Puerto Rico: Healthy Start Project

Home Visitation Program

• Goals: Reduce risk factors for infant mortality, connect women and children to services
• Strategy: Case management/care coordination model, home visiting nurses + community health workers
• Evaluation: Process evaluation to adjust project, outcome - performance measures
Healthy Babies in Wisconsin Initiative

Collaborative of public health professionals, providers, consumers, payors, and community organizations

– Goals: Eliminate disparities in infant mortality and morbidity, assure best outcomes for women and children.

– Strategies: Healthy Babies Summit

– Evaluation: Pre-/Post summit knowledge test
Challenges and Barriers

- Funding
- Workforce issues
- Effective use of data
- Reaching target populations
- Tracking/following-up
- Access
What it Takes to Succeed

• Community involvement
• Partnerships and collaboration
• Data systems
• Needs assessments
• Quality improvement measures
• Evaluation
Next Steps

• Continued collection of information
  – Focused work on major themes

• Continued information sharing
  – Issue briefs, web casts, fact sheets
  – Programmatic staff and policymakers
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Questions?

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