Aligning for Impact: Saving Babies in Cols. OH

April 17 2018

Delaware Healthy Mother and Infant Consortium Annual Summit

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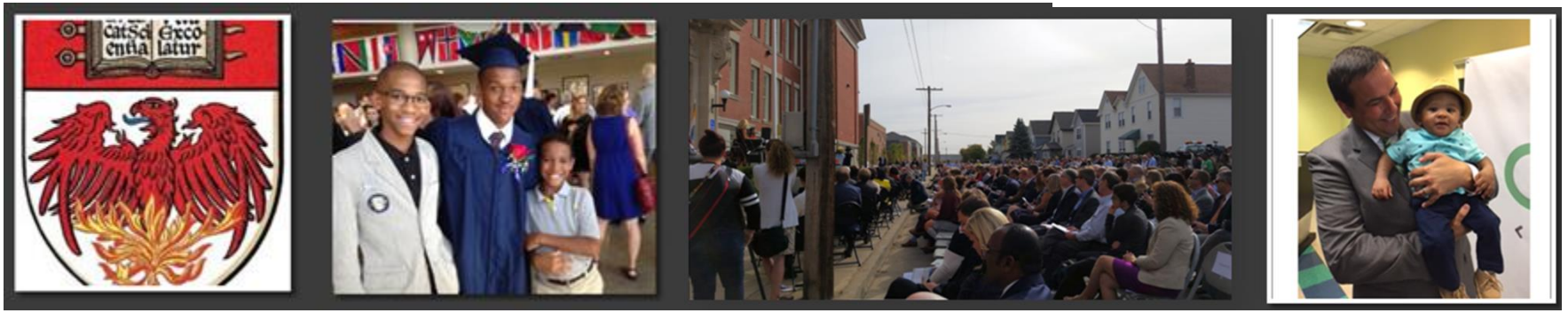


Bio and Background

- January 2015, CelebrateOne Director of Community Strategies

- BA in Social Policy / Political Science
- Candidate for Masters in Public Policy and Administration, Northwestern School of Professional Studies

- 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

Objectives:

- Demonstrate the value of local/state government in aligning a multi-sector collaborative to address social determinants of health
- Illustrate community level strategies that support resident agency and engagement in local interventions

1. Context
2. Leadership and Structure
3. Aligned efforts
4. Success to date – Seeds of Promise

Every baby deserves to celebrate his or her first birthday, regardless of race, address or family income.

CelebrateOne is a place based, collective impact initiative to reduce infant mortality and improve health equity so more babies reach this important milestone.

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

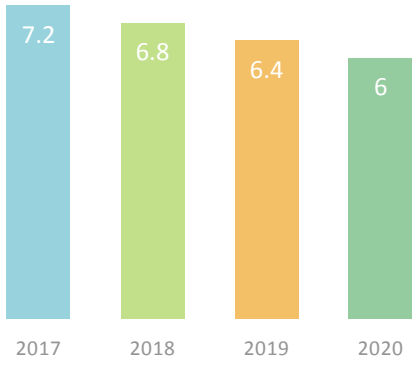
40%

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



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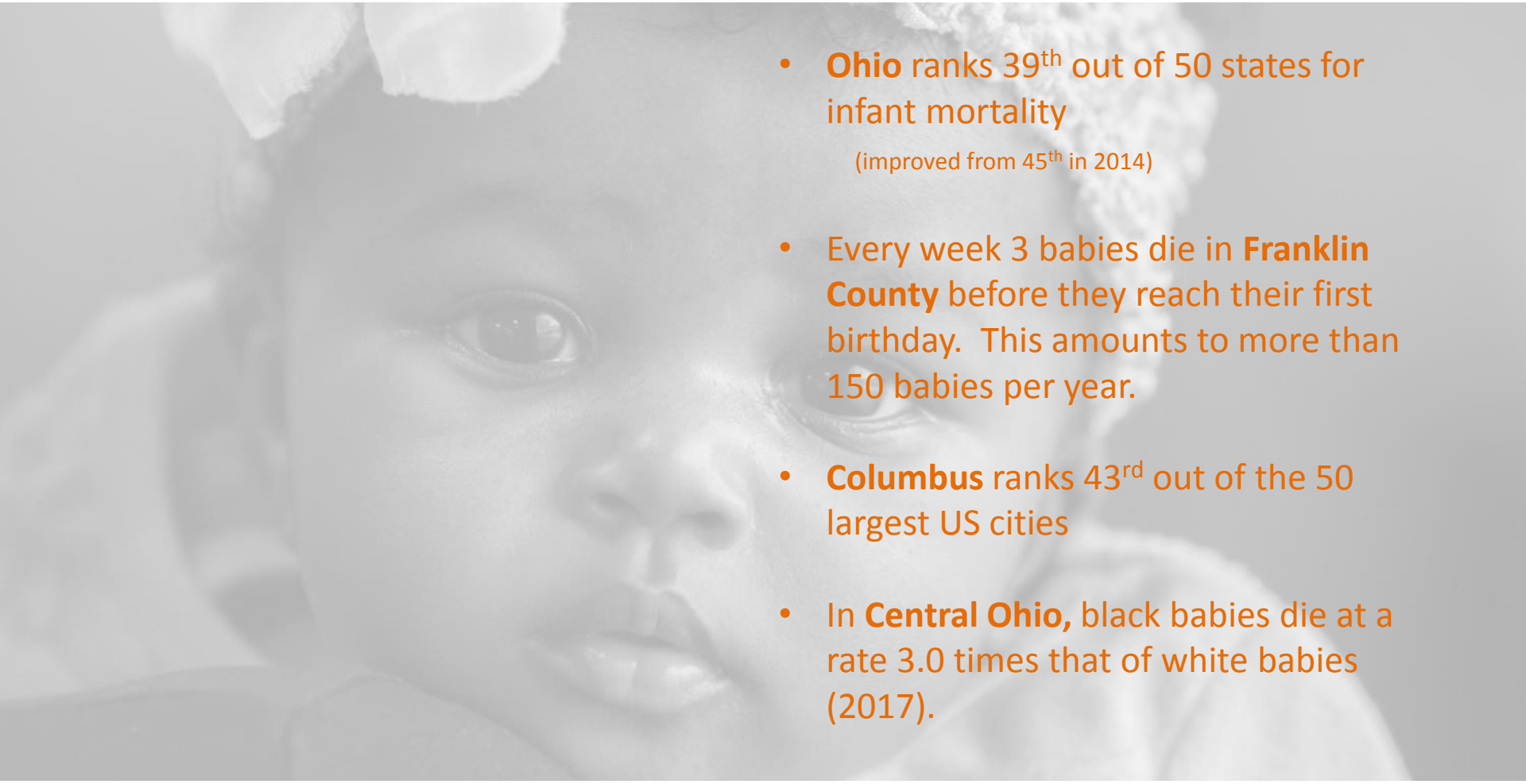
“…our ability to prevent infant deaths and to address long-standing disparities in infant mortality rates between population groups is a barometer of our society’s commitment to the health and well-being of all women, children and families”

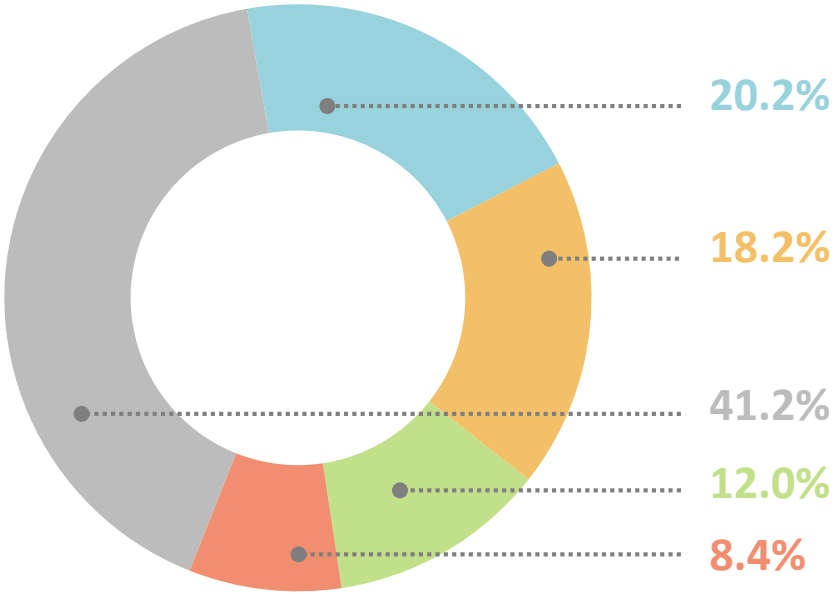
- Secretary's Advisory Committee on Infant Mortality – HRSA (Health Resources and Services Administration 2013)

Rankings – State and Local



- **Ohio** ranks 39th out of 50 states for infant mortality
  (improved from 45th in 2014)
- Every week 3 babies die in **Franklin County** before they reach their first birthday. This amounts to more than 150 babies per year.
- **Columbus** ranks 43rd out of the 50 largest US cities
- In **Central Ohio,** black babies die at a rate 3.0 times that of white babies (2017).

2012-2016 Leading Causes of Infant Deaths in Franklin County



- Prematurity
- Birth defects
- SIDS*
- Maternal complications of pregnancy
- All other causes**

* SIDS does not represent all sleep-related deaths.
** All other causes includes over 20 distinct causes.

Source: *2012-2016 Ohio Department of Health Vital Statistics Data analyzed by Columbus Public Health*

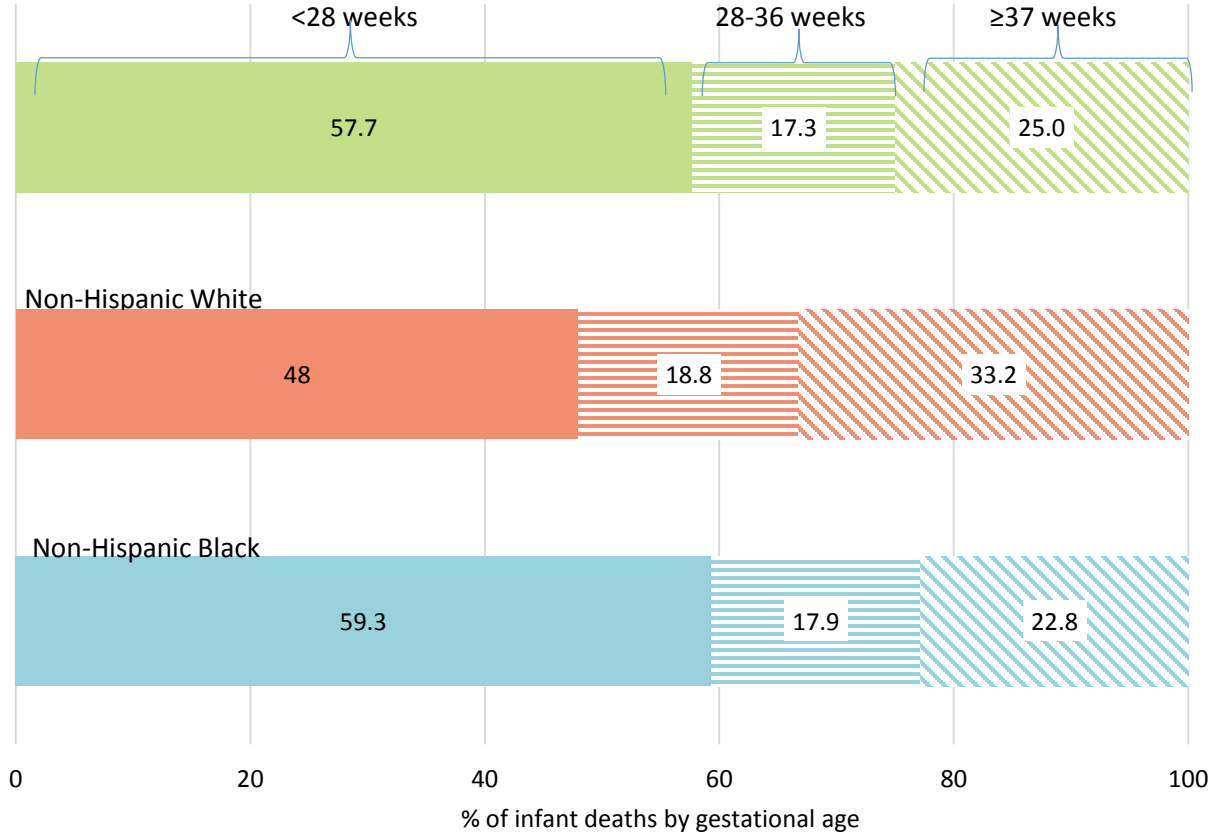
Prematurity is a Leading Cause of Infant Death

2,302

preterm births in Franklin County each year

Deaths by Gestational Age

by Race, 2014-2017*



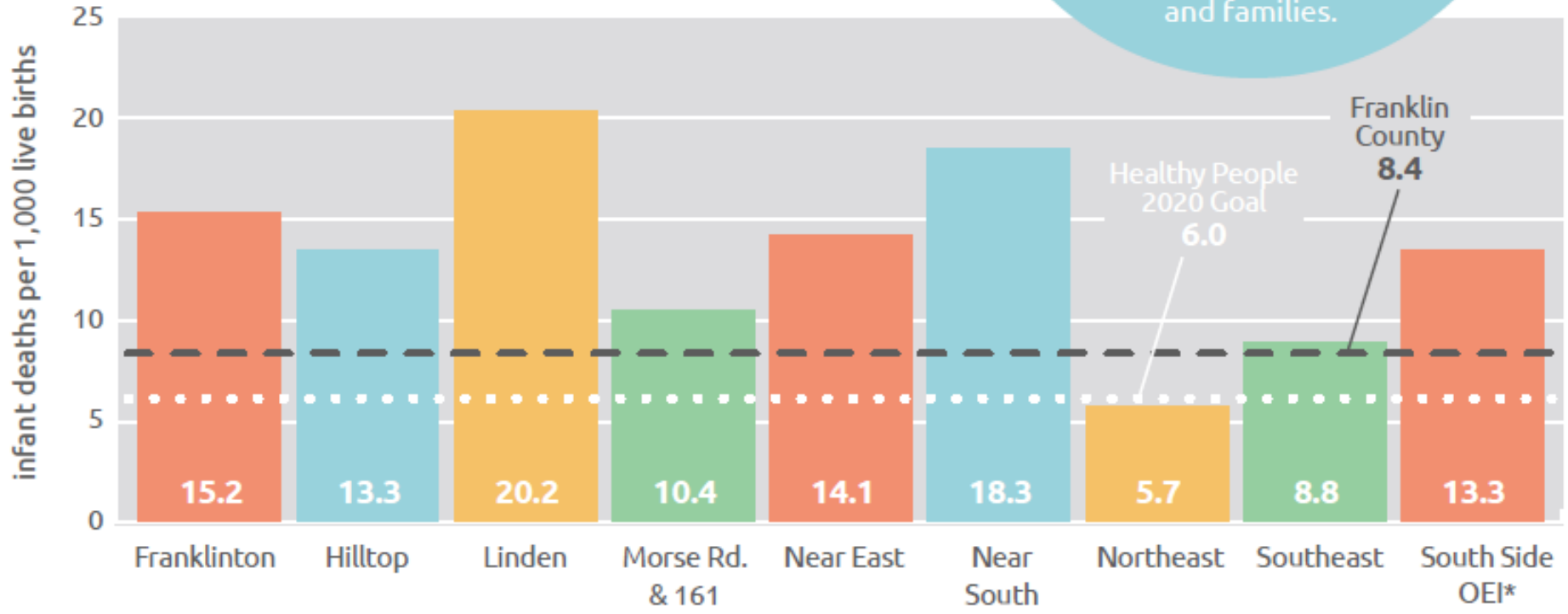
All (green bars) =Franklin County
*2017 data are preliminary
Source: Ohio Department of Health Vital Statistics Linked Data Analyzed by Columbus Public Health

CelebrateOne Neighborhoods
DATA BRIEF

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

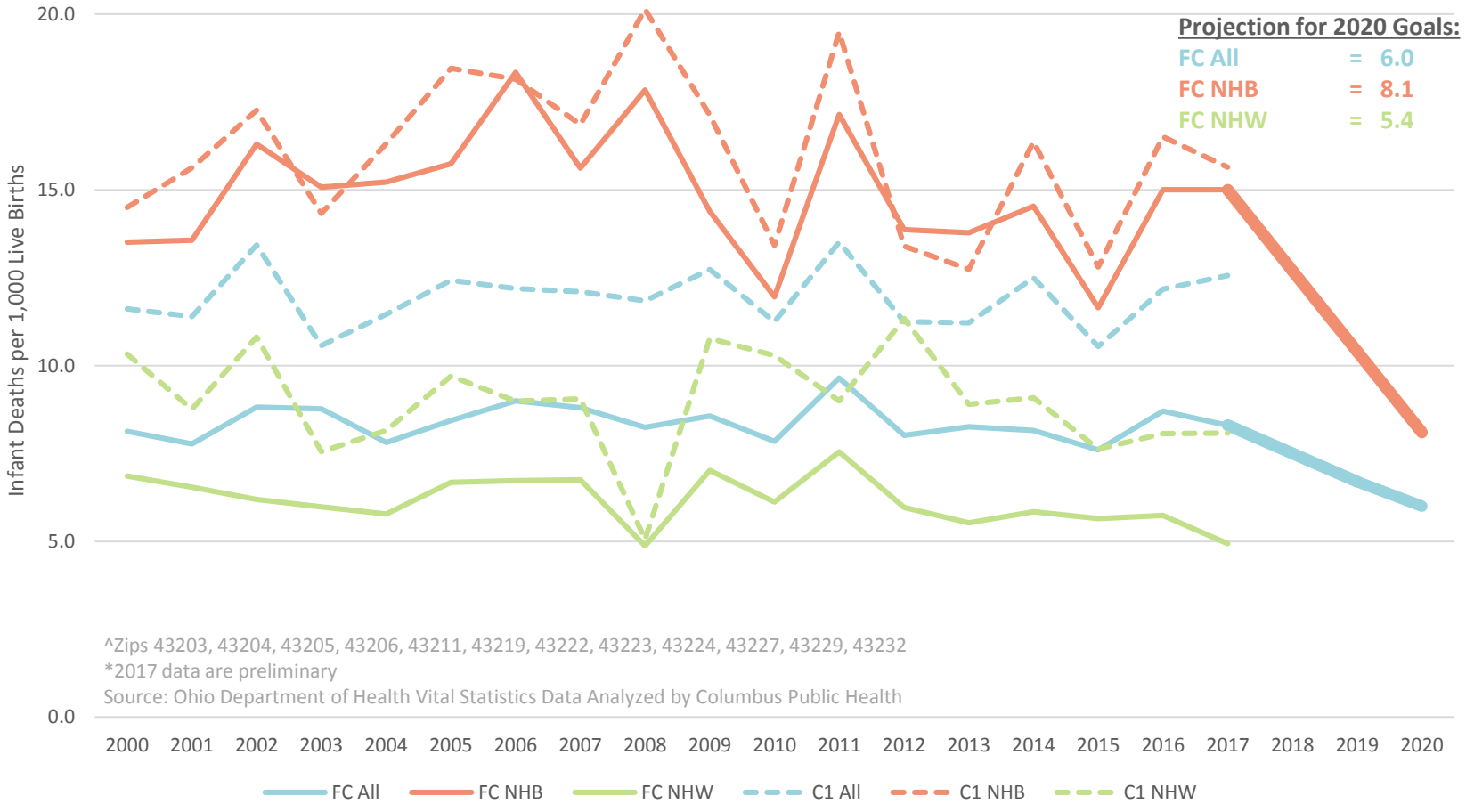
CelebrateOne and the Ohio Equity Institute (OEI) work with community leaders and residents in high-priority neighborhoods to make them safer and healthier for moms-to-be, babies and families.

INFANT MORTALITY RATE



IMR Trends by Race and Area

Franklin County and CelebrateOne Area^ Infant Mortality Rate by Race, 2000-2017*



^Zips 43203, 43204, 43205, 43206, 43211, 43219, 43222, 43223, 43224, 43227, 43229, 43232
*2017 data are preliminary
Source: Ohio Department of Health Vital Statistics Data Analyzed by Columbus Public Health

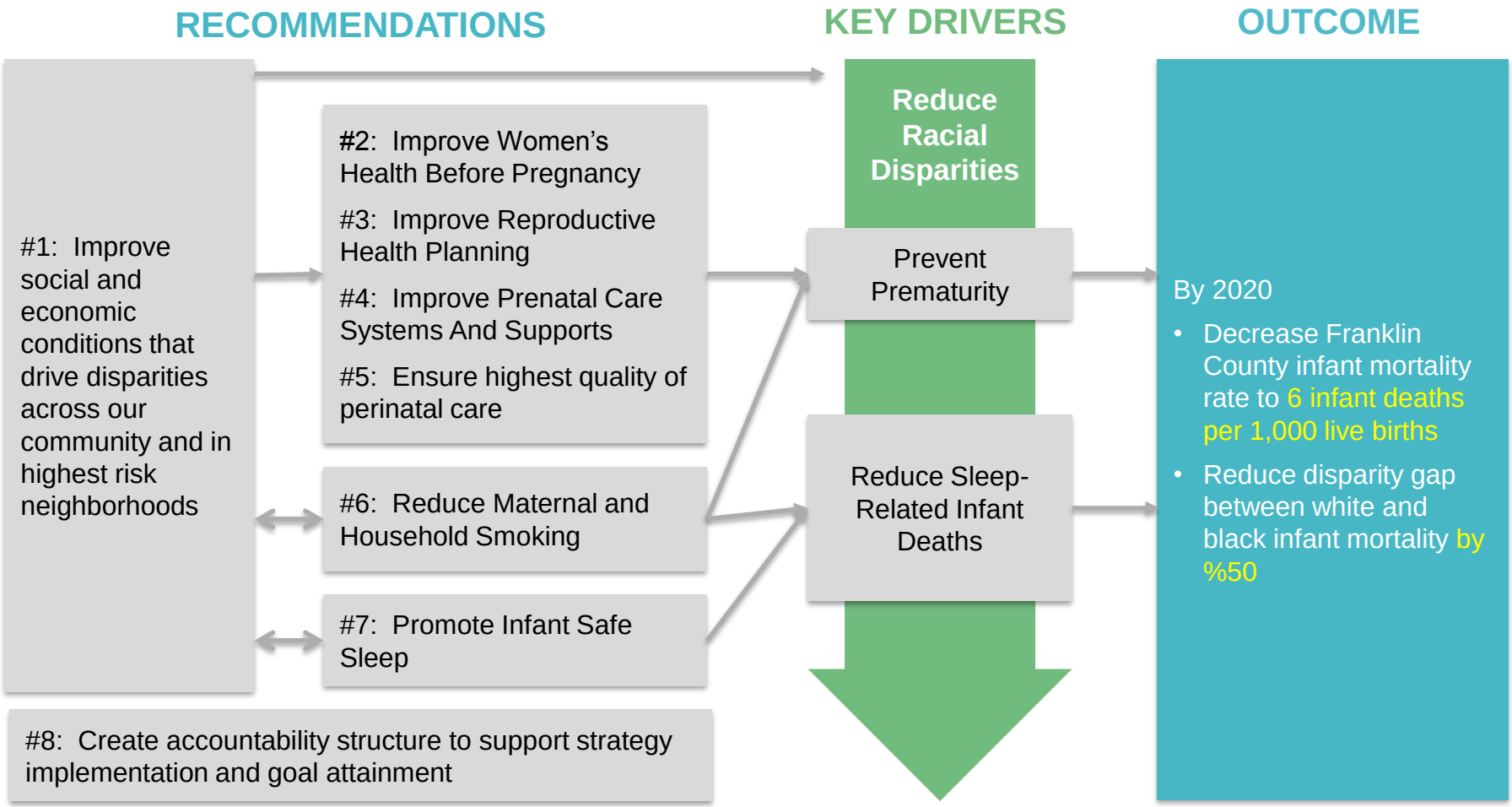
1. Context
2. Leadership and Structure
3. Aligned efforts
4. Success to date – Seeds of Promise

Intentional From the Start

- 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
- Promote best practices

Greater Columbus Infant Mortality Task Force

Plan Overview



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Many Partners, Shared Goals

- 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

Governing Board – Coalitions Matter

Community-Public-Private Partners

(alphabetical)

- Dr. Steve Allen – Nationwide Children's Hospital
- Dr. Charles Booth, Secretary – Mt. Olivet Baptist Church
- Michael Fiorile, Chairperson – Dispatch Media Group
- Mayor Andy Ginther
- Stephanie Hightower – Columbus Urban League
- Nathan Hurd – Parent, BabyWill
- Erik Janas – Franklin County Commissioner's Office
- Ohio First Lady Karen Kasich
- Cathy Lyttle, Vice-Chairperson – Worthington Industries
- Dr. Mysheika Roberts – Columbus Public Health
- Steve Schoeny, Treasurer – Columbus Development Department

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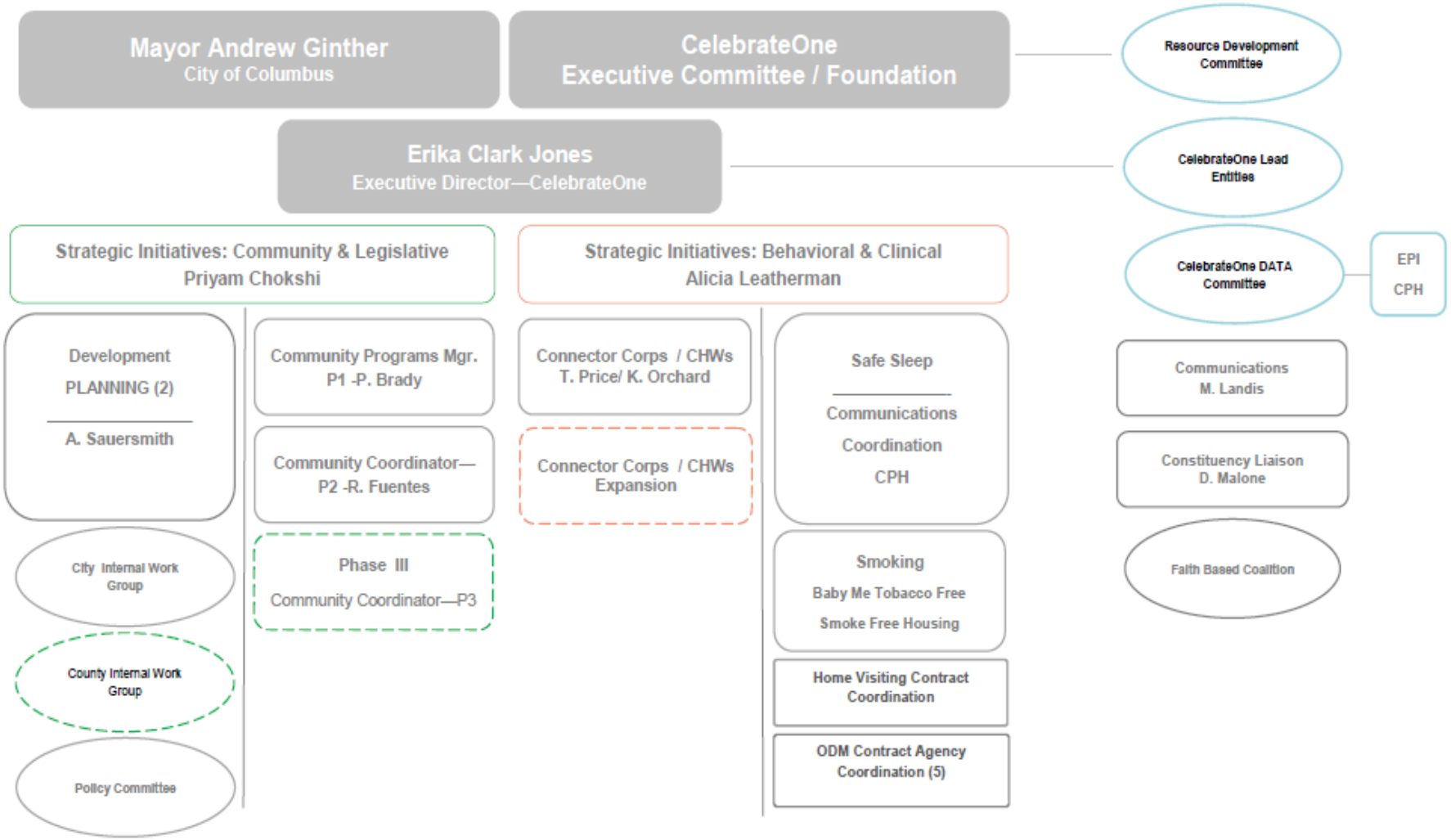
Our Structure

- Office of the Mayor, City of Columbus
- 501(c)(3) filing is pending; Fund at the Columbus Foundation



Learning Collaboratives and Best Practices

BEST BABIES ZONE
WHERE COMMUNITIES THRIVE & BABIES ARE HEALTHY

OHIO EQUITY INSTITUTE
OEI
EVERY BABY MATTERS
Ohio Department of Health

citymatch
The National Organization of Urban MCH Leaders

THE ANNIE E. CASEY FOUNDATION

Ohio Collaborative to Prevent Infant Mortality

hpio
health policy institute of ohio

What Works Cities | Bloomberg Philanthropies

THE KRESGE FOUNDATION

Goals

Eliminate Preventable Infant Sleep Related Deaths

Reduce the Number of Premature Births

Connect the Disconnected

1. Context
2. Leadership and Structure
3. Aligned efforts
4. Success to date – Seeds of Promise

Aligned Front

Benefits of Alignment:

Shared Data – Leveraged Resources - Sustained efforts

State of Ohio

- Governor & First Lady Kasich
- Legislature – Senate Bill 332 – Ohio Commission on Infant Mortality
- Ohio Department of Health
- Ohio Department of Medicaid
- Ohio Housing Finance Authority

Franklin County

- Commissioner's Office
- Job and Family Services
- Levy Agencies – Mental Health / Children's Services

City of Columbus

- Mayor's Office - SMRT Columbus
- Public Health
- Development
- Recreation and Parks
- Public Safety

Community

- Community based agencies – Area Commissions
- Faith based coalitions
- Mother's Clubs

OH SB 332

- ✓ **Data Collection and Sharing**
- ✓ **Enhanced Interventions (Sleep, Tobacco, Spacing)**
- ✓ **Addresses Social Determinants: Hubs, Housing & Home Visiting**

  - ❑ Promotes the use of Community Health Workers through Community Hub
  - ❑ Creates a statewide central intake and referral system (HV)
  - ❑ Requires the Ohio Housing Finance Agency (OHFA) to include reducing infant mortality as a priority housing need in its annual plan.
  - ❑ Requires OHFA and the Ohio Development Services Agency (ODSA) to include pregnancy as a priority in their housing assistance and local emergency shelter programs.

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

Mayor's Priority

- **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

CelebrateOne

Reducing Infant Mortality:
Every year in Franklin County, 150 babies die before reaching their first birthday – and African American babies are dying at 2.5 times the rate of white babies.

Our Goal: To respond to the unequal distribution and alarming rates of premature births and infant deaths, Mayor Andrew Ginther and the Greater Columbus Infant Mortality Task Force created CelebrateOne, a collective impact initiative, to align, organize and implement efforts to **reduce Columbus' Infant Mortality Rate by 40%, and decrease the racial disparity rate of infant deaths by 50% by the year 2020.**

Neighborhood Focus:
CelebrateOne is focused on locations where the infant mortality rates are highest. **CelebrateOne is working intensely with residents and stakeholders in the highest priority areas, including Linden, the Near South Side and the Near East Side.** Initiatives are underway in five other priority areas – Hilltop, Franklinton, Northeast, Southeast and Northland area. Premature births are more likely to occur in these neighborhoods, along with higher rates of poverty, unemployment, housing instability, uninsured people, and transportation barriers.

The City's Investment: CelebrateOne has leveraged investments and in-kind support from partners including community organizations, hospitals, the City of Columbus, and Franklin County to work toward our goal of reducing infant mortality. The projects below highlight key City investments, both present and future, that impact social determinants of health in the CelebrateOne neighborhoods of Linden, Near East and Near South.

Recreation & Parks
- Driving Park Community Center & Pool Improvements - $10,500,000
- Douglas Community Center Improvements - $3,403,425
- APPS - Violence Intervention & Cap City Festivals - $3,000,000

Development
- Poindexter Village Choice Neighborhood Grant Housing & Infrastructure - $24,000,000
- Funding for social services and Community Shelter Board - $13,200,026
- Lead Safe Housing Program - $418,155

Public Safety
- High School Resource Officer Program - $325,000
- Neighborhood Safety Cameras - $300,000

Public Utilities
- Livingston Ave Street Light Post Tops - $397,637
- Blueprint Linden, Hudson/ McGuffey - $475,000

Education
- Early Start Columbus - $809,520
- Linden Park Neighborhood Early Childhood Education Center - $784,000
- Future Ready - $700,000

Public Health
- CelebrateOne Administration, Safe Sleep and Strategic Initiatives - $1,246,843
- Neighborhood Health Initiatives - $354,463

Public Service
- Smart Cities Transportation Initiative - $3,000,000
- Neighborhood Infrastructure Improvements - $2,251,618
- Pedestrian Safety Improvement (Whittier St Sidewalks) - $1,900,000

Neighborhoods
- Property Acquisition - $1,250,000

Moving Forward:
Columbus is laying the groundwork for long term success by investing in communities that need it most. Improving the built environment, supporting neighborhood stability programs and addressing other risk factors will move us towards our goal of celebrating more first birthdays in Columbus, Ohio.

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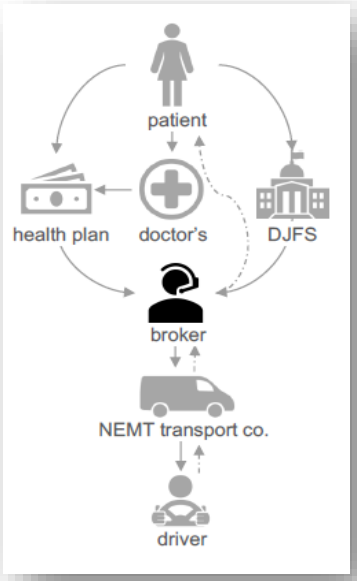
Leveraging Partnerships: Smart Cities



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

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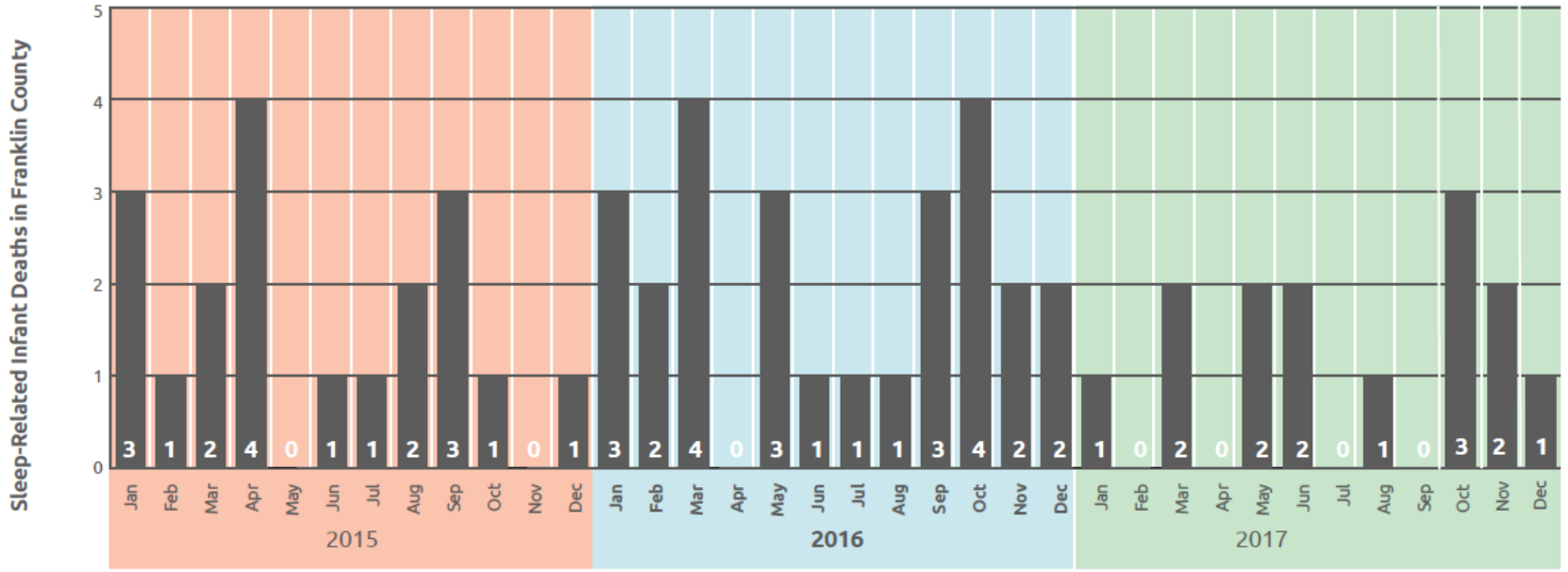
Early progress: Safe Sleep

SAFE SLEEP DATA BRIEF

December 2017

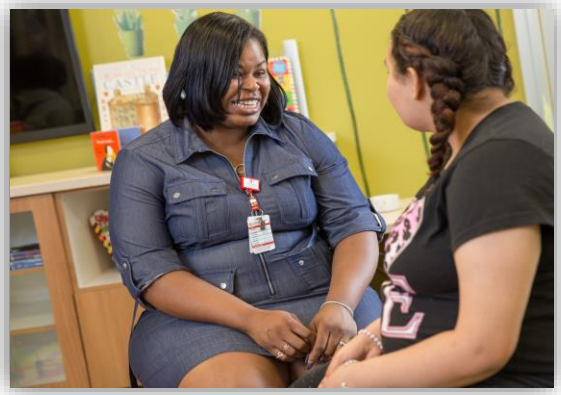


Year	2015	2016	2017*
Franklin County Deaths	19	26	14
Deaths from C1 Neighborhoods	9	17	9
Cribs Distributed	790	1,135	1,413 (Goal of 1,500)
Safe Sleep Ambassador Trainings	3	16	27 (Goal of 19)
Ambassadors Trained	55	374	628 (Goal of 500)

**2017 data are preliminary and current as of 3/7/18. Data sources: Franklin County Child Fatality Review and CPH Safe Sleep.*

Early Progress: Community Health Workers

CelebrateOne's
CONNECTOR CORPS
Resident to Resident Engagement



CelebrateOne's
CONNECTOR CORPS
Resident to Resident Engagement

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CelebrateOne Role: Lead

GOAL: Increase number of women of childbearing age connected to health and social supports

- Three year pilot (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
- Connects the Disconnected

Connectors: Who They Are

2016-2017 CONNECTOR CORPS DEMOGRAPHICS	
Race/ethnicity*	• African American or Black: 84% • Non-Hispanic White: 7% • Asian: 5% • Hispanic/Latino: 5%
Country of origin*	16% born outside of U.S. (4 Somalia, 2 Bhutan, 1 Mexico)
Age^	• 18-24: 7% • 25-34: 29% • 35-44: 22% • 45-54: 16% • 55-64: 20% • 65+: 7%
Gender	96% female, 4% male
Highest Educational Level Attained**	• High school diploma/GED: 43% • High school/GED + health care certification (CNA, CDCA, etc.)– 26% • Bachelors– 26% • Masters—4%

*Of 44 Connectors
^Of 45 Connectors
**Of 23 2017 Connectors

Connector Corps Focus Areas

	2017		2016	
	Registration	Information	Registration	Information
ABCs of Safe Sleep	*N/A*	14,038	*N/A*	111
Safe Sleep Ambassador Training	114	5,704	184	1,587
Baby & Me Tobacco Free	32	7,733	200	1,851
Cribs 4 Kids	513	8,723	514	2,658
Home Visiting	59	6,099	216	1,704
Birth Control	85	6,208	102	1,274
Smoking Cessation	251	6,431	116	987
StepOne	90	8,253	182	1,736

*2016 registration includes referrals to HandsOn Central Ohio

Early Progress: StepOne

Recommendation #4:
Improve Prenatal Care Systems and the Supports for Highest Risk Families

Strategy #1:
Increase women's entry into prenatal care during the first trimester.

Task #2:
Develop an effective centralized intake and referral service.

- Increase the percentage of Medicaid-eligible and uninsured women who get access to prenatal care in their first trimester
- Eliminate barriers for women accessing prenatal and parenting services
- Increase the number of high-risk women receiving care within two weeks of contacting the I&R service

StepOne

Measurement	2017 As of 11/30	2016
Number of Women Enrolled	3,513	2,817
Number of Prenatal Appointments Scheduled	4,793	2,967
Number of Private Practices Participating	19	18
Number of African American Women Served	1,230	976
Women Who Had Previous Preterm Birth	11%	10%
Women Reporting Drug Use	7%	6.5%
Women Reporting Tobacco Use	13%	12%
Women Who Live in Zip Codes in 8 high risk areas (C1)	51%	52%
Percent of Women Calling in First Trimester	73%	74%

Additional Partnerships for Progress

Decrease unintended pregnancies among middle and high school age girls

CelebrateOne

Role: Lead

- PDSA with South Side Community
- New Pilot with Columbus City Schools
- New Pilot with Charter Schools for Last Chance kids
- Partnership with Hospitals and Columbus Public Health
- Will inform state policy efforts

Focus – 2018-2020

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
  - Pregnancy Support
  - Connectivity to reliable social supports

Social Determinants of Health – Pilots to Scale

- 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
- Policy Committee to advocate change

Why are black mothers and babies in the United States dying at more than double the rate of white mothers and babies? The answer has everything to do with the lived experience of being a black woman in America.

New York Times Magazine, April 15, 2018 By Linda Villarosa

Together, we can achieve
transformative change
Thank You!

Questions?