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# A Local Comprehensive Approach to Reducing Infant Mortality

October 11, 2017

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# Overview



1. Collective Impact Model
2. Inclusive Structure
3. Our Focus – Our Partners
4. Progress to date



*A place based, collective impact initiative to reduce infant mortality in Central Ohio*

# 1. Intentional From the Start



## The Launch & Political Will

- Our collective impact initiative started with the Greater Columbus Infant Mortality Task Force in 2013 by then Columbus City Council President, Andrew J. Ginther.
- Multisector representatives from across community for over 6 months to understand the challenges and examine best practices across the nation.
- 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.



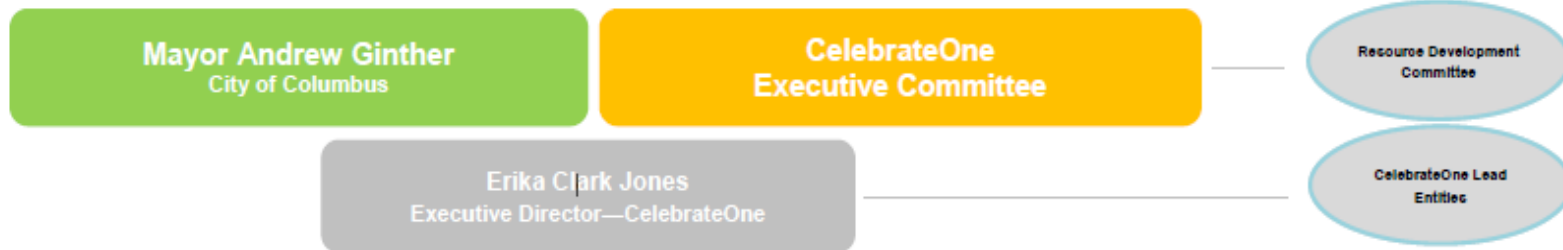
## 2. Inclusive Structure

### CelebrateOne

An office of Mayor Andrew J. Ginther, City of Columbus



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### Community, Public & Private Partners

- CelebrateOne Executive Committee
- CelebrateOne Resource Development Committee
- CelebrateOne Lead Entities
- CelebrateOne Data Committee
- CelebrateOne City Internal Working Group - SDOH
- CelebrateOne County Internal Working Group (pending) - SDOH
- CelebrateOne Neighborhood Intervention Teams - SDOH
- CelebrateOne Women In Ministry Coalition
- CelebrateOne Connector Corps
- CelebrateOne Policy Committee
- CelebrateOne Marketing Committee
- CelebrateOne Home Visiting Work Group

# CelebrateOne Partners



- 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



# Learning Collaboratives and Best Practices



THE ANNIE E. CASEY  
FOUNDATION



THE  
KRESGE  
FOUNDATION



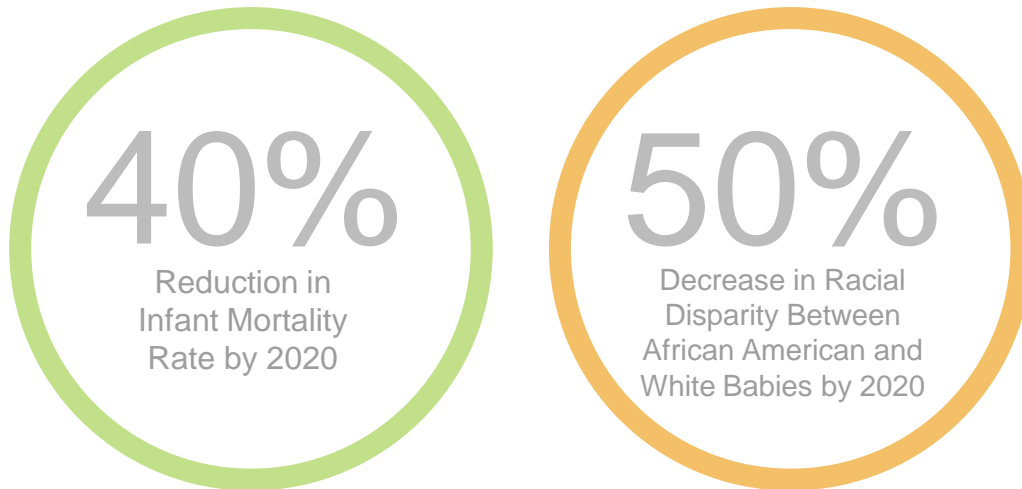
What Works Cities | Bloomberg  
Philanthropies



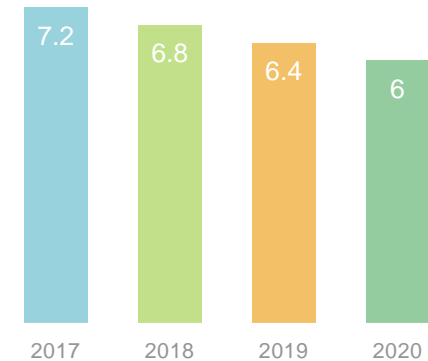
# The Challenge: three infants die each week in Columbus.

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



Franklin County Annual Infant Mortality Reduction Goals



# Shared Goals



## CelebrateOne Goals:

- Reduce Infant Mortality rate to 6.0 per 1,000 live births
- Reduce Infant Mortality rate among African American babies by 50%

**Eliminate Preventable Infant Sleep Related Deaths**  
**Reduce the Number of Premature Births**  
**Connect the Disconnected**

### Public Partners

- Funding
- Visibility
- Accountability
- Collaboration

### Private Partners

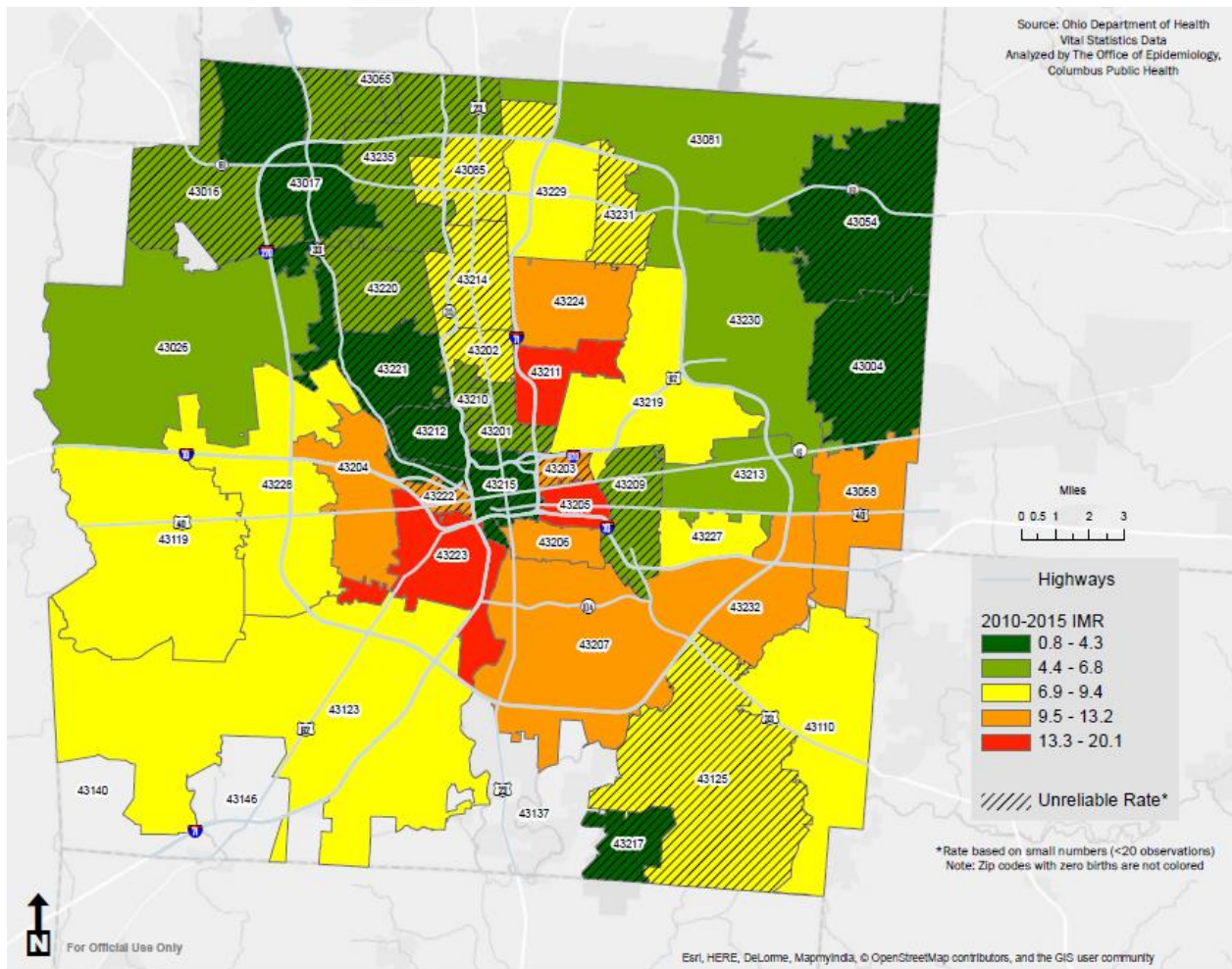
- Funding
- Accountability
- Research

### Community Based Partners

- Program and Intervention implementation
- Reach



# Place Matters – Our Focus



- Infant mortality affects our entire community
- Rates below 4 deaths per 1,000 live births in some neighborhoods, above 20 deaths per 1000 births in others
- Rates are highest in the most vulnerable neighborhoods

# Investing in what works

Addressing Disparities in High Risk Neighborhoods

Improving Women's Health Before Pregnancy

Improving Reproductive Health Planning

Increasing Prenatal Care for High Risk Families

Ensuring the Highest Standards of Perinatal Care

Reducing Maternal and Household Smoking

Promoting Safe Sleep Practices for Infants



Our Progress



Monthly Infant Death and Birth Indicators, Franklin County, OH (9/2017)

# INFANT MORTALITY: July 2017

**Infant mortality** - or the death of a baby before his/her first birthday - is a critical indicator of community health. Every year in Franklin County, approximately 150 babies die before their first birthdays. While national infant mortality rates are decreasing, in 2014, Ohio ranked 12th worst in the nation for overall infant mortality. Additionally, Black babies in Ohio are dying at over twice the rate of White babies. In Columbus and Franklin County, much of this disparity is driven by babies being born too soon and too small, as well as babies being placed to sleep on an unsafe sleep surface. This monthly report provides a snapshot of the most up-to-date data on infant death and selected birth indicators. The numbers are not finalized and some rates may vary widely from month-to-month. The report is meant to be used as a discussion tool, not a historical record. For a detailed look at trends for recent years, please refer to our Quarterly Summary of Infant Death and Birth Indicators.

## BIRTHS

**1,619**  
babies were born,  
of which...

**11.4%**  
were **Preterm**  
**births\***  
MoD<sup>1</sup> 2020 goal  
≤8.1%

**9.7%**  
were **Low birth**  
**weight births\***  
HP<sup>2</sup> 2020 goal  
≤7.8%

\*Percentages are based on births with available data: 1,619 for preterm and 1,619 for low birth weight births

## DEATHS

**16** babies died



## SLEEP-RELATED



were sleep-related  
infant deaths

0%

## AGE



➔ **94%** died **before reaching**  
**28 days of age** (Neonatal)



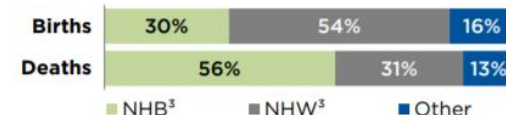
➔ **6%** died **between the ages**  
**of 28 days and 1 year** (Post-  
Neonatal)

## ABOUT THE DATA

- ▶ All analysis is completed by the Office of Epidemiology at Columbus Public Health. ODH specifically disclaims responsibility for any analyses, interpretations or conclusions.
- ▶ All current and historical figures are preliminary and subject to change as new/updated information is received.
- ▶ Finalized and preliminary (2016-2017 YTD) death data, except for sleep-related deaths, are provided by the Ohio Department of Health, Office of Vital Statistics. Sleep-related death data are provided by the Franklin County Child Fatality Review.
- ▶ Finalized and preliminary (2017 YTD) birth data are obtained from the Ohio Department of Health (ODH) Secure Data Warehouse.

## DISPARITY

This month, **56%** of infant deaths were to **Non-Hispanic Blacks (NHBs)**, even though only **30%** of births were to NHBs.



## GENDER

The infant death  
**Male to Female**  
ratio was...



## Notations:

<sup>1</sup>In 2015, the March of Dimes (MoD) set a goal of lowering the national preterm birth rates to 8.1 percent of all births by 2020.

<sup>2</sup>Based on the Healthy People (HP) 2020 goals. Healthy People provides science-based, 10-year national objectives for improving the health of all Americans. More information on HP and HP 2020 health measures can be found at <http://www.healthypeople.gov/2020/default.aspx>.

<sup>3</sup>NHB = Non-Hispanic Black; NHW = Non-Hispanic White

## Definitions:

**Low Birth Weight Birth**- A baby weighing less than 2,500 grams at the time of birth.

**Preterm Birth**- A baby born less than 37 completed weeks of gestation.

**Sleep-Related Infant deaths (also called Sudden Unexpected Infant Deaths or SUIDs)** - include deaths categorized as 1) accidental suffocation, positional asphyxia, or overlay, or 2) Sudden Infant Death Syndrome (SIDS), or 3) undetermined cause.

## Questions and Comments:

Please forward questions and comments to:  
Kathy Cowen, MS, Director, Office of Epidemiology  
Columbus Public Health  
via phone: (614) 645-6252.  
or e-mail: [kathyc@columbus.gov](mailto:kathyc@columbus.gov).

Year-To-Date Infant Death and Birth Indicators, Franklin County, OH (9/2017)

# INFANT MORTALITY: 2017 (January-July)

## DEATHS

**88** babies died



## MORTALITY RATE

The infant mortality rate (IMR<sup>1</sup>) was **8.3** infant deaths per 1,000 live births, which is **higher than the HP<sup>2</sup> 2020 goal of <=6.0**

## SLEEP-RELATED

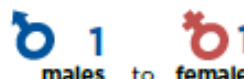
**7** babies

were sleep-related infant deaths  
(1 out of every 13)



## GENDER

The infant death Male to Female ratio was...



## AGE



**75%** died before reaching 28 days of age (Neonatal)

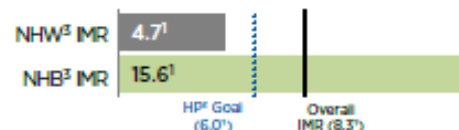


**25%** died between the ages of 28 days and 1 year (Post-Neonatal)

### Questions and Comments:

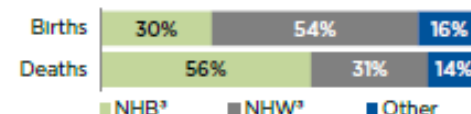
Please forward questions and comments to Kathy Cowen, M.S., Director, Office of Epidemiology, Population Health Division, Columbus Public Health via phone: (614) 645-6252, or e-mail: [kathyc@colombus.gov](mailto:kathyc@colombus.gov)

## DISPARITY



Non-Hispanic Black (NHB) infants are **3.3 x more likely to die** than Non-Hispanic White (NHW) infants.

This year, about **56%** of infant deaths were to Non-Hispanic Blacks (NHBs), even though **30%** of births were to NHBs.



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## BIRTHS

**10,637** babies were born, of which...

**10.7%**

were **Preterm Births\***  
MoD<sup>4</sup> 2020 goal <=8.1%



**9.4%**

were **Low Birth Weight Births\***  
HP<sup>2</sup> 2020 goal <=7.8%



\*Percentages are based on births with available data: 10,631 for preterm and 10,626 for low birth weight births.

### Notations:

<sup>1</sup>IMR = Infant mortality rate per 1,000 live births

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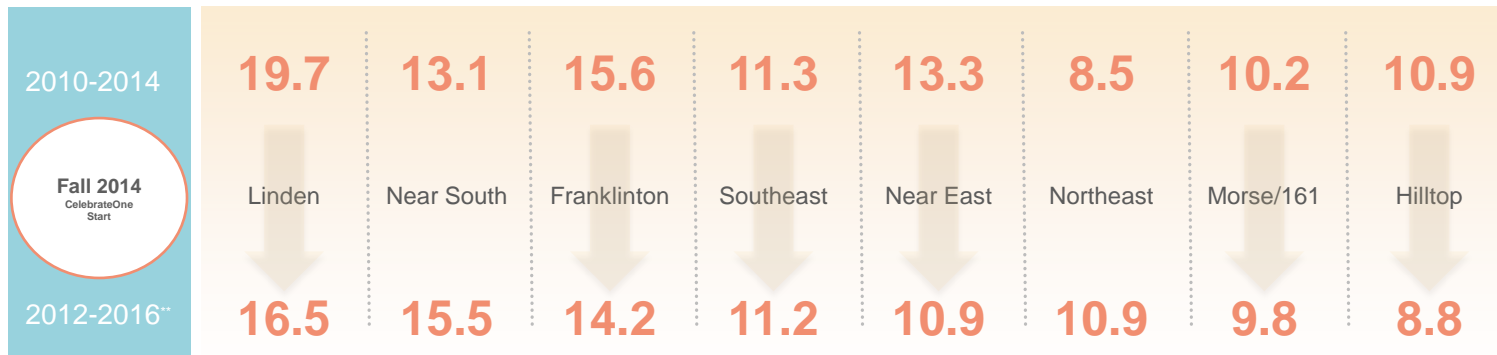
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# Neighborhood Data



## Columbus Neighborhoods with the Highest Rates of Infant Mortality\*



\* Infant deaths per 1,000 live births.

Source: Ohio Department of Health Vital Statistics Data analyzed by Columbus Public Health

\*\* Data for 2016 are preliminary and may change.

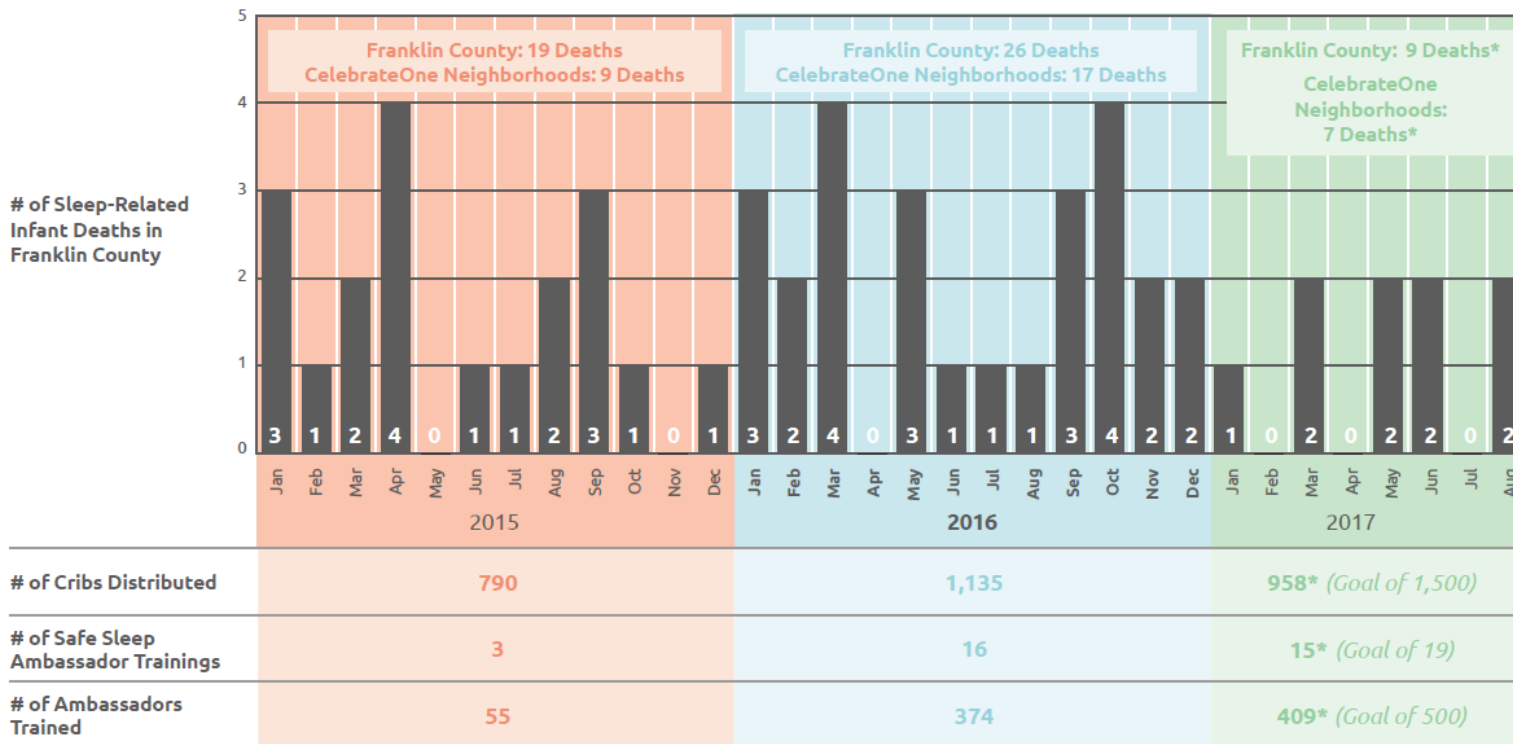


# Safe Sleep



## CelebrateOne's SAFE SLEEP DATA BRIEF

August 2017



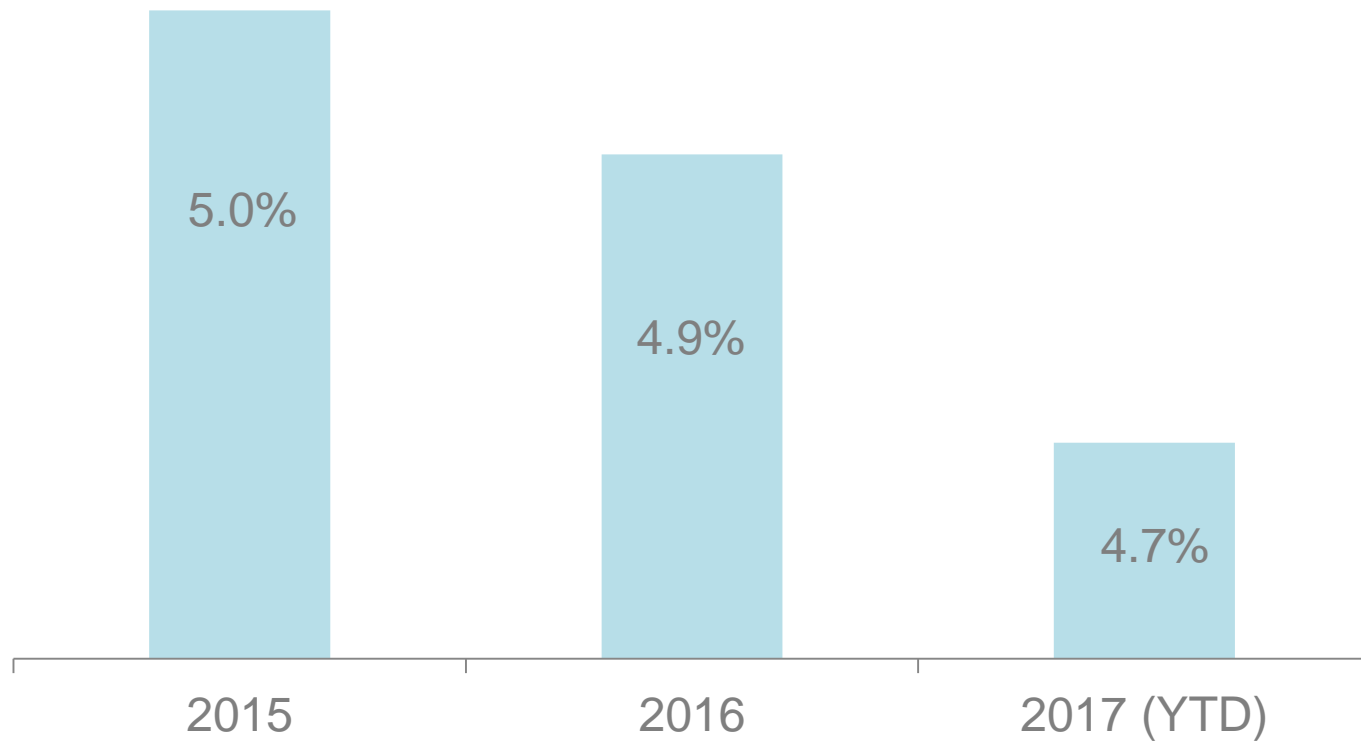
\* 2017 through end of August



# Reproductive Health



## % Birth to Teens (15-19 Years)

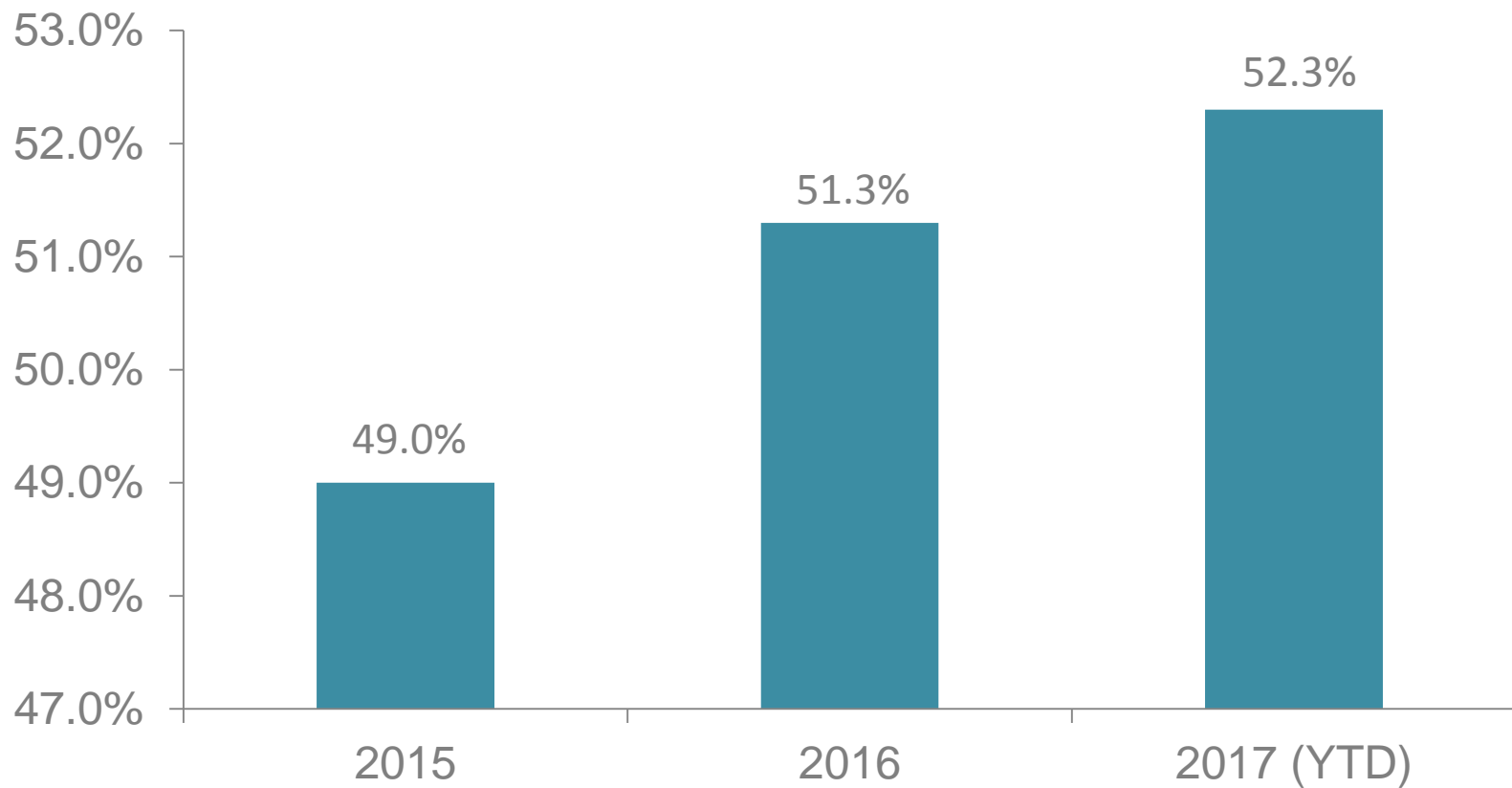




# Reproductive Health



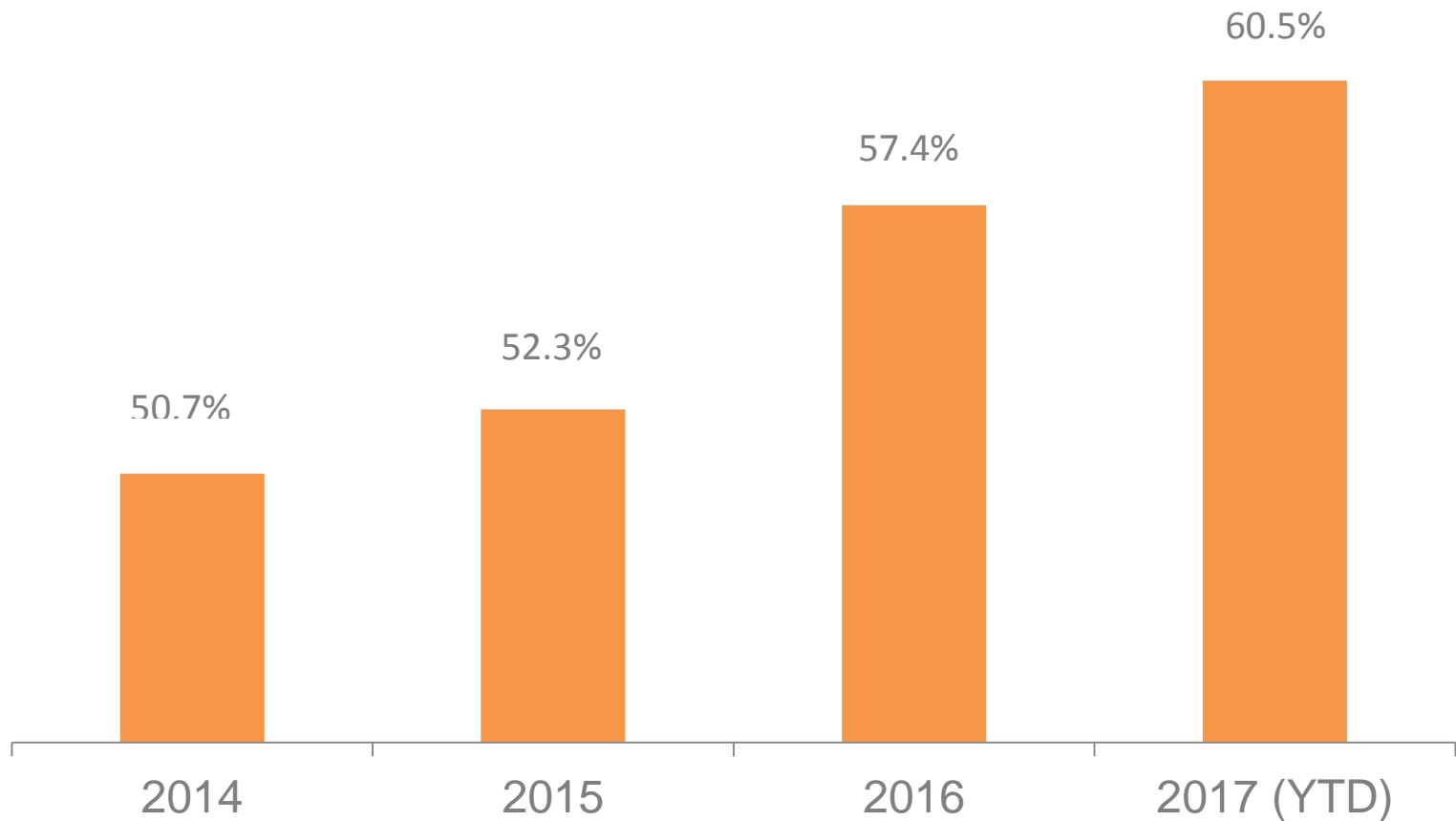
## % of Births with Interpregnancy Interval > 24 Months



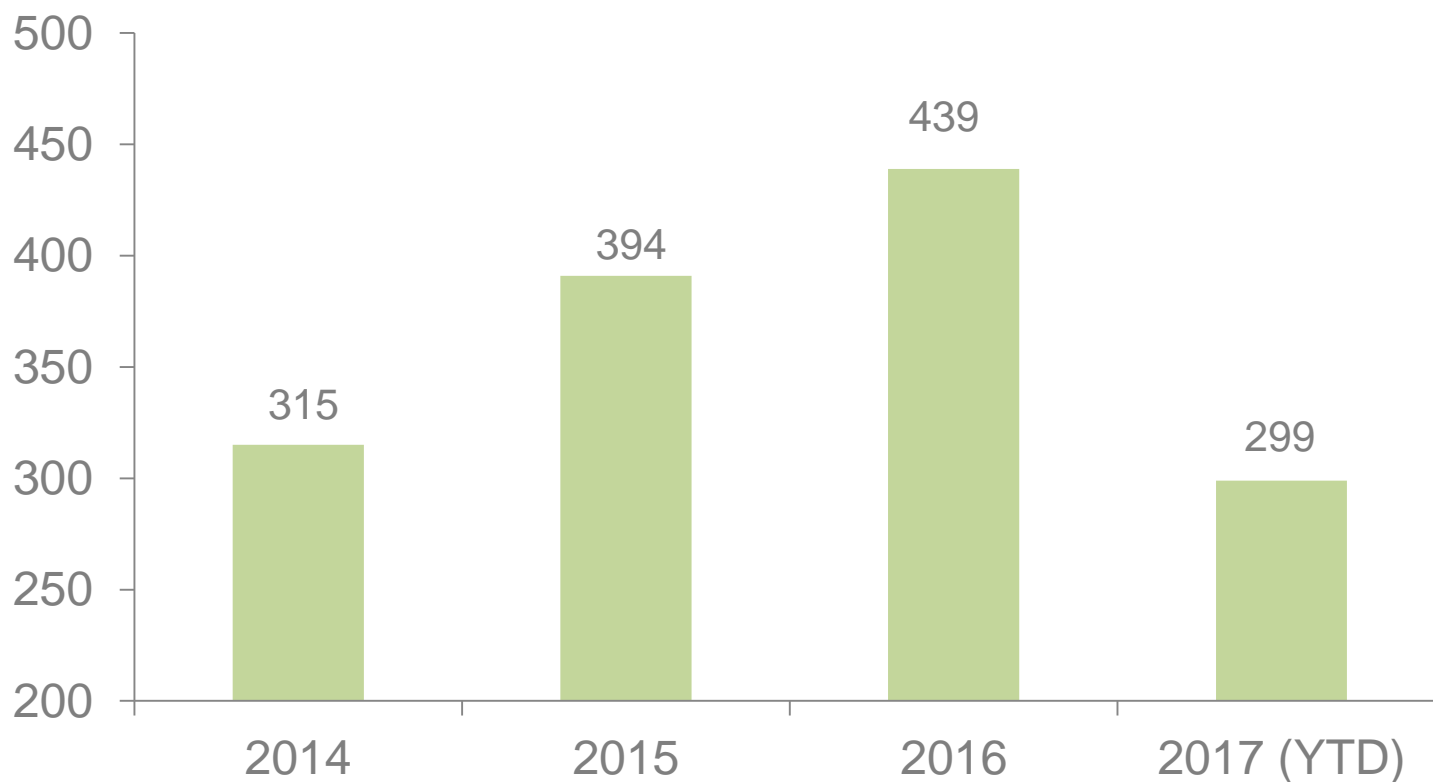
# Prenatal Care



## % of Women with Medicaid Births with First Trimester Prenatal Care



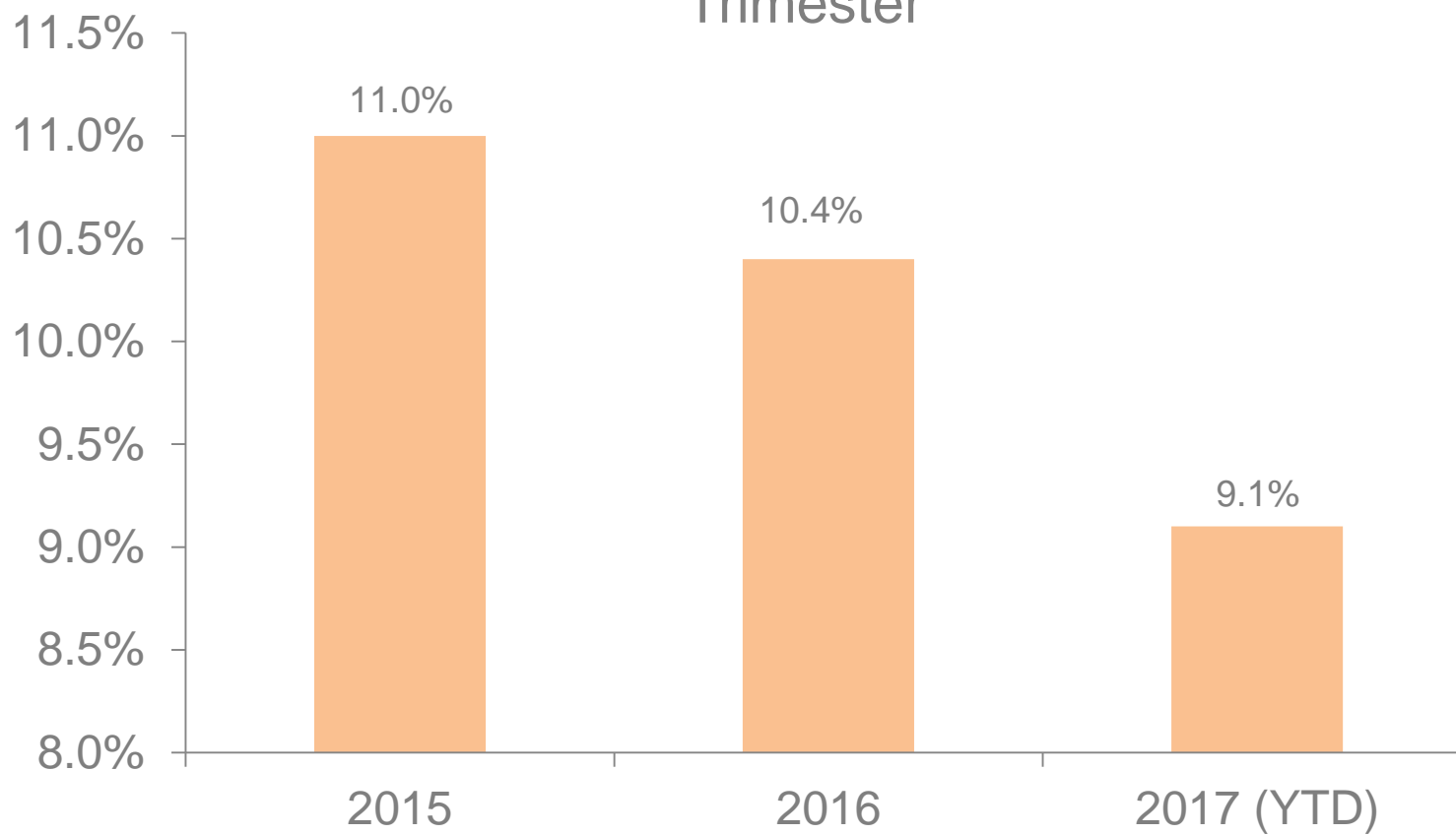
## Number of Eligible Women that Accept Progesterone in an OBBO Clinic



# Perinatal Quality



% Births with Mother Smoking During Any Trimester



In 2016, CelebrateOne and its partners expanded efforts to connect the disconnected by distributing tens of thousands of fliers, postcards and brochures offering tips and information about everything from reproductive health and prenatal care to safe sleep.





Forthcoming Efforts



# Smart Columbus - Overview

- Columbus competed against 77 cities nationwide to win the Smart City Challenge in 2016.
- Address major community challenge – Infant Mortality
  - Non-emergency medical transportation
- Multiple national and local partners
  - Sidewalk Labs
  - Franklin County



# Smart Columbus

## Non-Emergency Medical Transportation - Goals

- An intuitive experience
- A reliable ride
- An effective system





# Smart Columbus

## Non-Emergency Medical Transportation – Next Steps

- Define success metrics
- Timeline
- Design Details
  - Common Payment System
  - Integration with doctors' offices
  - Car Seat Availability
  - Address confirmation
- Scalability & Sustainability



## Policy - Overview

- Engage, mobilize and target policy and advocacy opportunities in Columbus and Franklin County.
- Align strategies and target supportive resources across sectors to improve health disparities.
- Address current state and federal bills that impact maternal and infant health and CelebrateOne programs.





Thank You!



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