



Genesee County REACH 2010  
Working together to save our  
precious black babies!



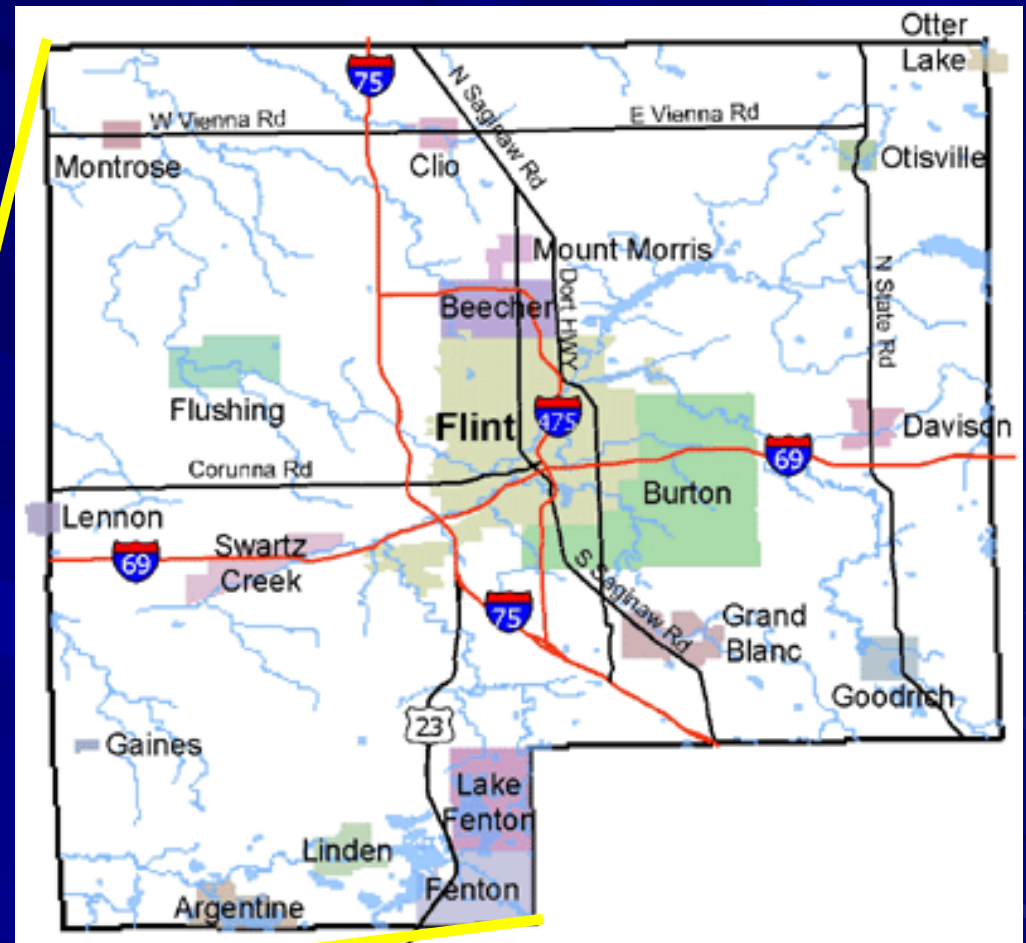
# The Successes of a Community Partnership Designed to Reduce Disparities in Infant Mortality

Daniel J. Kruger, PhD, Tonya Turner, BBA, & Yvonne Lewis, BA

American Public Health Association Annual Meeting

Success Stories: Community-Based Public Health Efforts  
to Inform Politics, Policy, and Public Health  
November 6, 2007

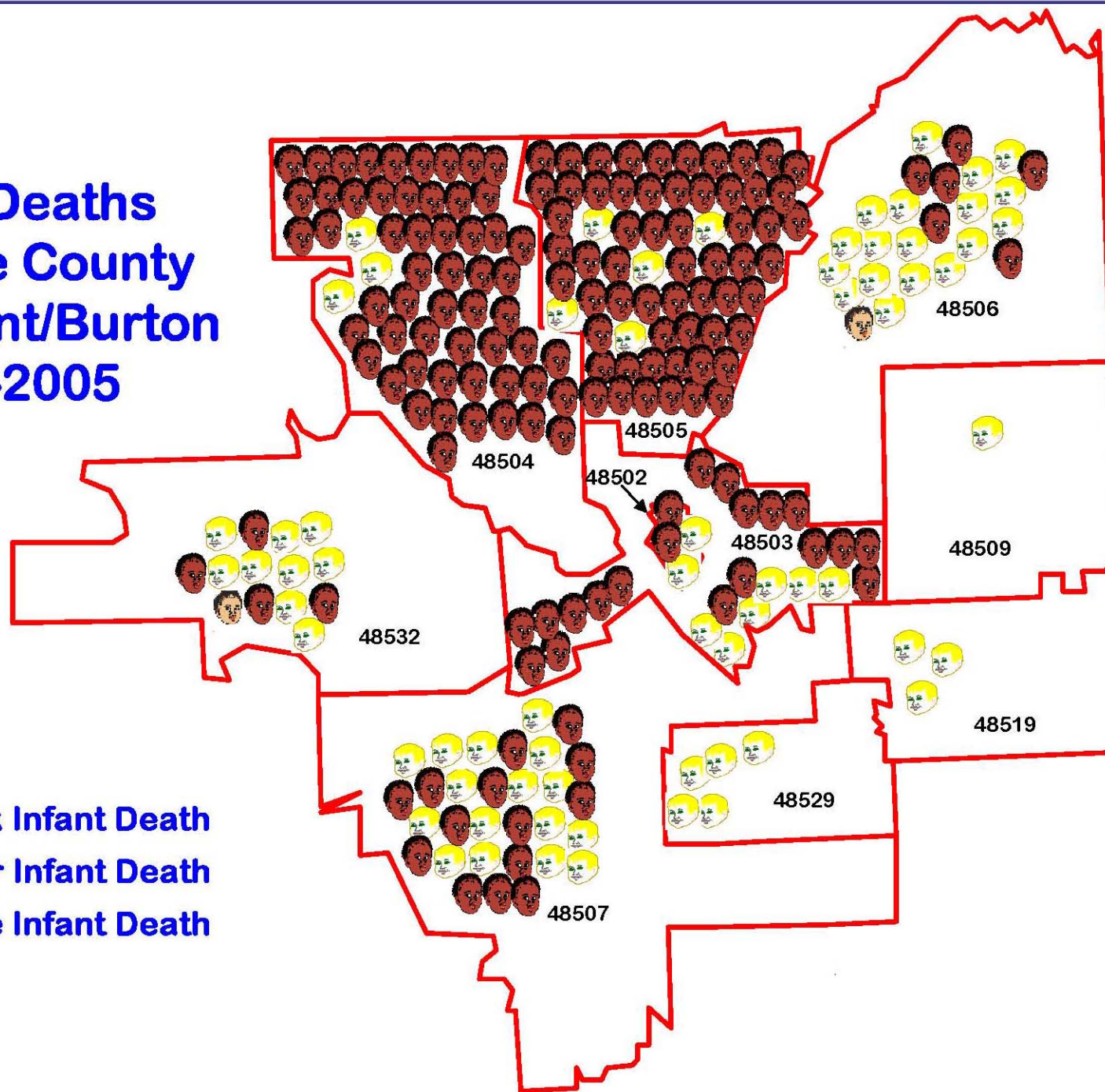
# Genesee County, Michigan



# Our Problem



# Infant Deaths Genesee County City of Flint/Burton 2001-2005



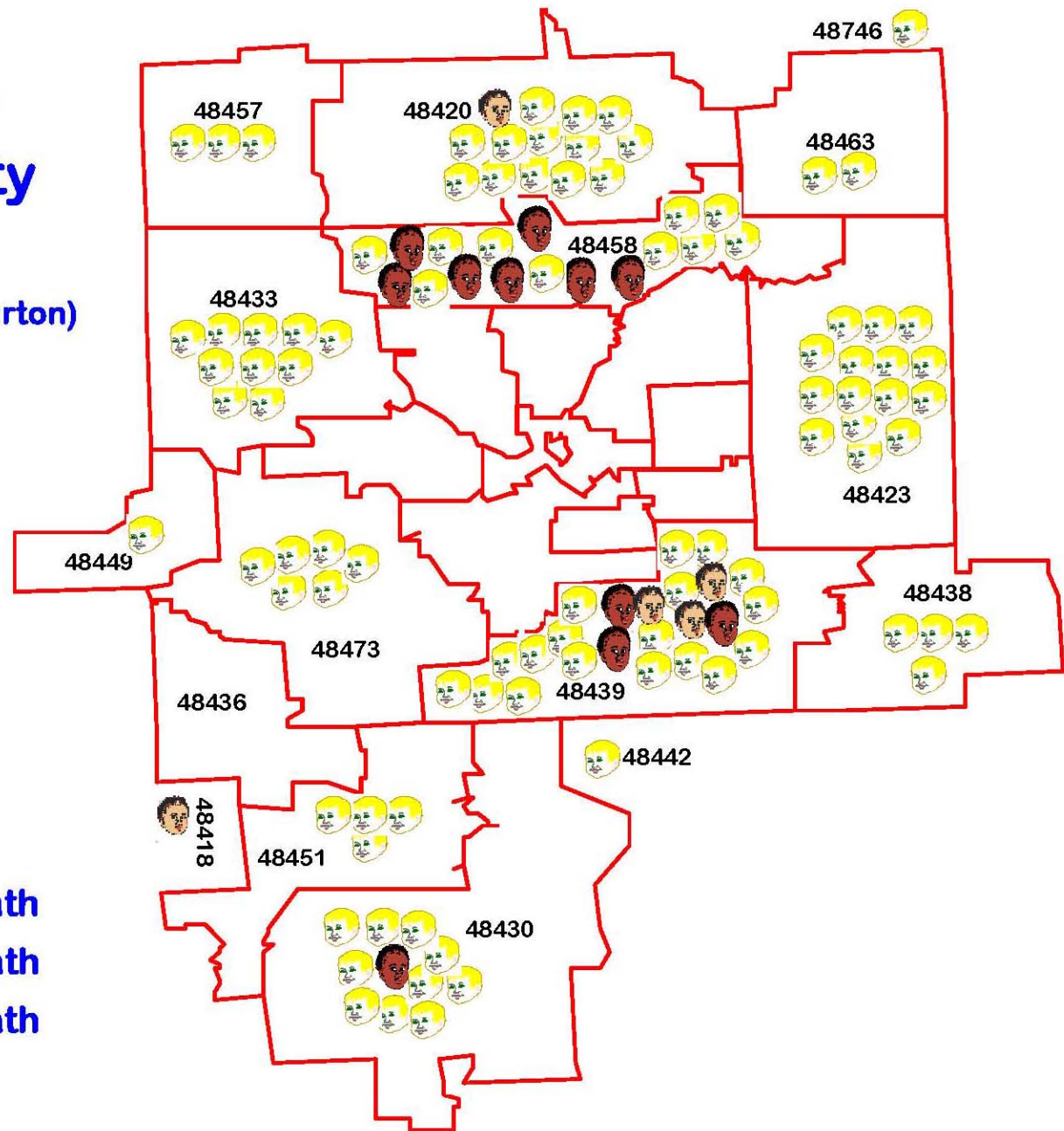
-  = 1 Black Infant Death
-  = 1 Other Infant Death
-  = 1 White Infant Death

# Infant Deaths Genesee County

## 2001-2005

(not including City of Flint/Burton)

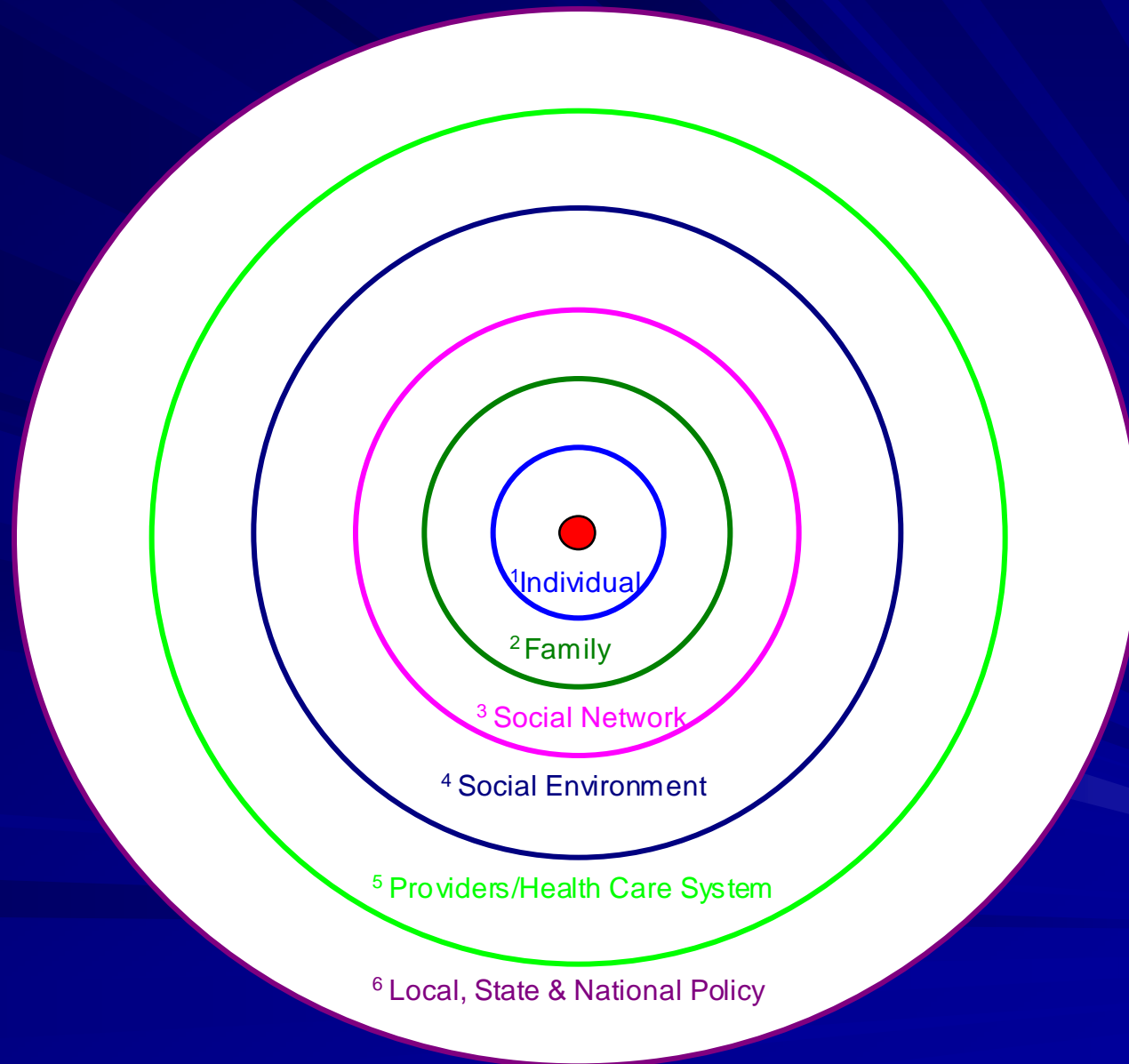
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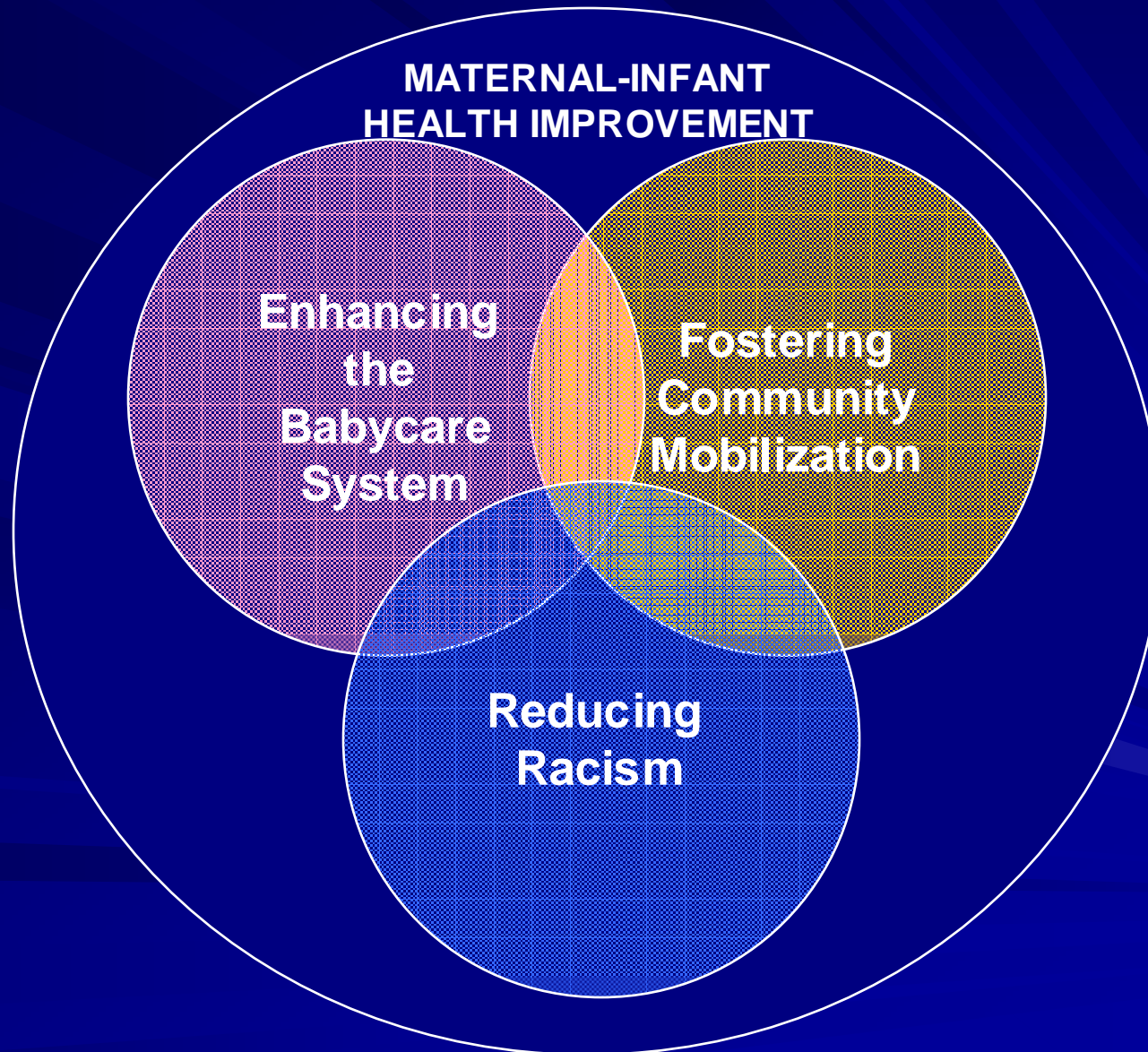
# Our Partners



# Socio-Ecological Model



# Our Community Action Plan





# I. Reduce/Undo Racism

G.F.H.C.

## ■ Undoing Racism Workshops

– 24 workshops with over 880 participants

– Impact

■ Attitudes and beliefs towards culture and racism

■ Diffusion of impact

■ Follow-up working groups of community residents

# Reduce/Undo Racism

- A.C.E.D.C. & Birth Sisters
  - Curriculum used extensively with youth, community, and universities
  - Change in thinking related to racism, health promotion, and infant mortality
- Undoing Racism Media Campaign
  - Reached thousands in focus zip codes and throughout Genesee County
  - Impacted community and professionals

# African Culture Education & Development Center

- Hosted 10 Middle Passage Experiences
- Over 100 individuals have been through Racism 101
- Hundreds of individuals have toured the Center
- The Center's curriculum has been implemented in six schools within the city of Flint.
- Mott Community College, UM-Flint, and UM-Ann Arbor have included the Center's curriculum as mandatory for both health and social work students .

## II. Mobilize Community

F.A.C.E.D. / M.I.H.A.S.

### ■ Client Outreach and Advocacy

- Promoted new bus routes in underserved zip codes

### ■ Asset Mapping (Community Van Tours)

- Required for hospital staff, medical residents, & health professions and social work students

- *“We are going to come up with modified ways to help our clients to be able to handle their money means, as well as their housing situation.”*

# Mobilize Community

- Community Dialogues
  - Priority setting and problem-solving regarding infant mortality
- Black Men for Social Change & Women Taking Charge of Their Health Destiny
  - Provide needed assistance to mothers
  - Community empowerment & education
  - Health fairs

# Mobilize Community

- G.C.C.A.R.D. (Healthy Eating Program)
  - Youth and adult obesity prevention
  - Foster healthy prenatal and general nutrition

# III. Enhance Baby Care System

## P.R.I.D.E. Medical Services Committee

- Perinatal Risk Assessment Tool (PRAT)
  - Emphasis on psychosocial factors
  - Utilized by 30% of prenatal providers
- “Face Up to Wake Up”
  - Increased awareness of infant ‘safe sleeping’
  - Fewer infant deaths in Genesee County related to unsafe sleep situations

# Enhance Baby Care System

## ■ Flint Family Road

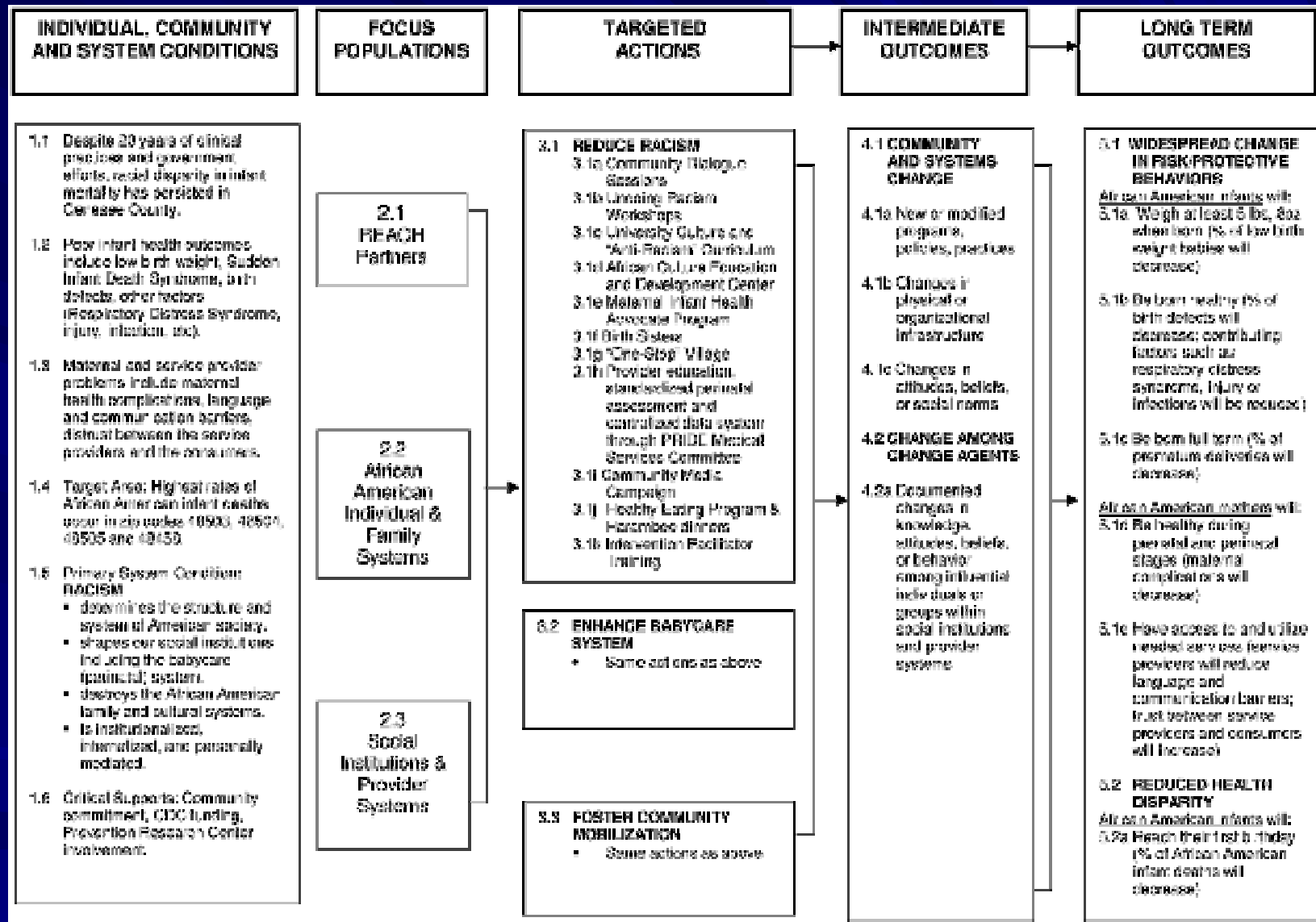
- “One-Stop” center with services and referrals for pregnant women and families

## ■ UM-Flint (REACH Training Component)

- Specialized training for client advocates
- Enhance culturally competent practice
- Improve patient-provider communication
- Patients more likely to keep prenatal care appointments



# REACH 2010 Logic Model



# REACH 2010 Evaluation Plan

# **REACH 2010 Evaluation Plan**

**Part 1. Vital Statistics Analyses**

**Part 2. Racism and Health Disparities Survey**

# REACH 2010 Evaluation Plan

## Vital Statistics Analyses

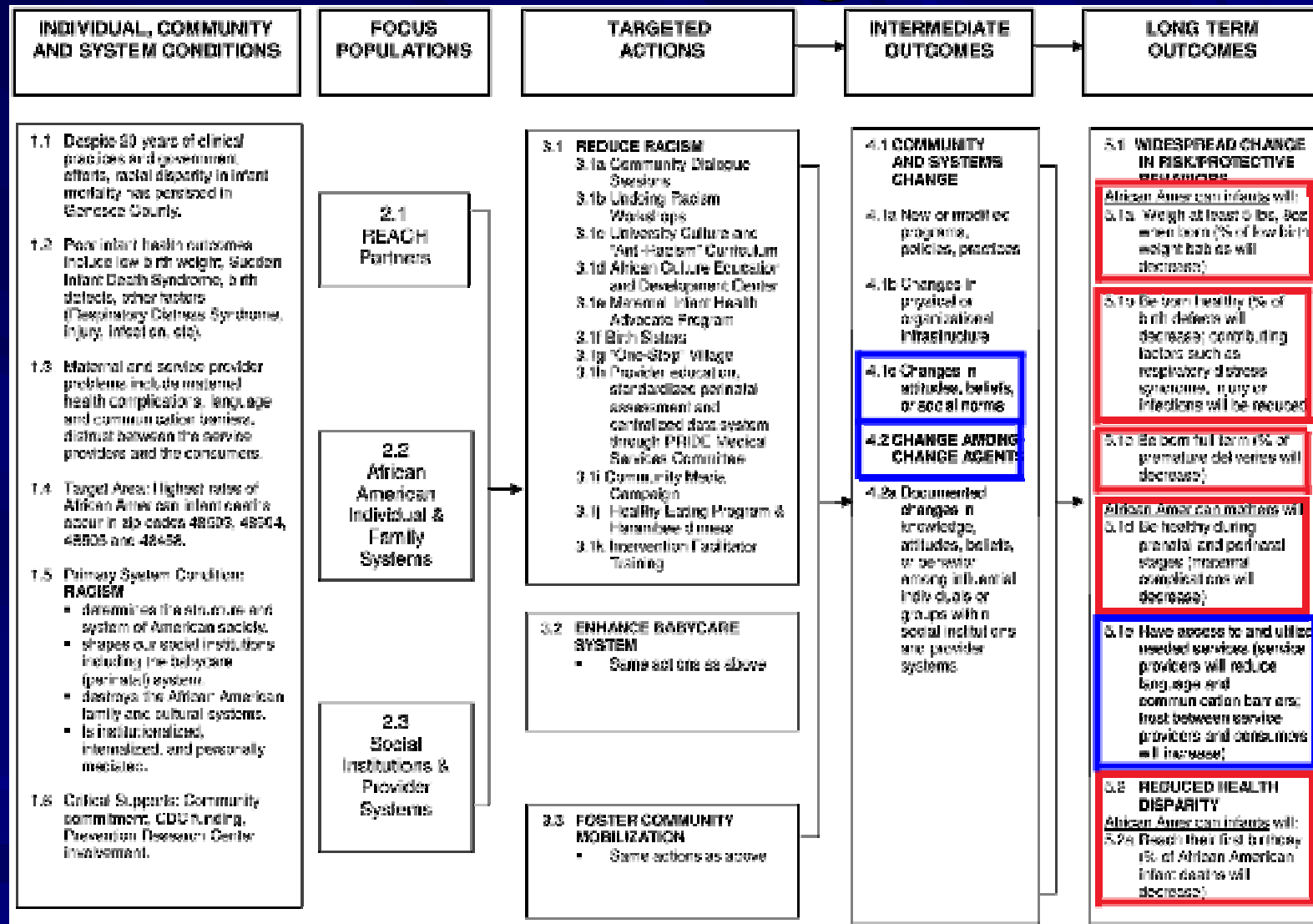
Examine vital statistics data to examine the impact of the REACH 2010 project.

Variables examined: infant mortality rates, birth weight, proportion of healthy births, maternal complications, gestational age.

Compare

- Pre/Post REACH 2010 aggregate trends within focus ZIP Codes.
- Trends in REACH 2010 focus ZIP codes and demographically similar ZIP Codes in other metropolitan areas in Michigan (e.g., Saginaw).

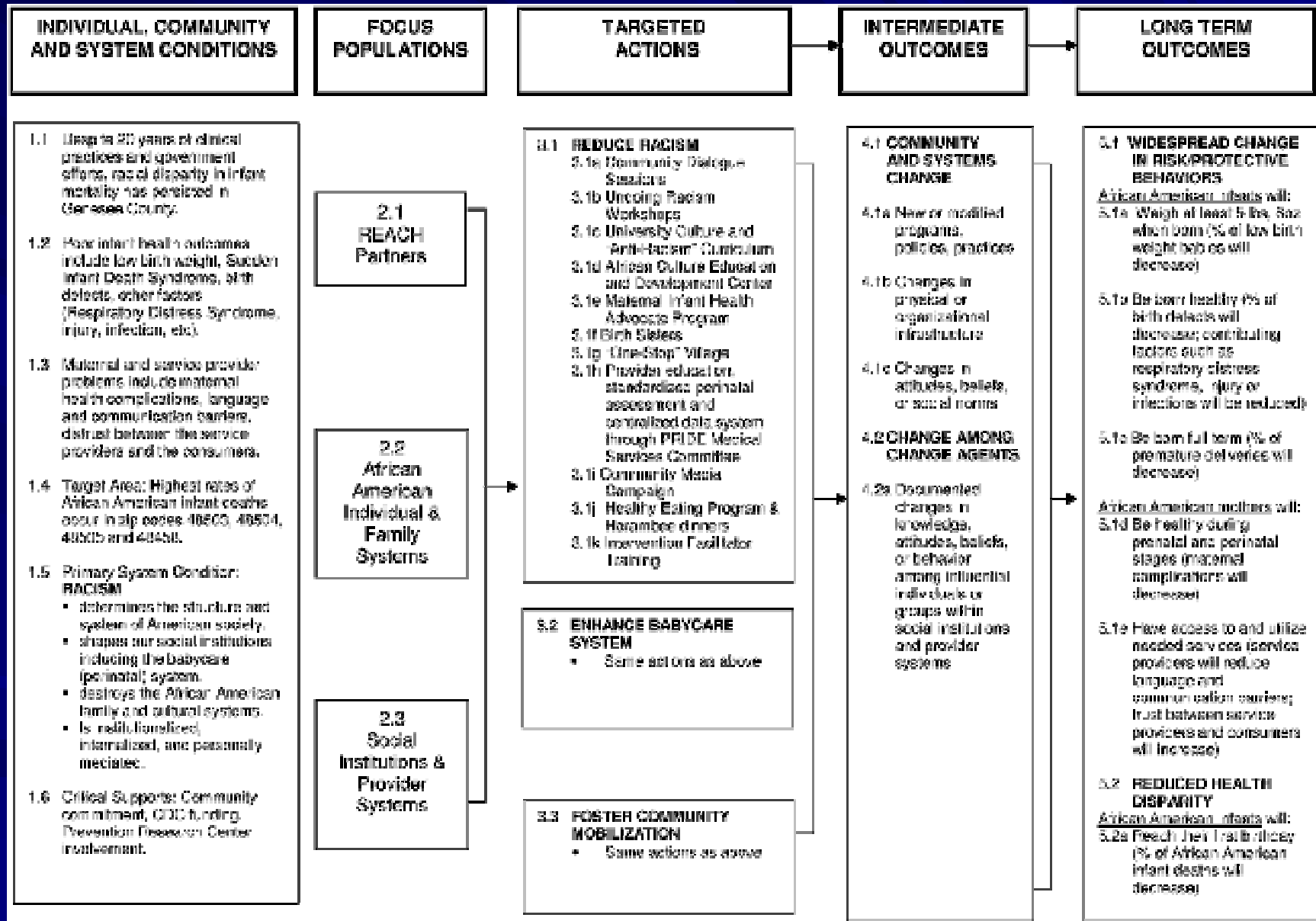
# REACH 2010 Logic Model



Racism and Health Disparities Survey

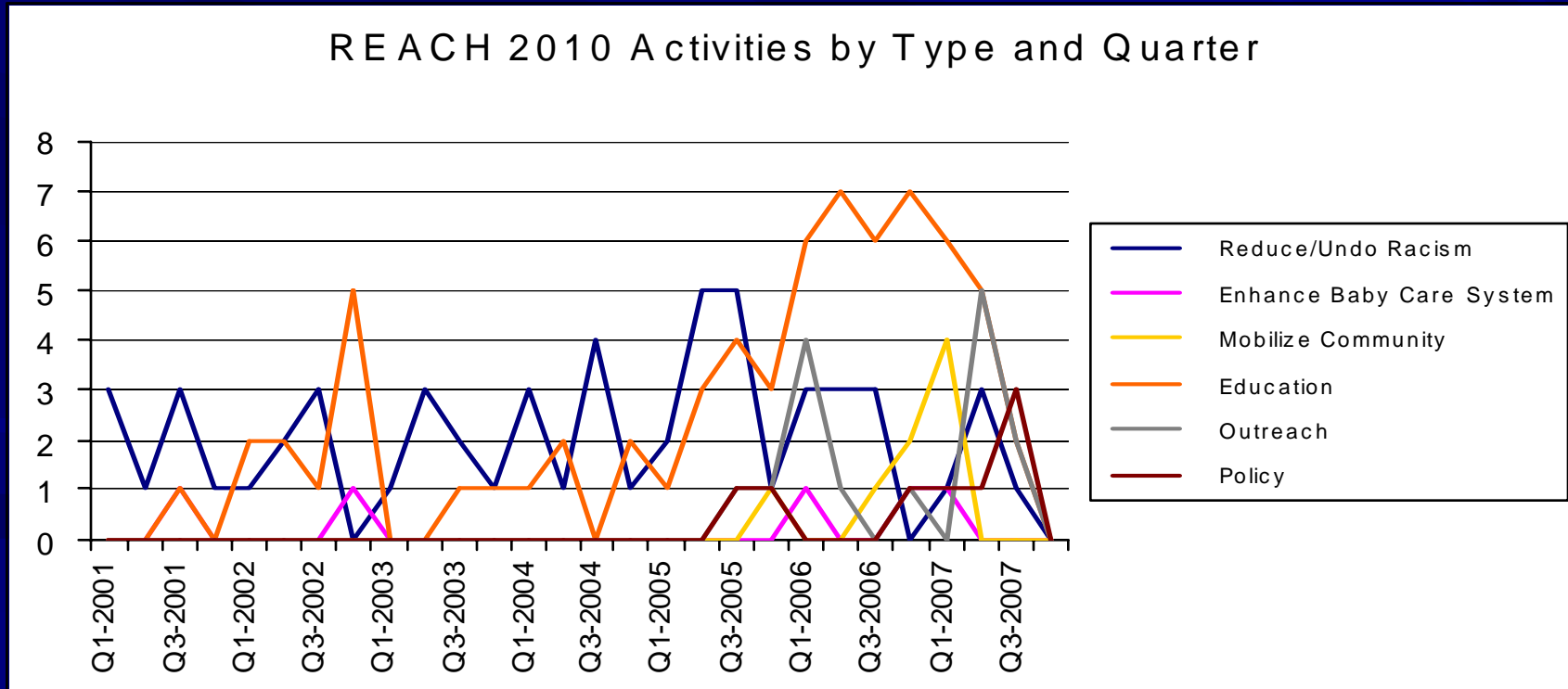
Vital Statistics Analyses

# REACH 2010 Logic Model



# REACH 2010 Activities

Reduce/Undo Racism  
Enhance Baby Care System  
Mobilize Community  
Education/Outreach/Policy



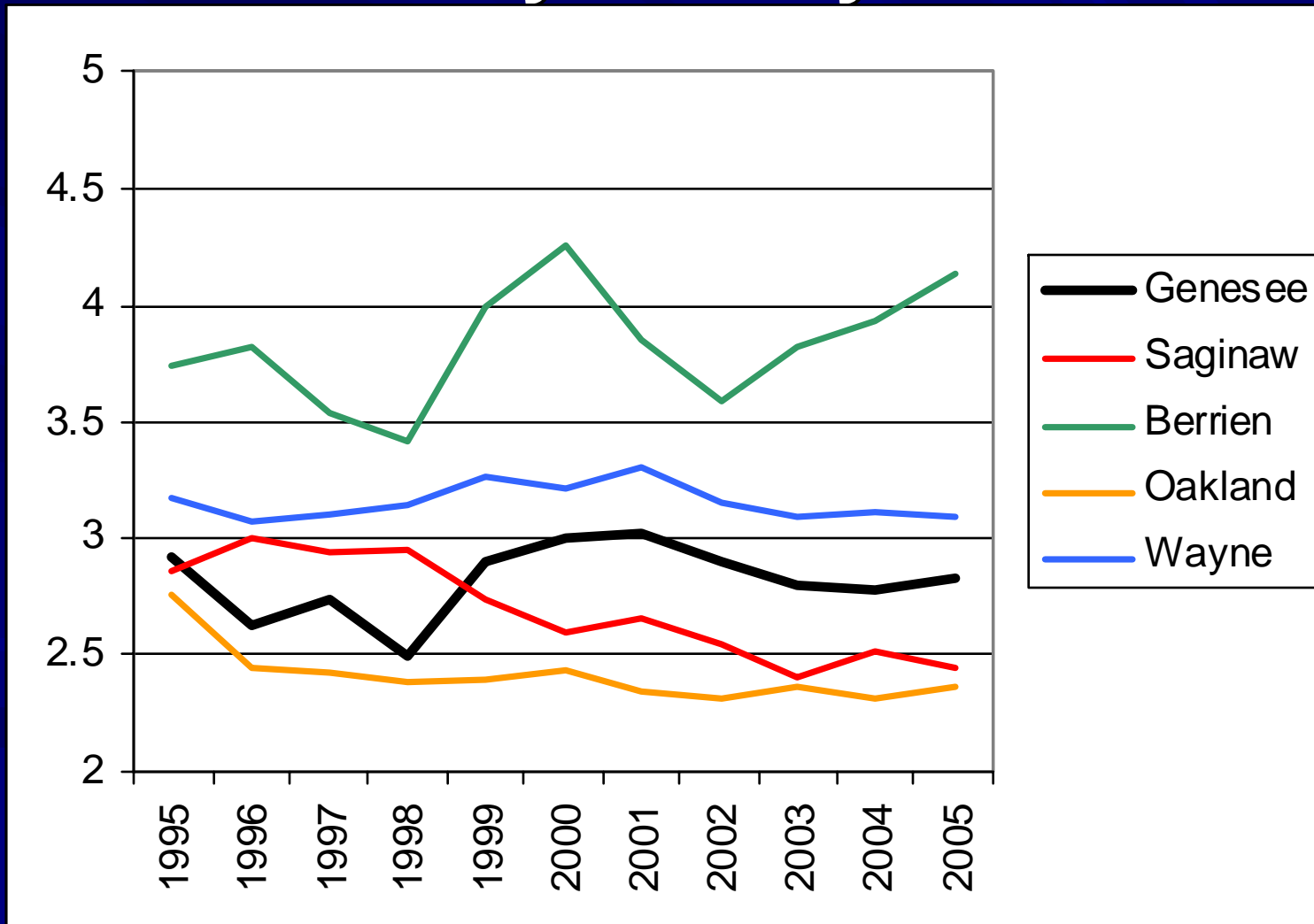
# **Genesee County REACH 2010**

## **Vital Statistics Analyses**

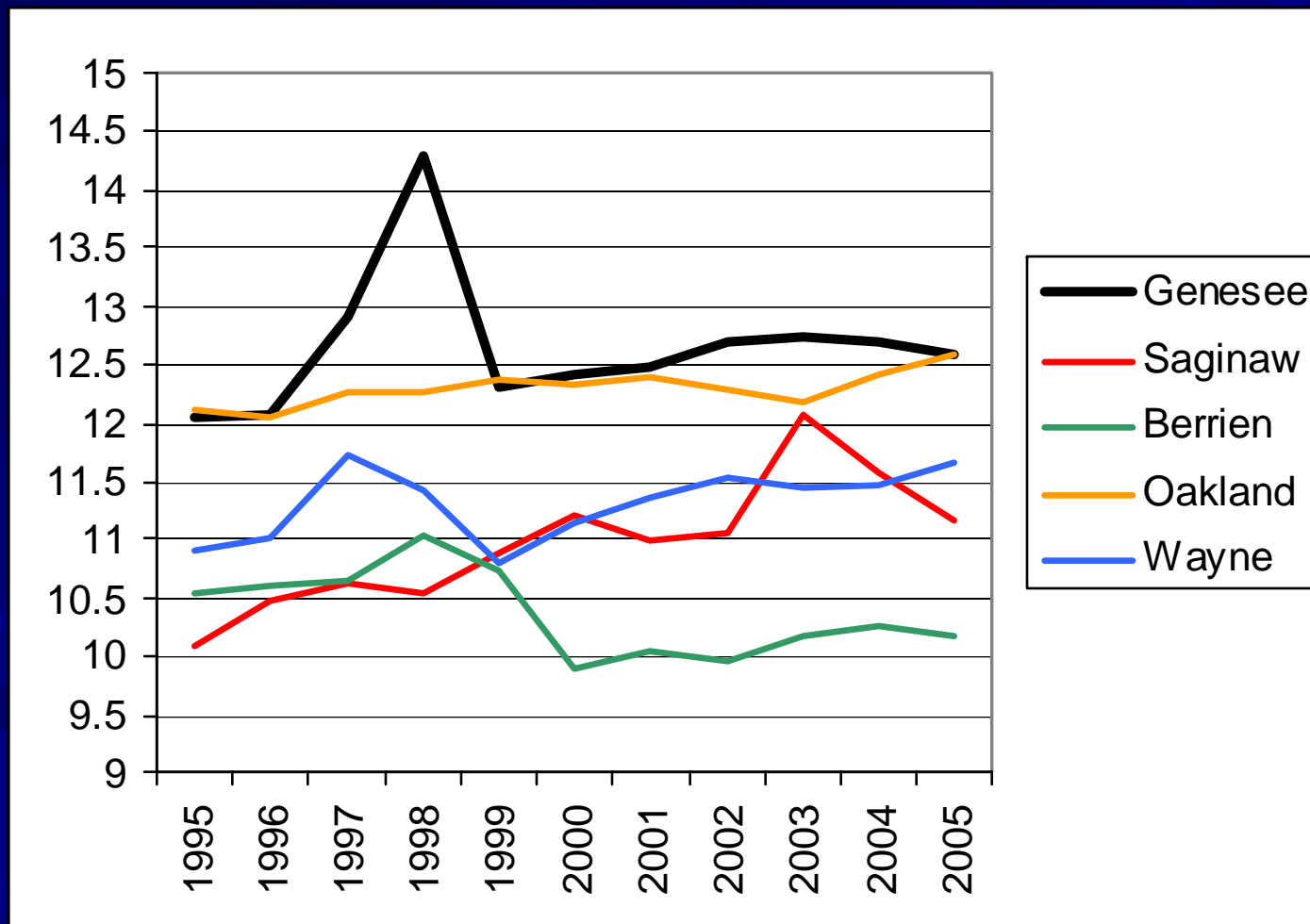
### **Part 1: Perinatal Health Behaviors**



# Month of Pregnancy when African American Mothers entered Prenatal Care By County



# Number of Prenatal Health Care Visits by African American Mothers By County



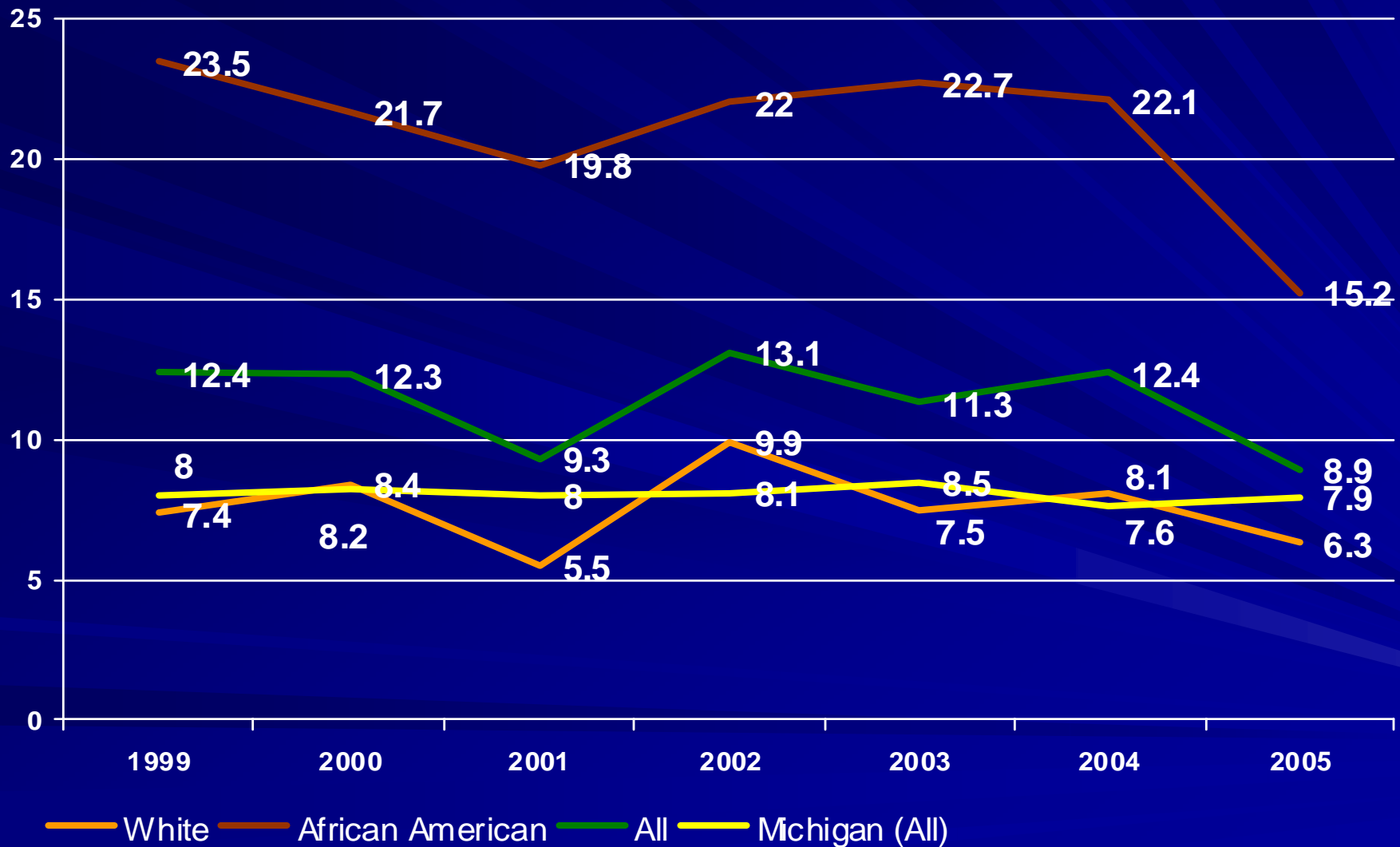
# **Genesee County REACH 2010**

## **Vital Statistics Analyses**

### **Part 2: Perinatal Health Outcomes**

# Annual Infant Mortality Rates by Race

## Genesee County, MI 1999-2005



Source: Michigan Department of Community Health, Vital Records & Health Data Development Section.

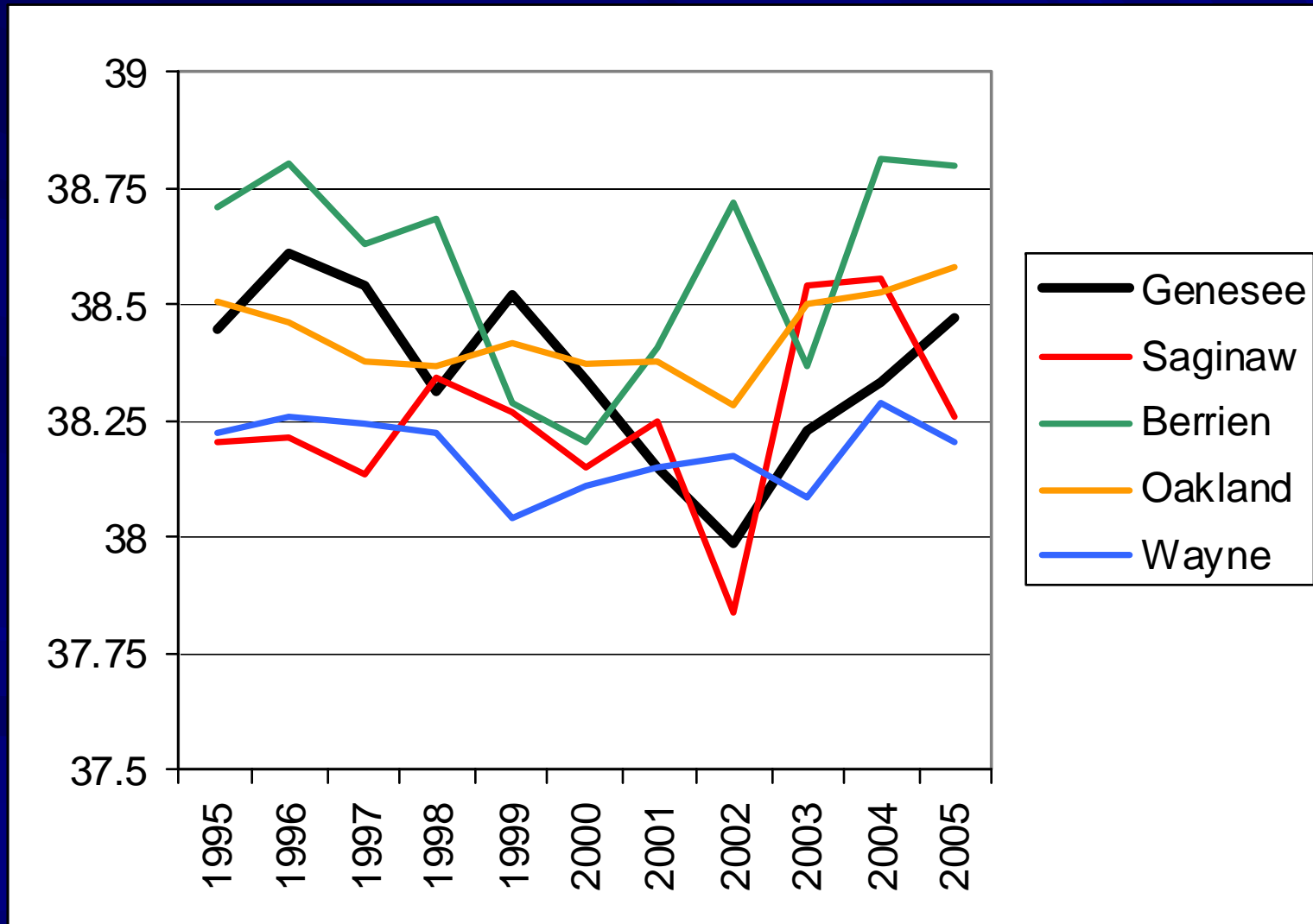
# Infant Mortality Disparity Ratio\* Genesee County, Michigan 1999- 2005



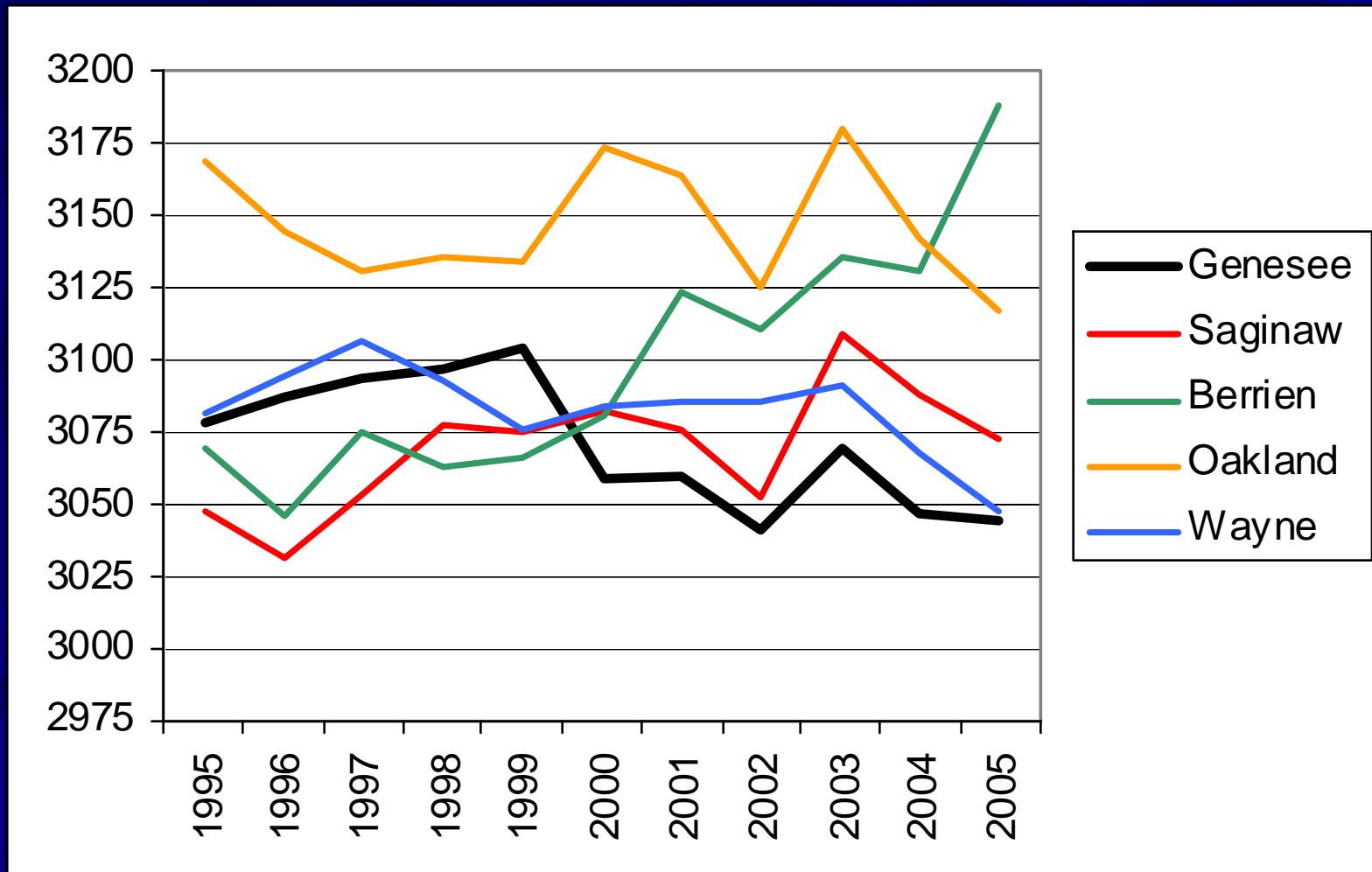
\*African American to White Disparity Ratios

Source: Michigan Department of Community Health, Vital Records & Health Data Development Section.

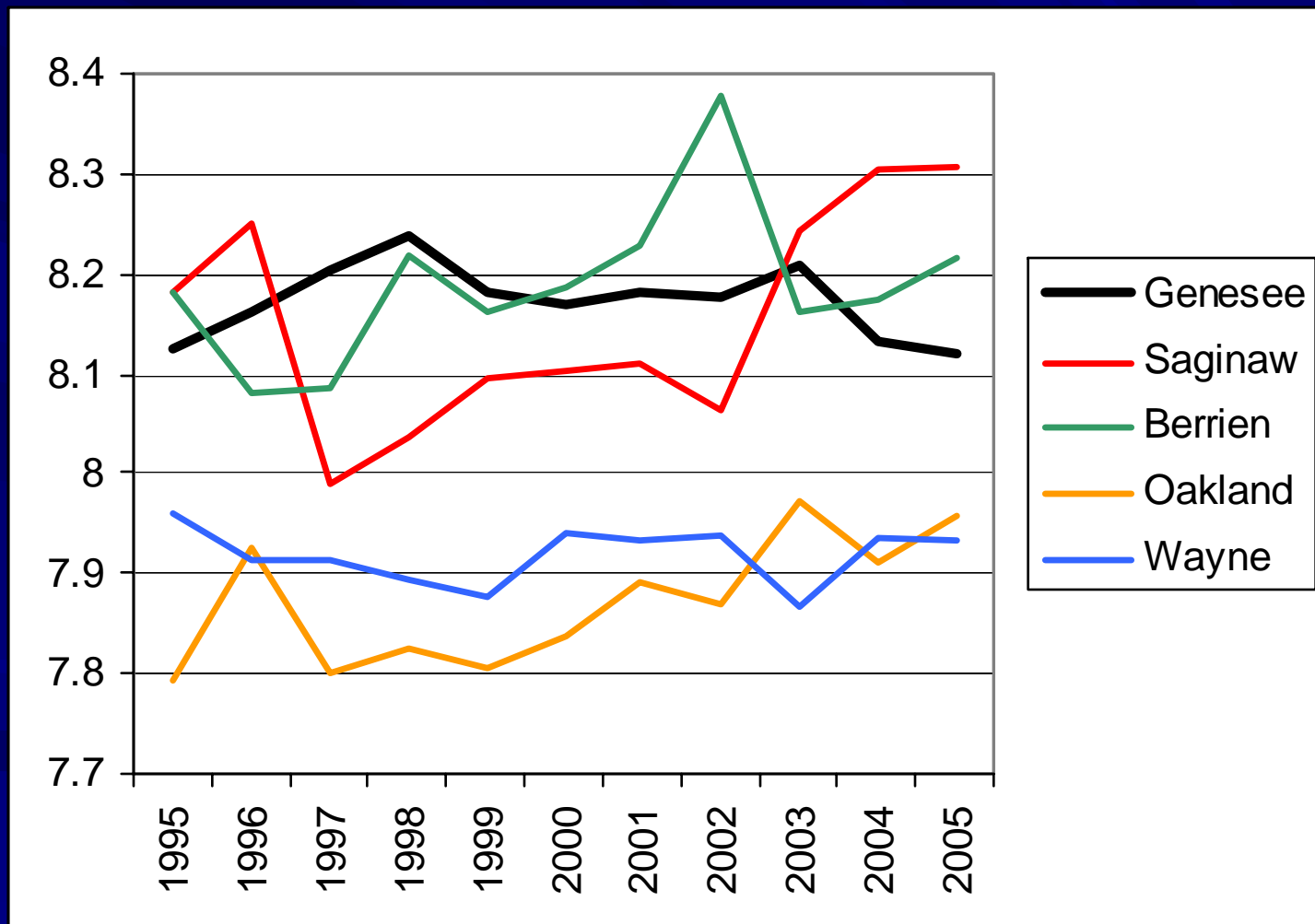
# Weeks of Gestation for African American Infants By County



# African American Birth Weight in grams By County

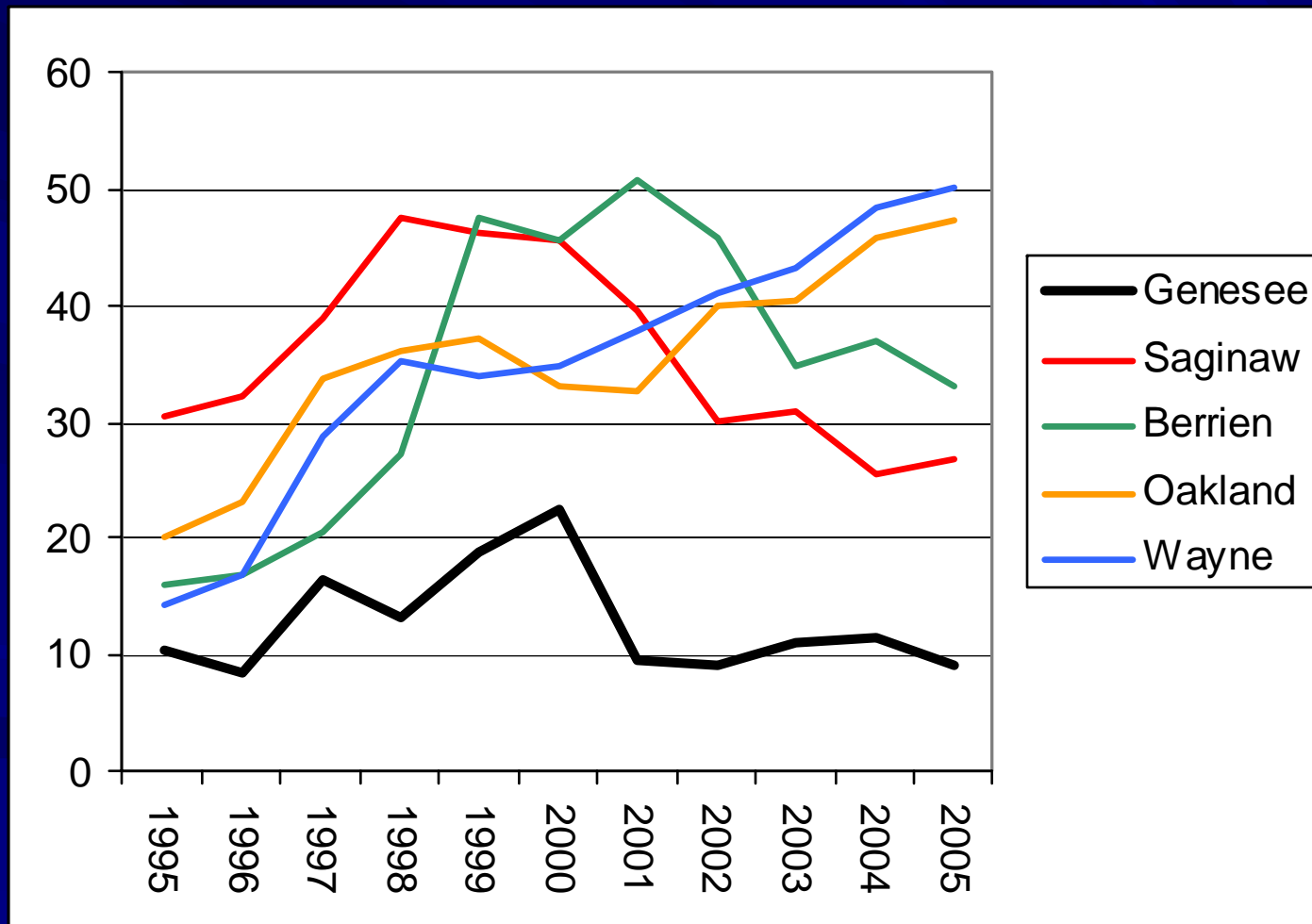


# 1 Minute APGAR Scores for African American Infants By County

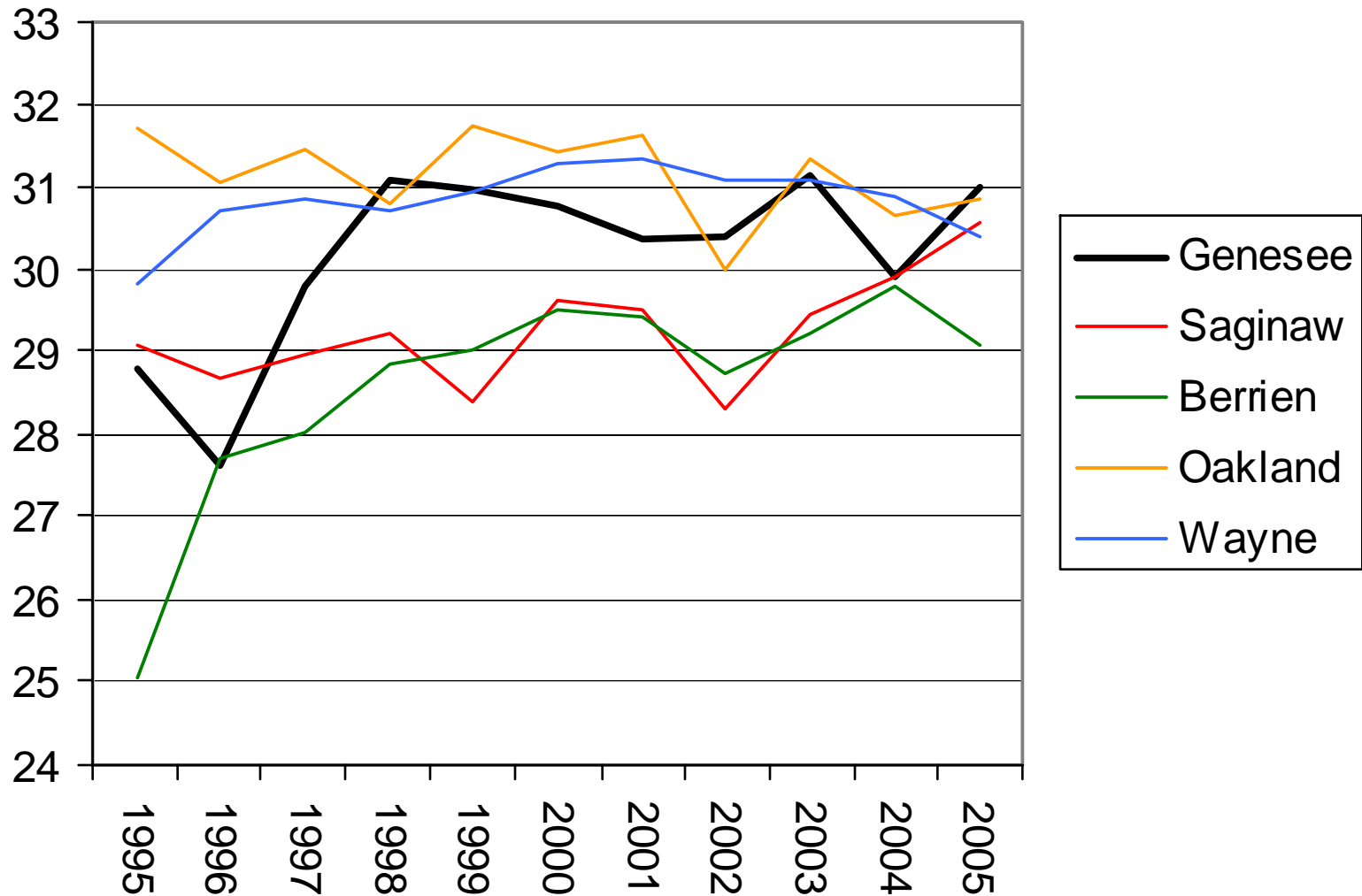




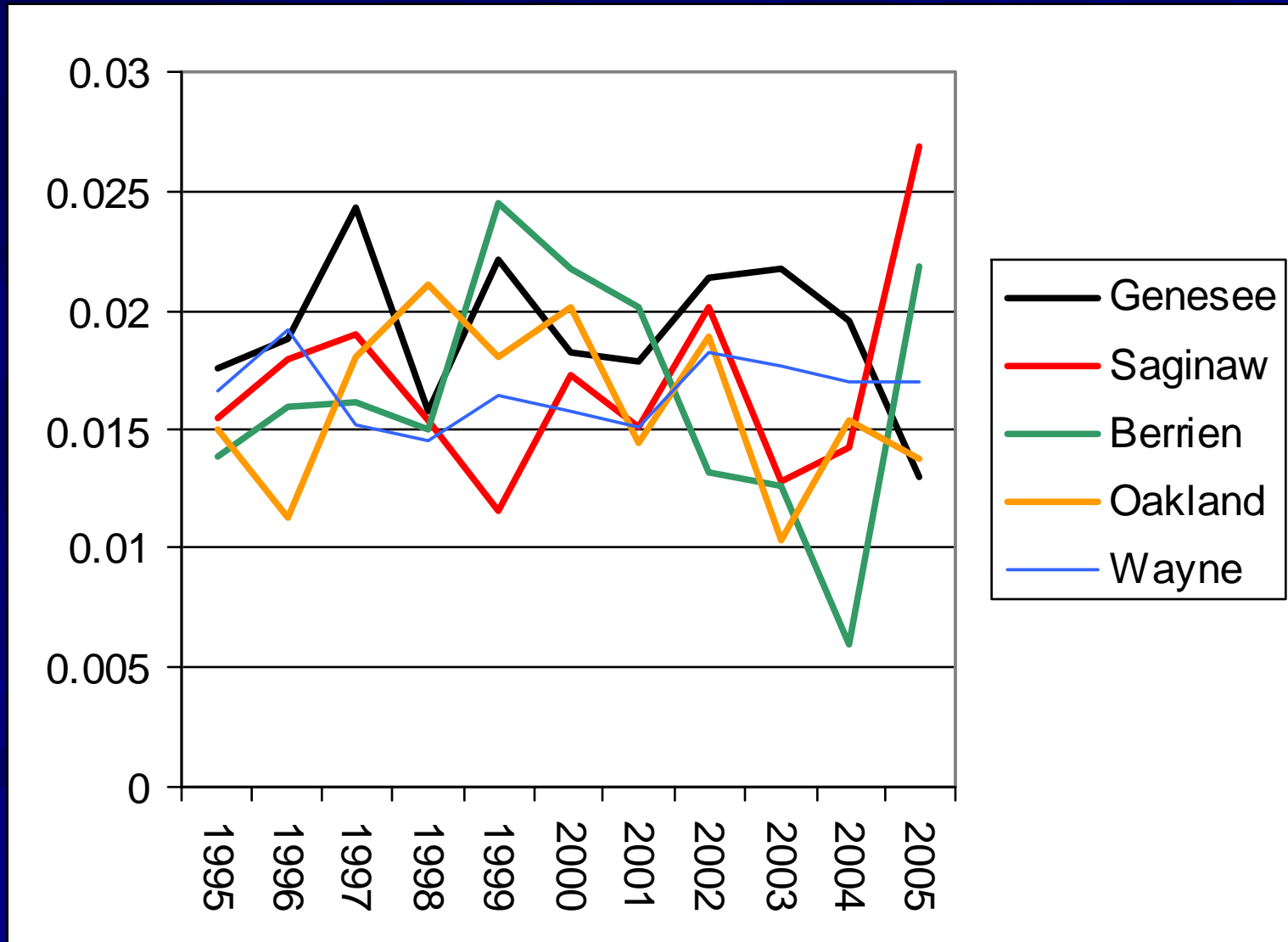
# Percent of African American Pregnancies with Medical Risks By County



# Average Weight Gain for African American Mothers By County



# African American Infant Mortality Rate By County



# Conclusion

The reduction in infant mortality rates in Genesee County, especially for African American infants, encourages the continuation and replication of activities in Genesee County's REACH 2010 program.

These activities will continue as the Genesee County REACH partnership was selected to be a Center of Excellence in the Elimination of Disparities in the CDC's REACH US program.

Genesee County

REACH *ing together to save our  
precious black babies!*  
2010



## Contact Us

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