



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



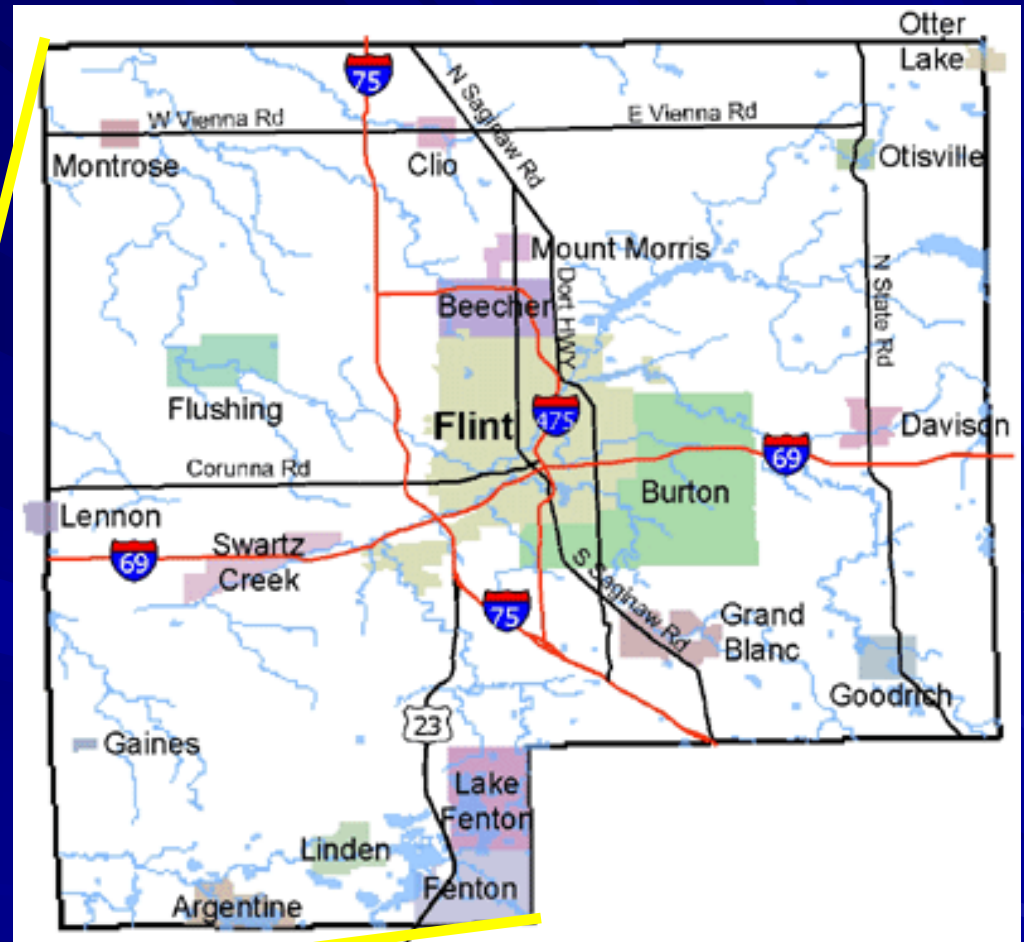
Identifying best practices in a Successful Program to Reduce Disparities in Infant Mortality

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American Public Health Association Annual Meeting

Public Health, Human Rights, Ethics, and Politics
November 7, 2007

Genesee County, Michigan



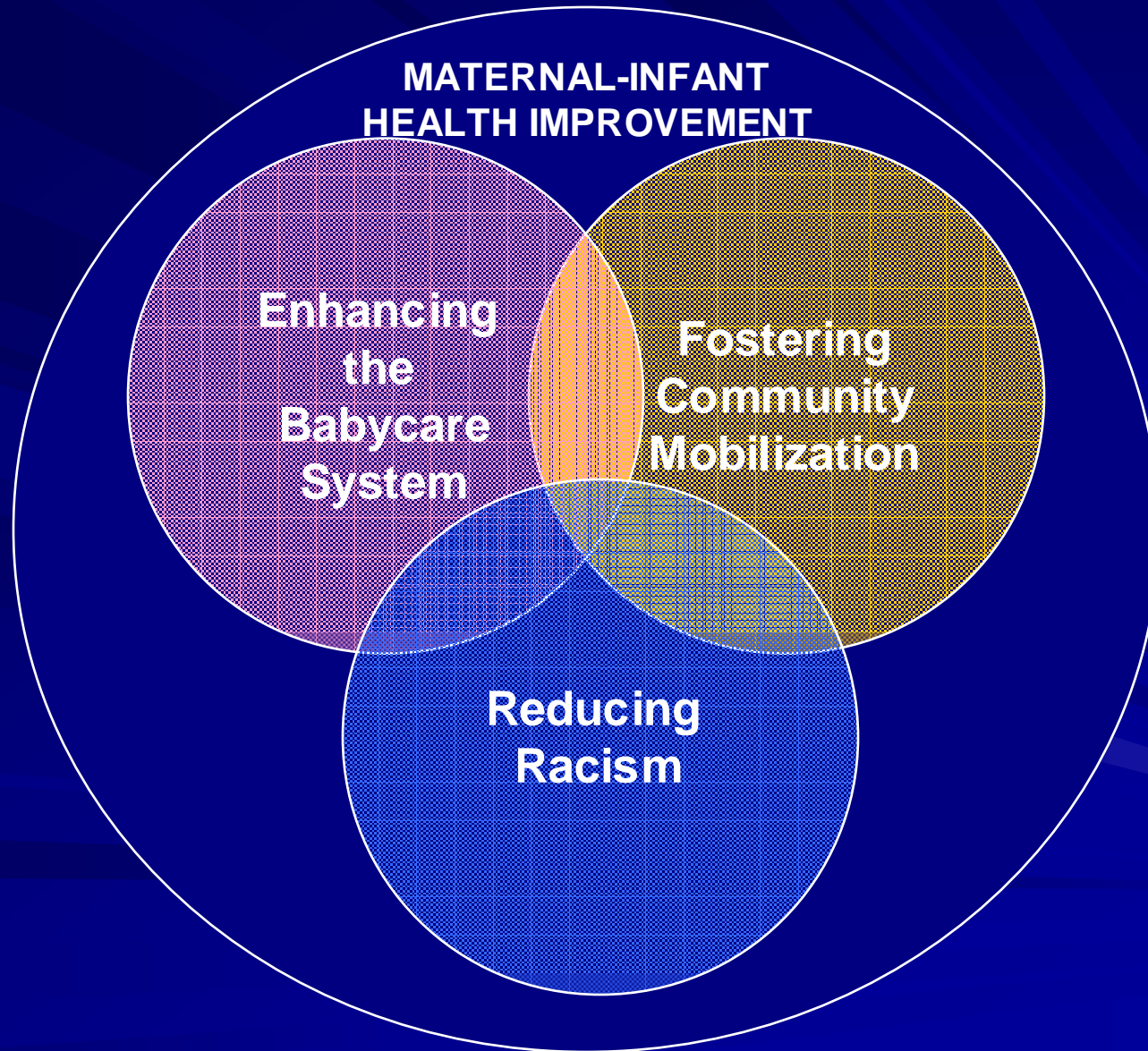
Our Problem



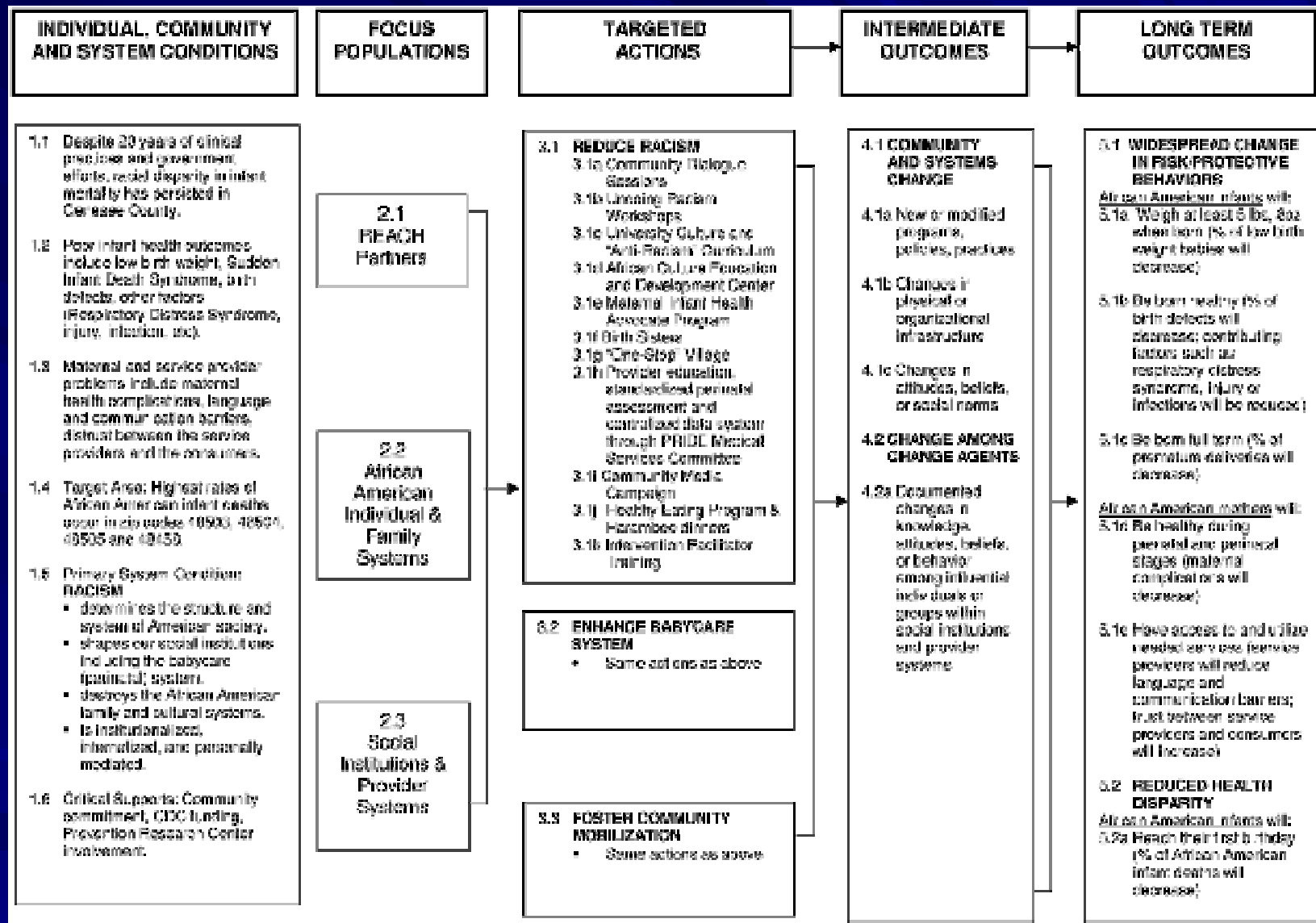
Our Partners



Our Community Action Plan



REACH 2010 Logic Model



REACH 2010 Evaluation Plan

Part 1. Vital Statistics Analyses

Part 2. Racism and Health Disparities Survey

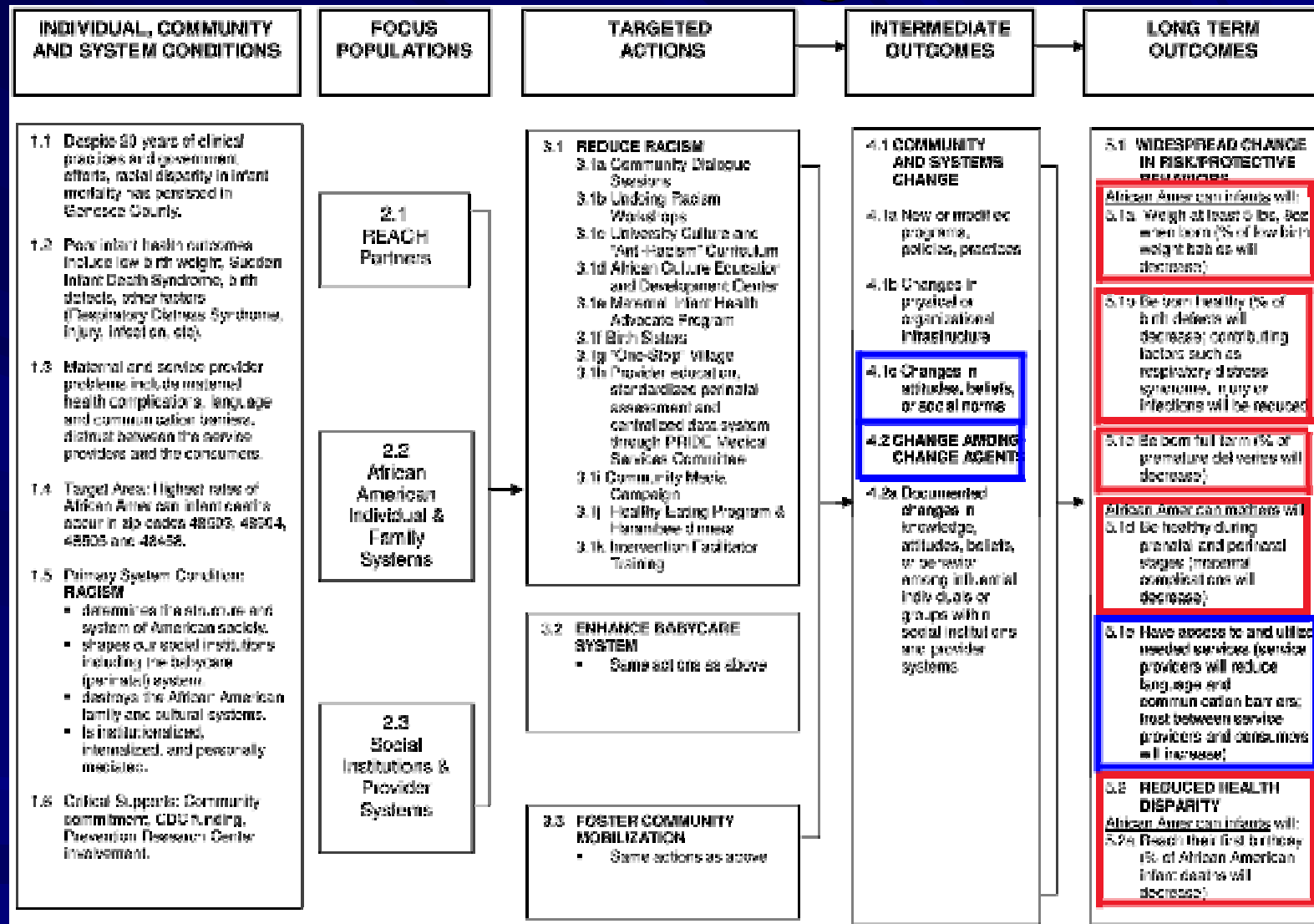
REACH 2010 Evaluation Plan

Racism and Health Disparities Survey

Asses experiences of racism, responses to experiences of racism, perceptions of the health care system, relationships with partners, health and birth outcomes.

- Telephone interviews were conducted by the Michigan Public Health Institute in April and May, 2007
- Respondents included REACH Program participants, randomly selected community members aged 18-45 in the REACH focus ZIP Codes in Genesee County, and randomly selected community members aged 18-45 in demographically similar ZIP Codes in neighboring Saginaw County.

REACH 2010 Logic Model



Racism and Health Disparities Survey

Vital Statistics Analyses

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

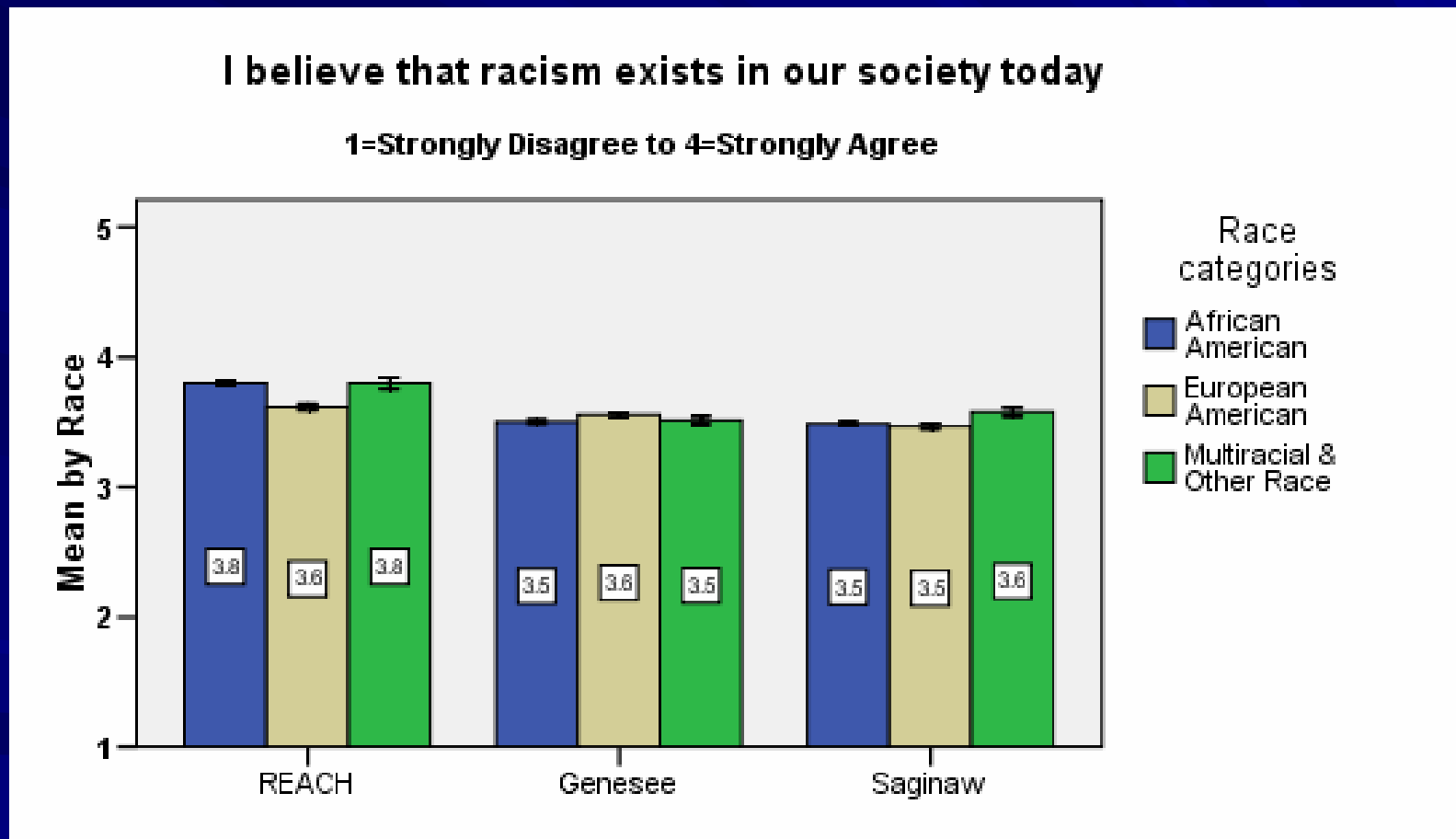
■ Follow-up working groups of community residents

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

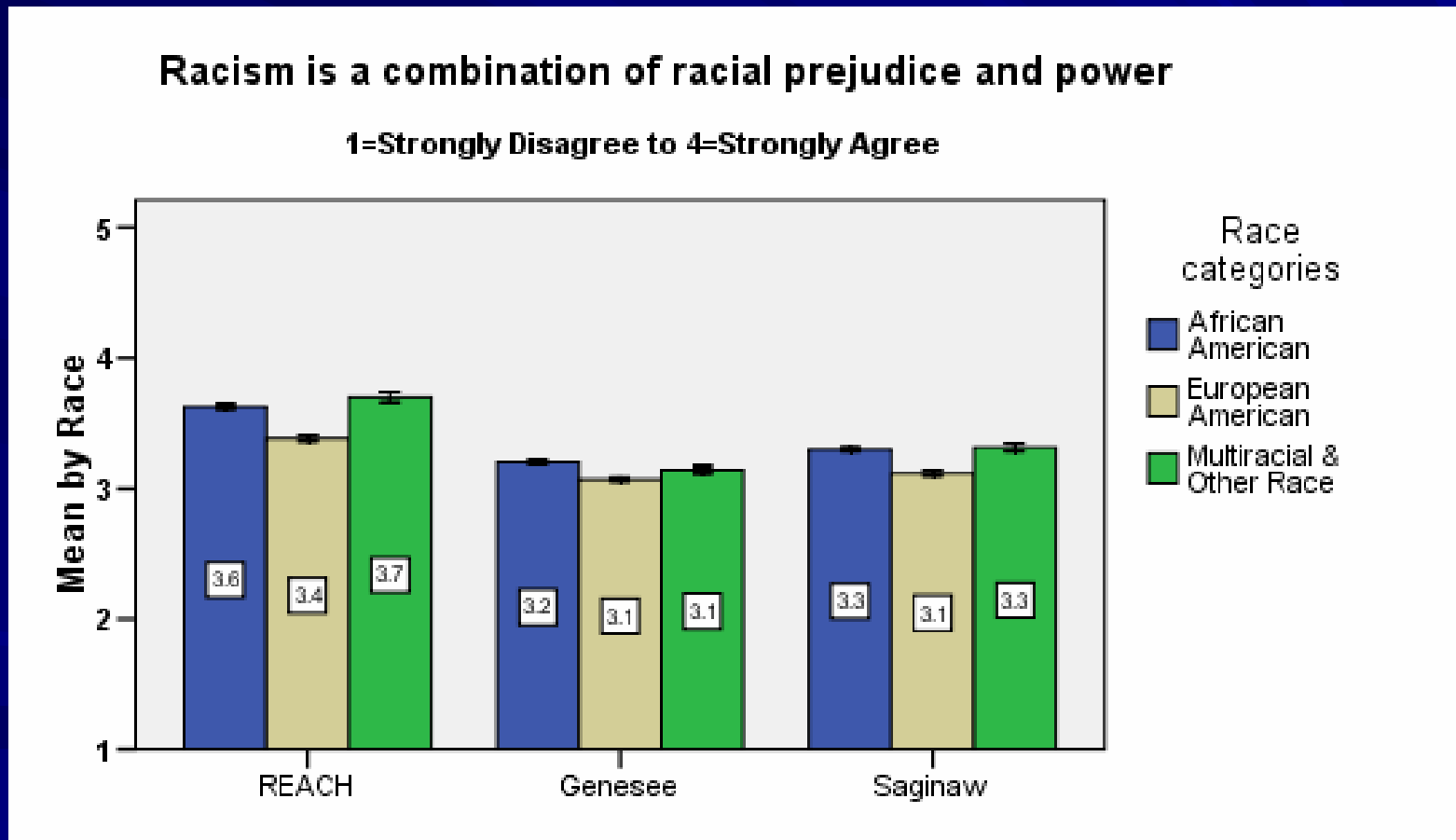
Attitudes, Beliefs, and Knowledge regarding Racism

I believe that racism exists in our society today



(Controlling for educational attainment)

Racism is a combination of racial prejudice and power

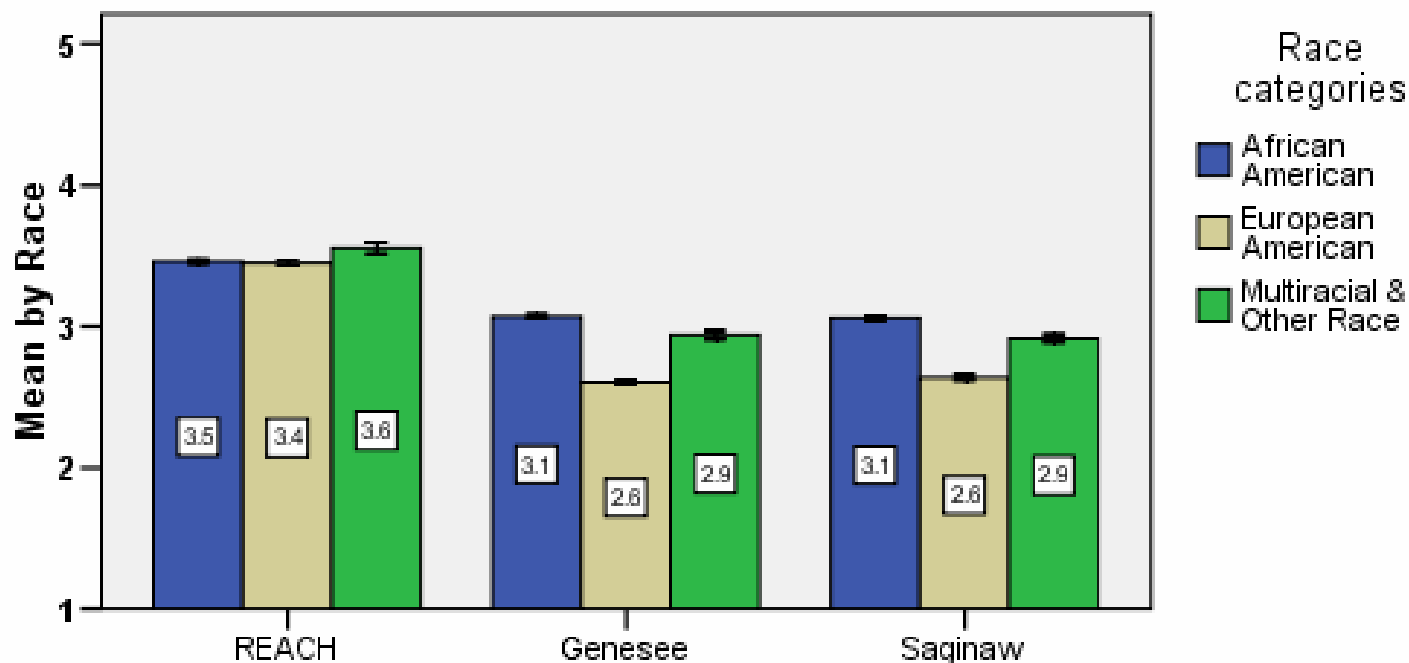


(Controlling for educational attainment)

Even today Blacks feel the effects of slavery and segregation

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1=Strongly Disagree to 4=Strongly Agree

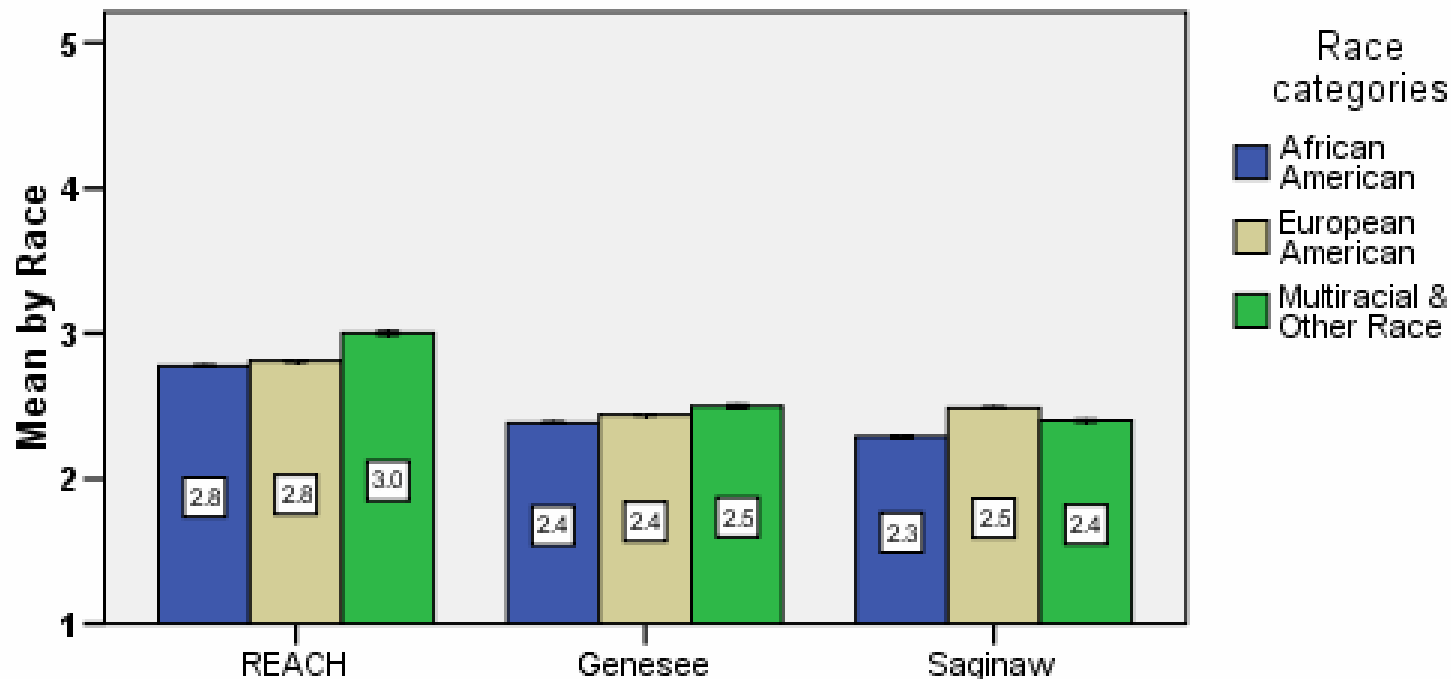


(Controlling for educational attainment)

White people are prejudiced against Blacks

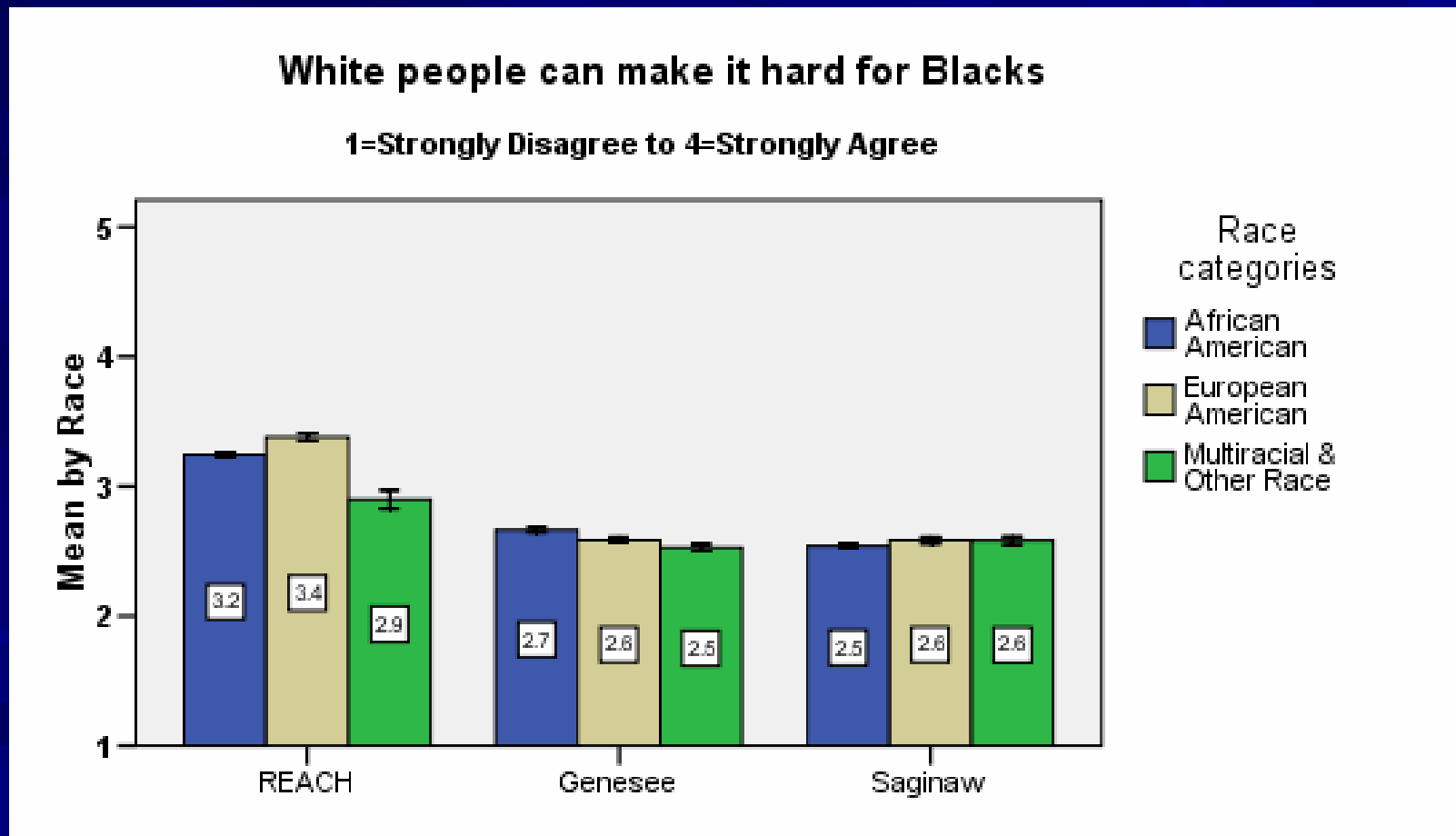
White people are prejudiced against Blacks

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(Controlling for educational attainment)

White people can make it hard for Blacks

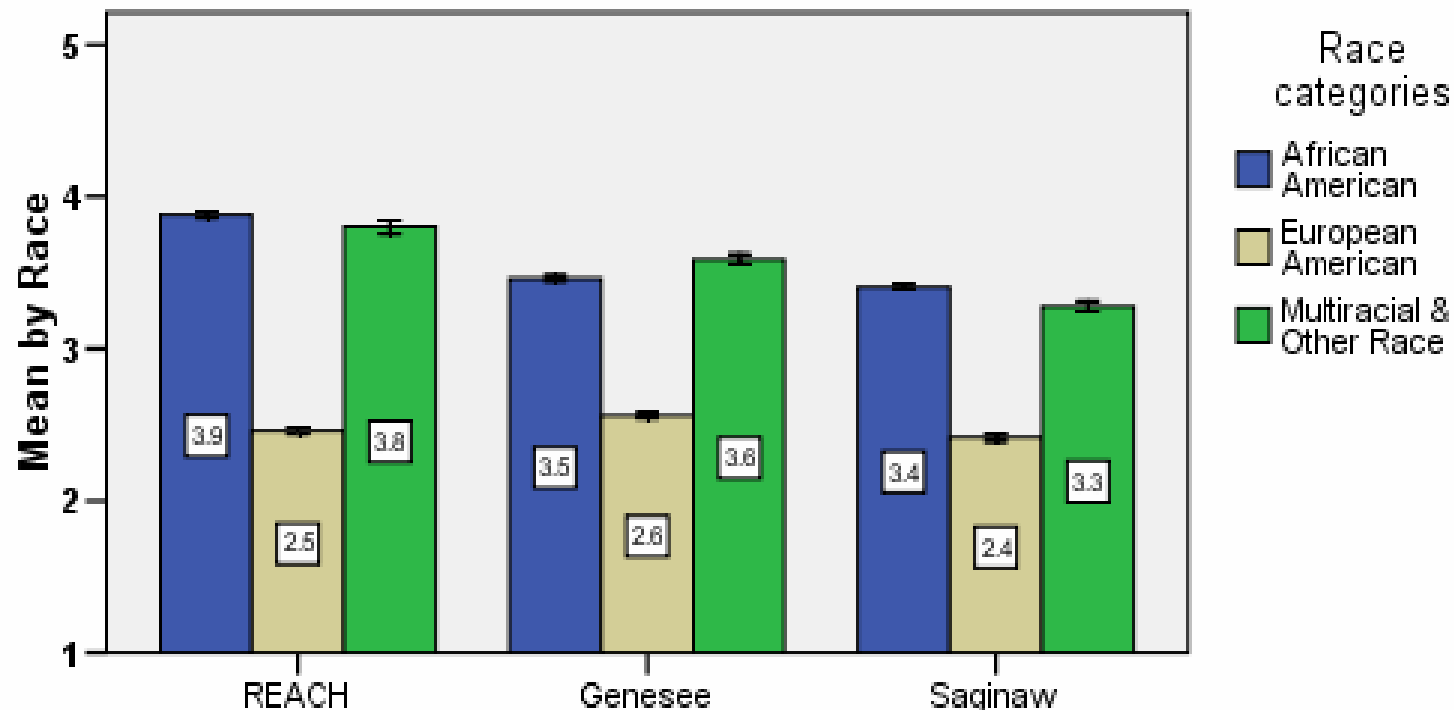


(Controlling for educational attainment)

How much do you think racism affects people in your ethnic group?

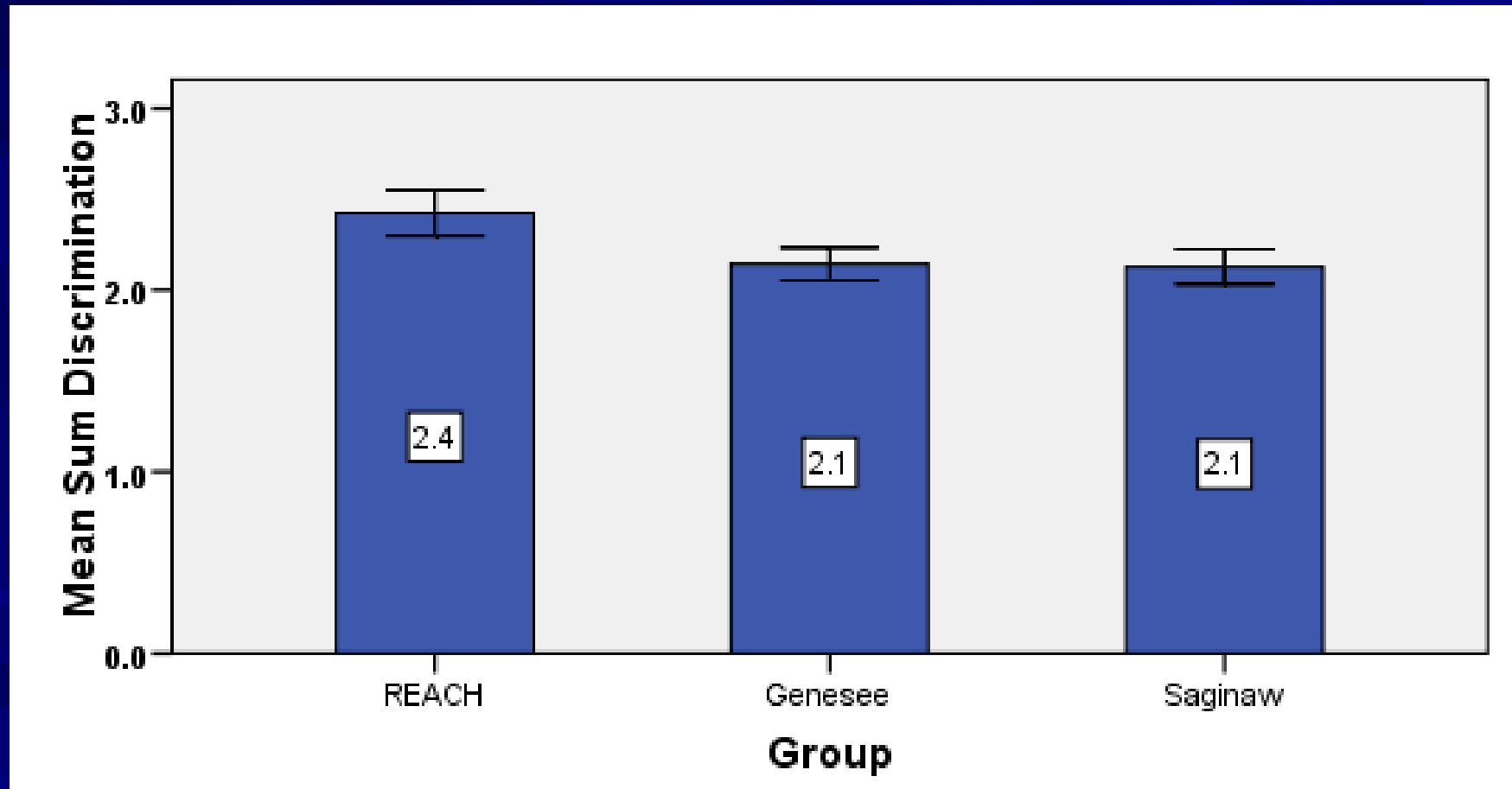
How much do you think racism affects the lives of people in your racial/ethnic group?

1=Strongly Disagree to 4=Strongly Agree



(Controlling for educational attainment)

Experiences of racial discrimination

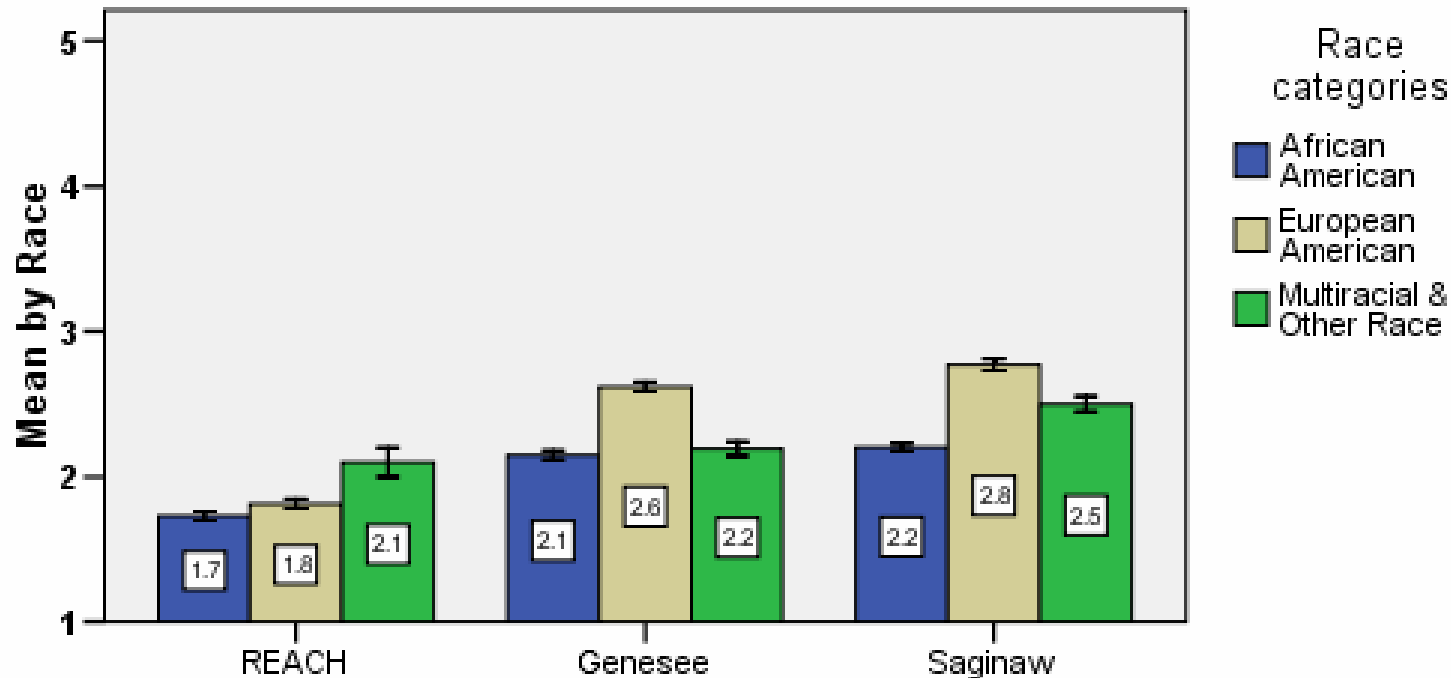


Beliefs regarding racism in healthcare

Blacks and Whites receive the same quality of health care

Blacks and Whites receive the same quality of health care

1=Strongly Disagree to 4=Strongly Agree

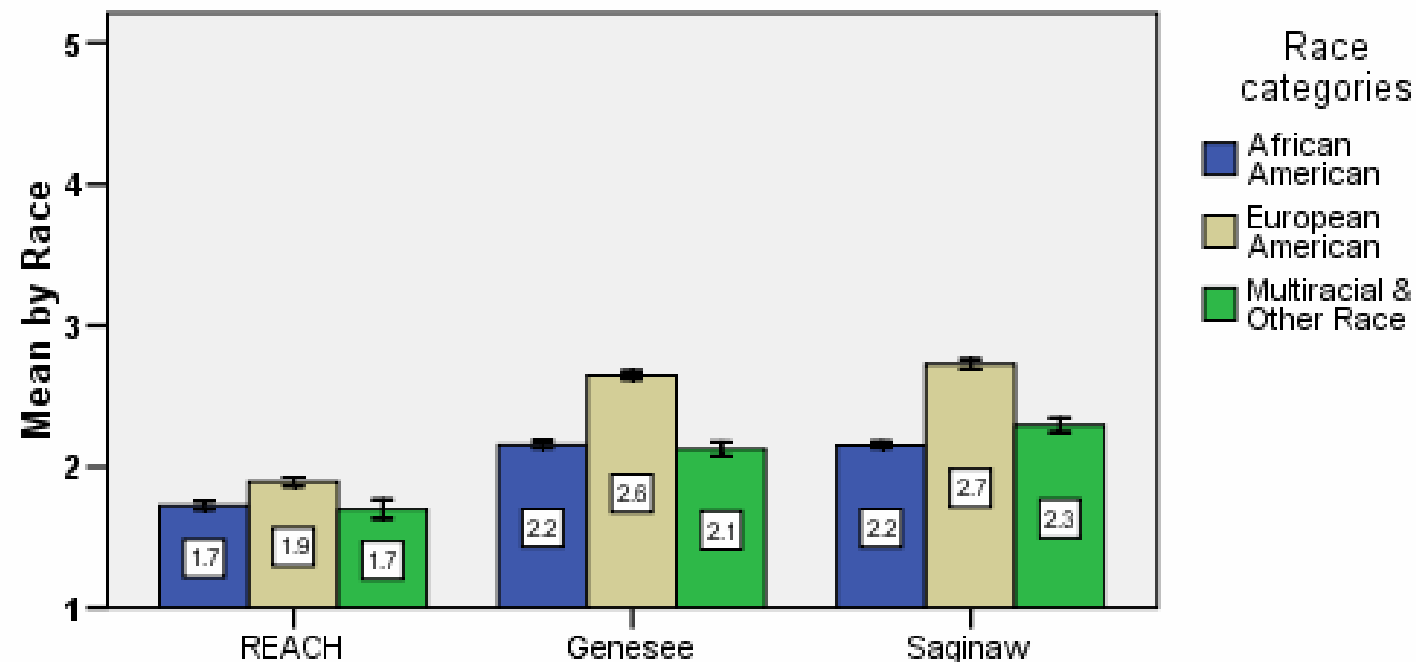


(Controlling for educational attainment)

Blacks and Whites are treated with the same level of dignity and respect

Blacks and Whites are treated with the same level of dignity and respect

1=Strongly Disagree to 4=Strongly Agree



(Controlling for educational attainment)

Change is Possible

- *Ultimately, I believe that change is possible. I can dismantle racism through individual efforts in my own sphere of influence. I can affirm diversity by respecting and being open to other races and cultures. I can mentor and volunteer. I have come to realize that my commitment has to be more active and that it is not as daunting as first perceived.*

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

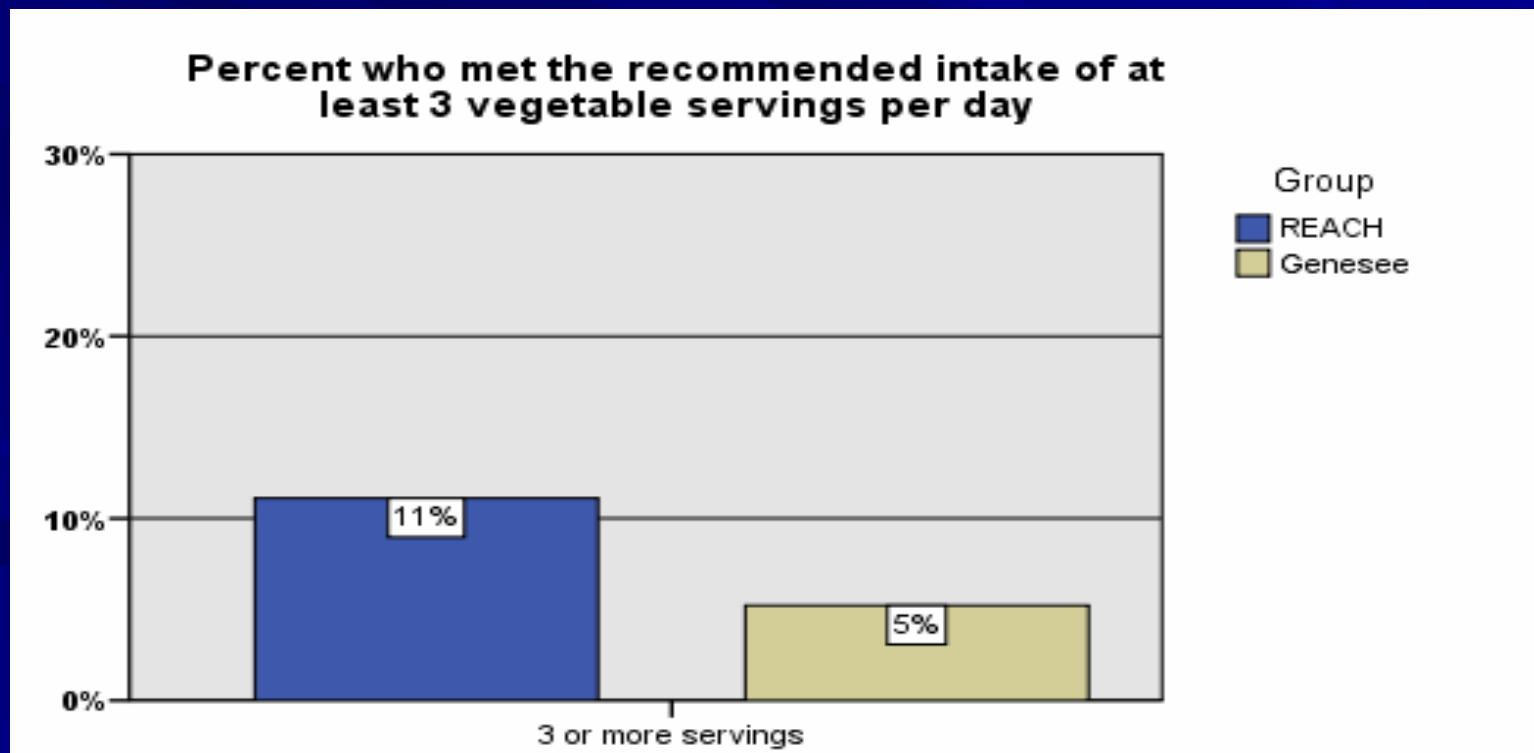
- *“We are going to come up with modified ways to help our clients to be able to handle their money means, as well as their housing situation.”*

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

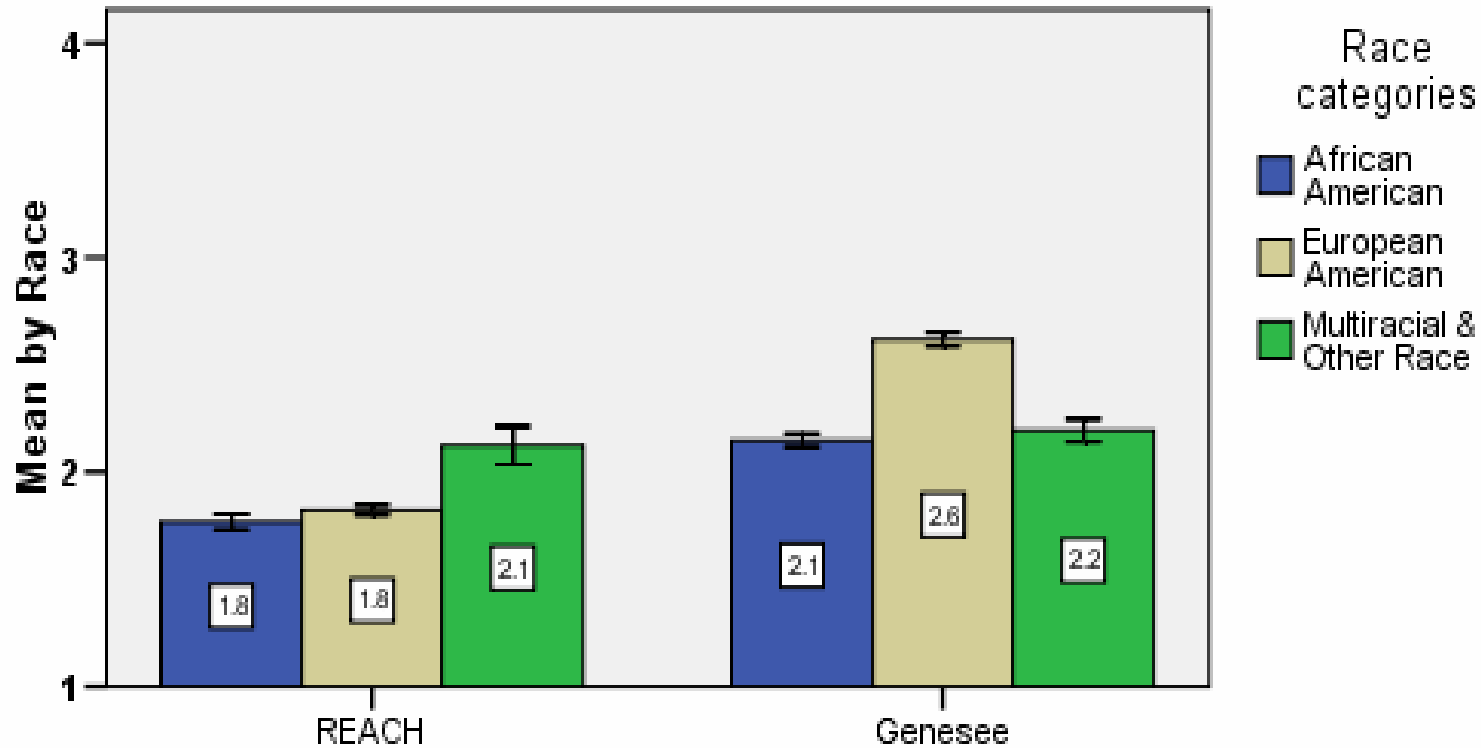
■ UM-Flint (REACH Training Component)

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

Healthcare

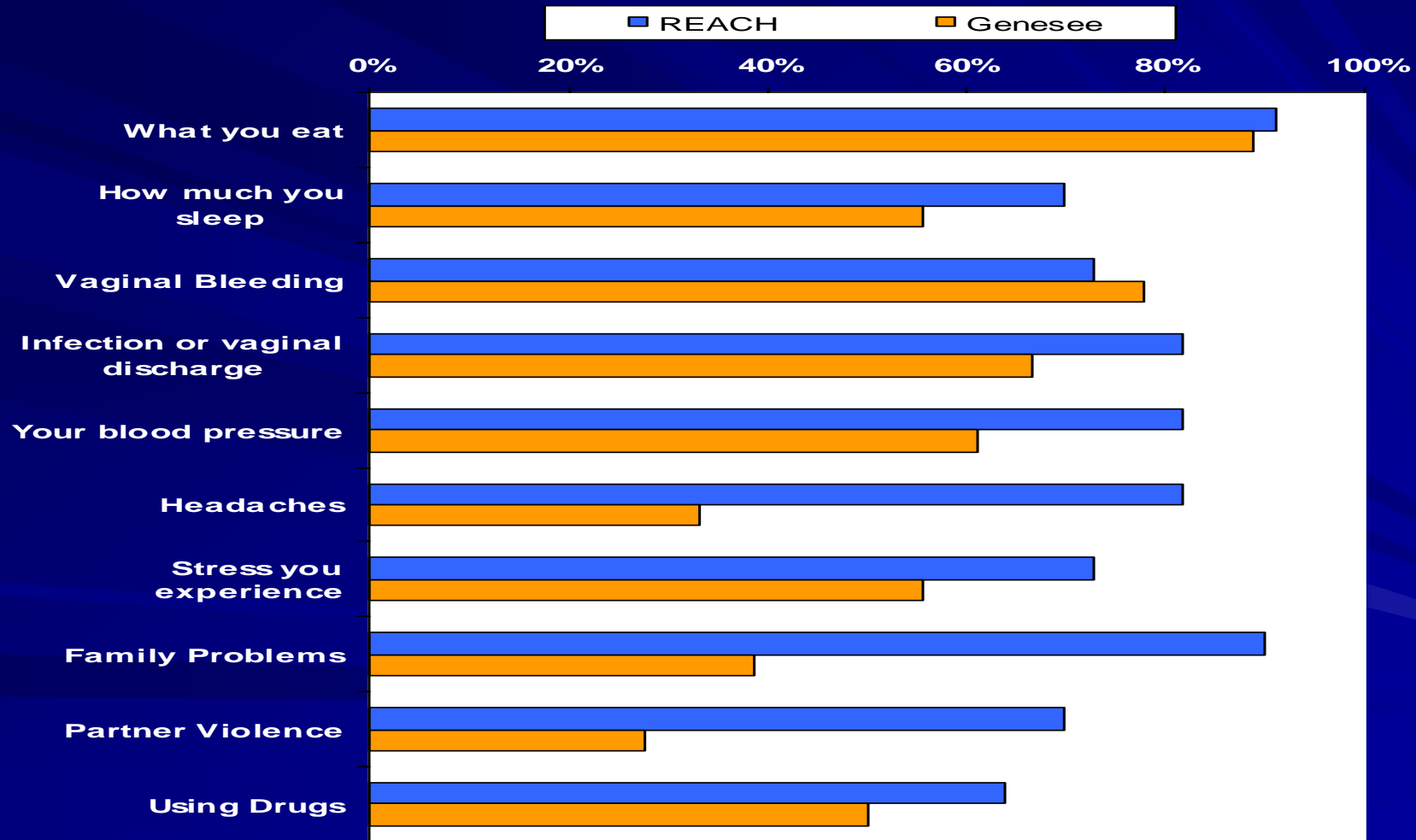
Blacks and Whites receive the same quality of health care

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Prenatal Care Education

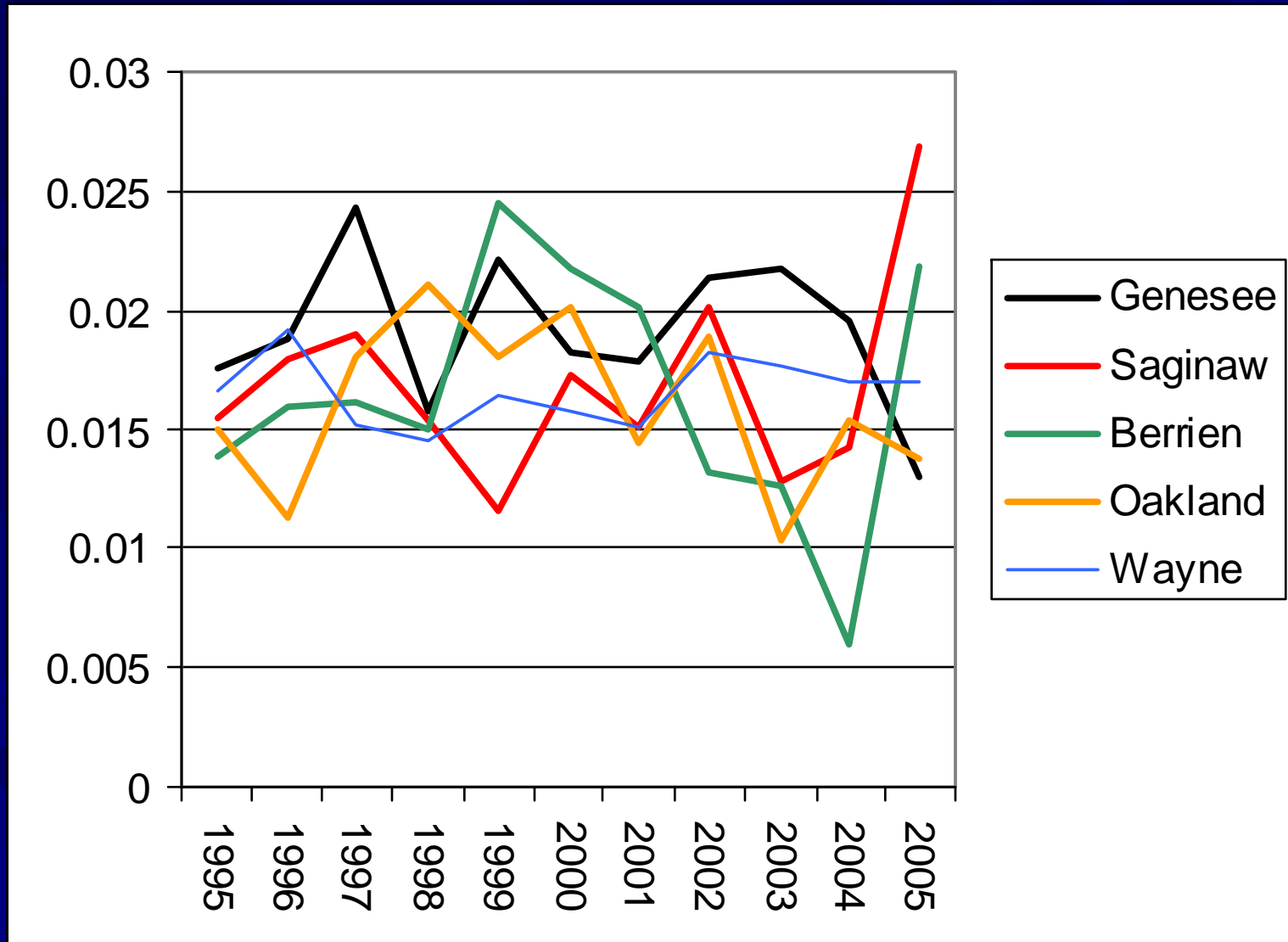
Prenatal Care Education Received,
by REACH and by County



Cultural Competence

- *“I sometimes wonder how often patients have left our office feeling as though they were not treated as the whole individual. How often did we miss what the real problem was, or how we should really go about trying to treat an illness? How often have I or the doctor related a patient’s inconsistency with their medication as just stubbornness? Now though, I am much more confident in feeling that I address the whole patient when they walk through our door. I conduct my histories that I take on a patient much more differently than I previously would have in the past.”*

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*
2010 *precious black babies!*



Contact Us

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