



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



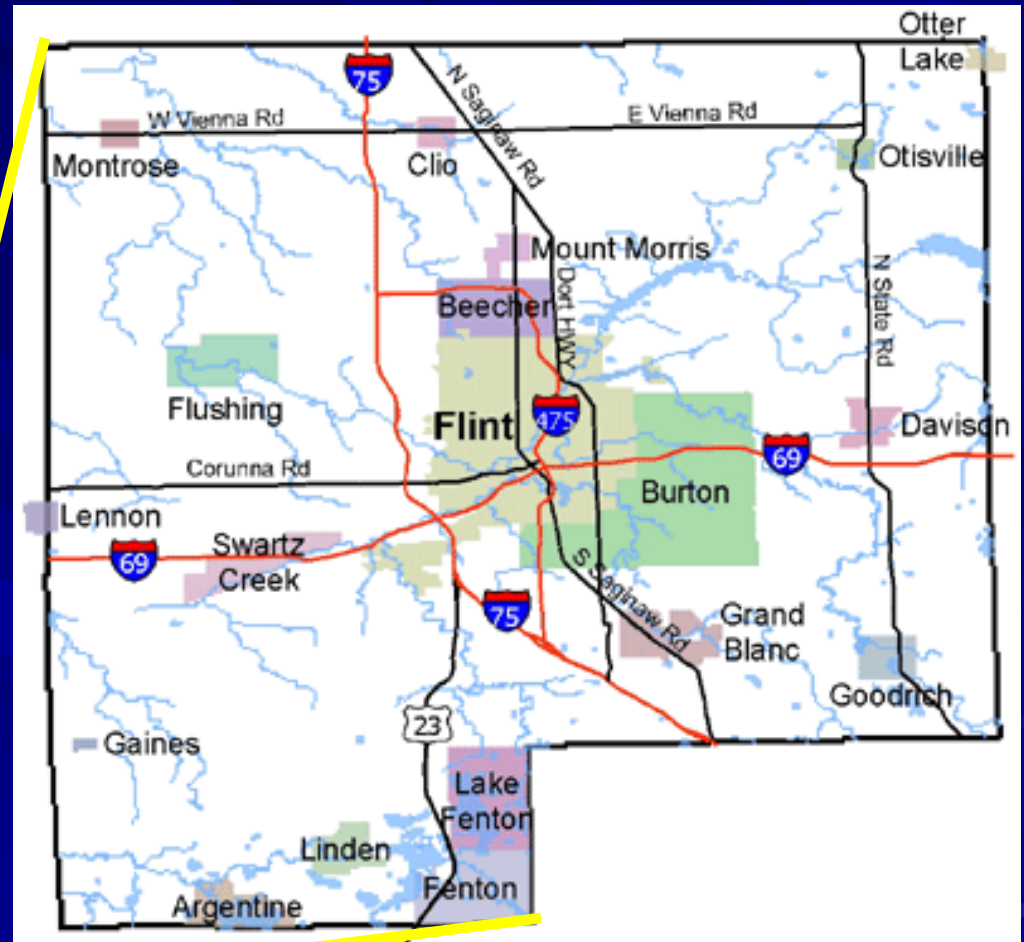
Documenting Effectiveness in a Successful Infant Mortality Reduction Program

Daniel J. Kruger, PhD & Tonya Turner, BBA

American Public Health Association Annual Meeting

Infant Mortality Risk Reduction Among Diverse Populations:
From Research to Action
November 6, 2007

Genesee County, Michigan



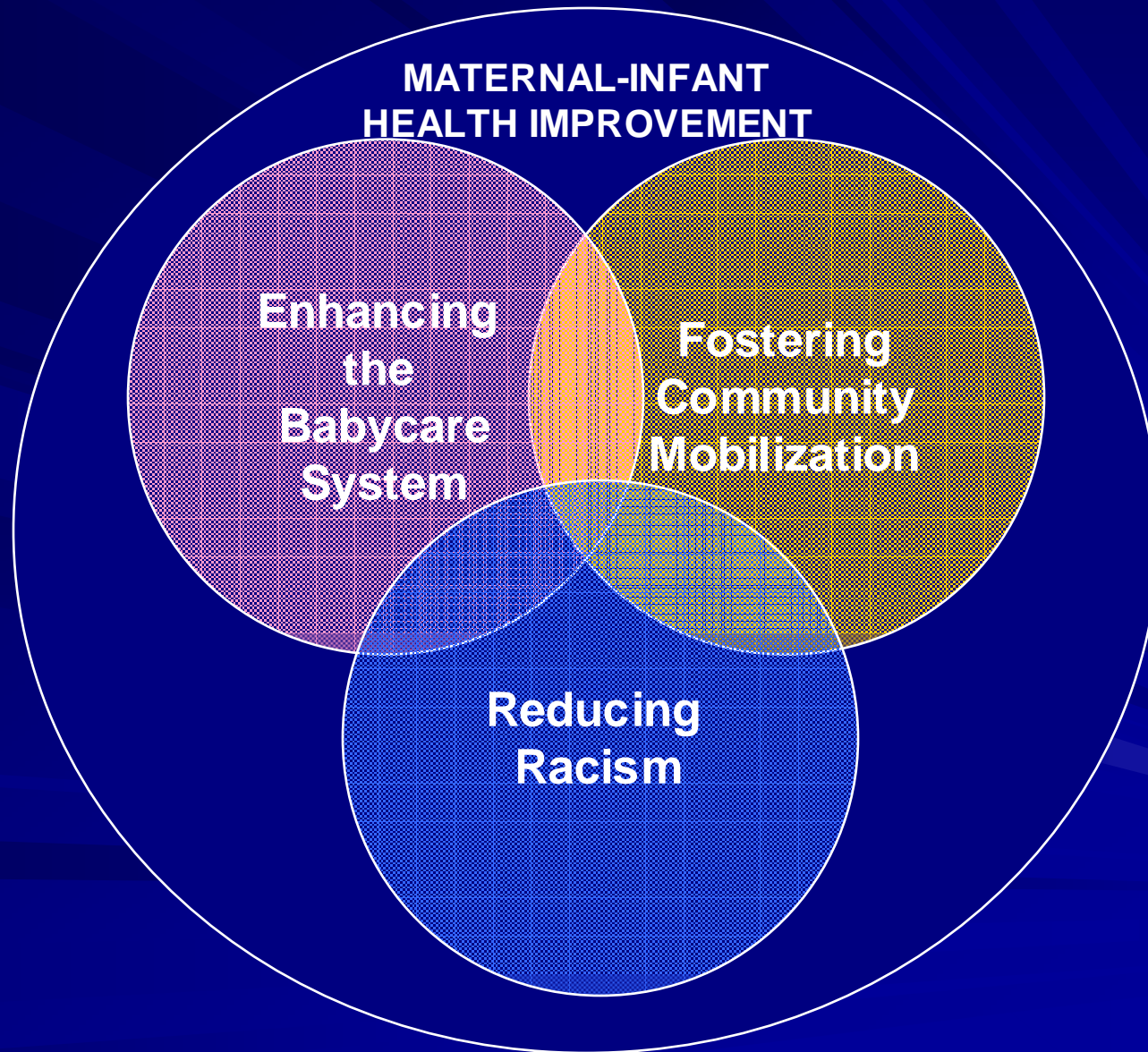
Our Problem



Our Partners



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

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

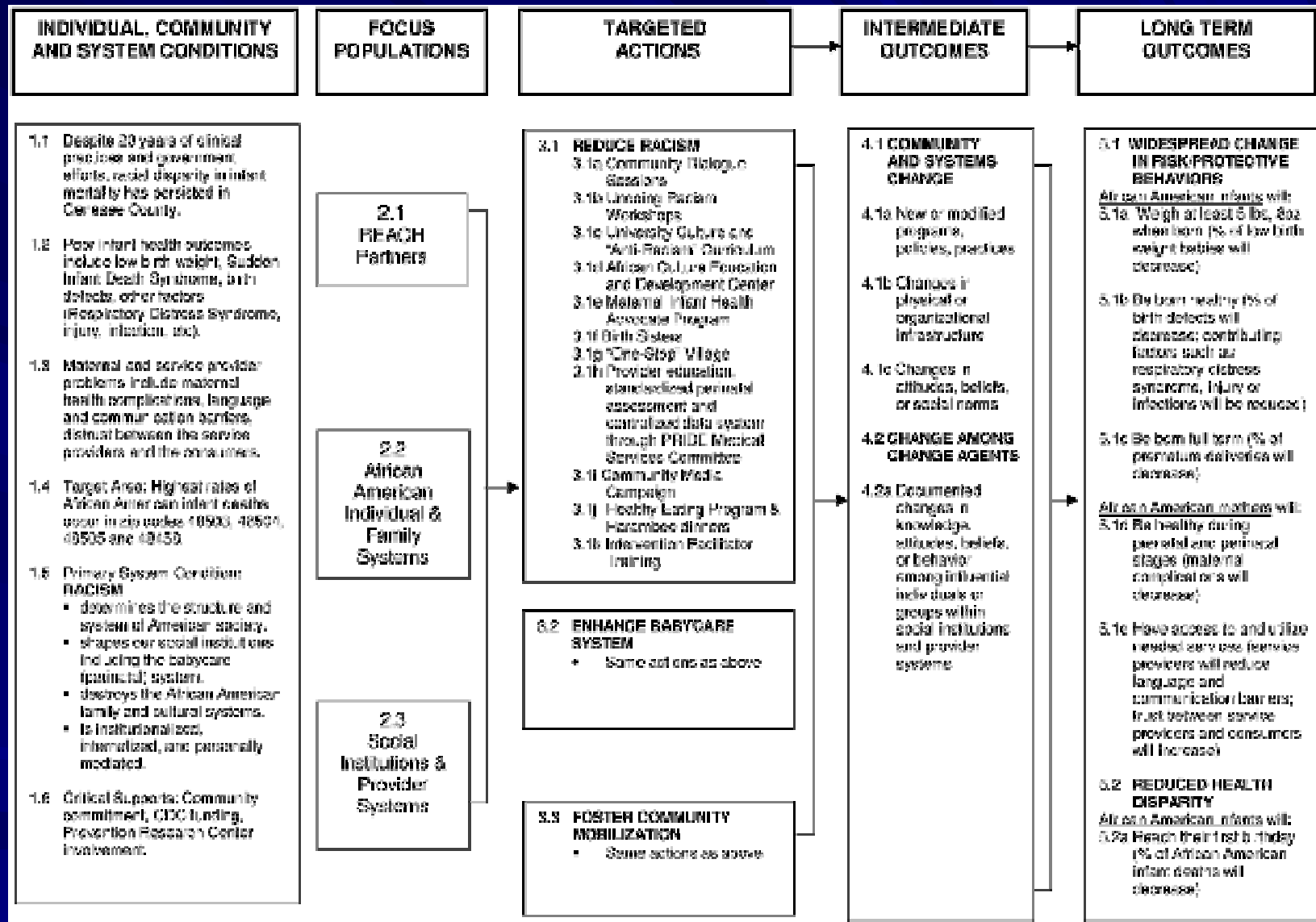
■ Flint Family Road

- “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

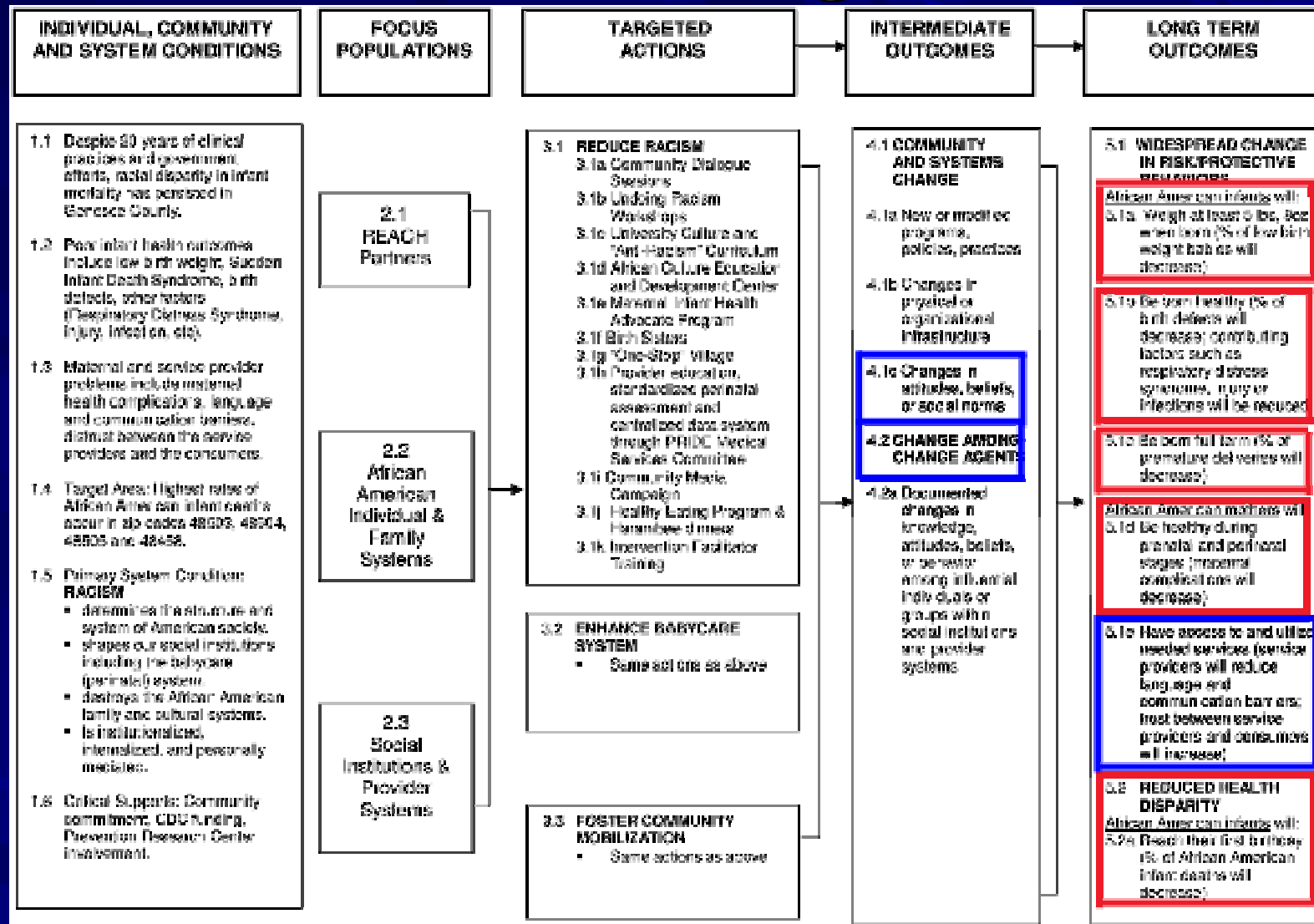
Examine vital statistics data to examine the impact of the REACH 2010 project.

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).

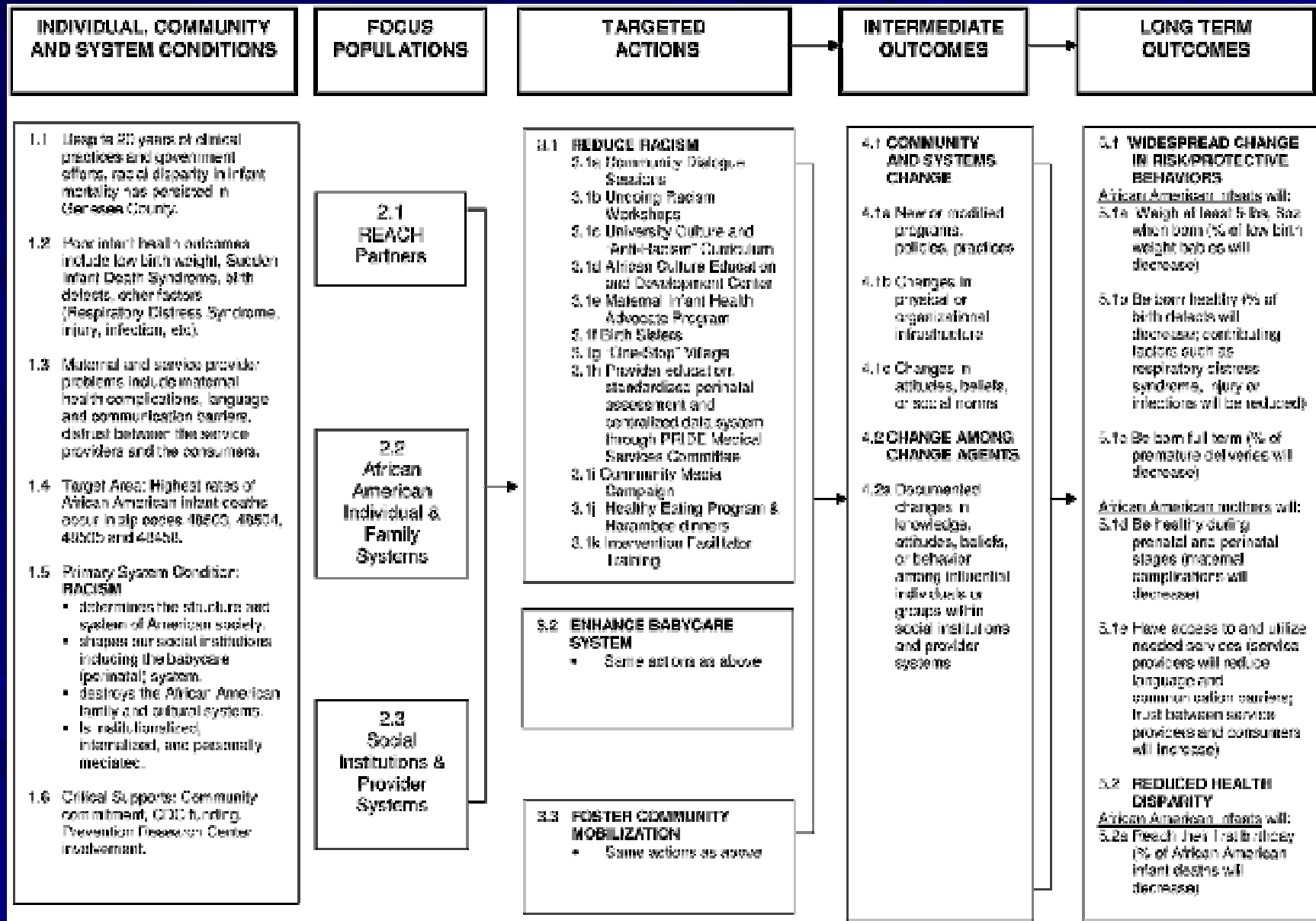
REACH 2010 Logic Model



Racism and Health Disparities Survey

Vital Statistics Analyses

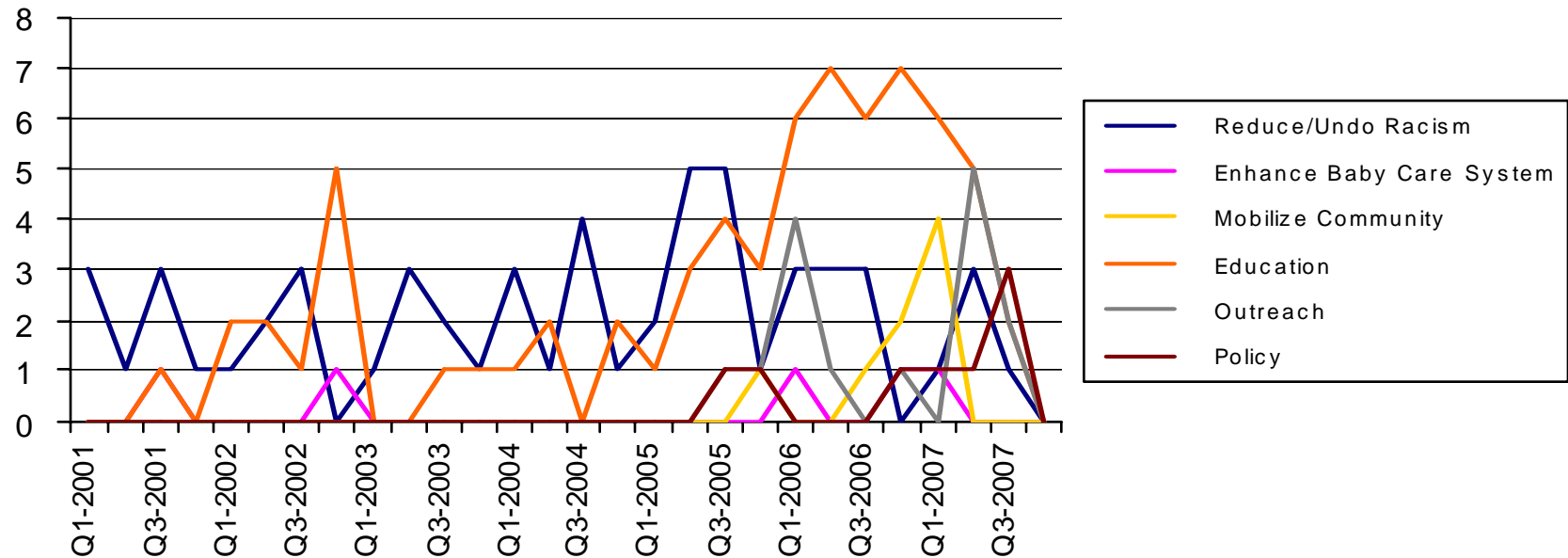
REACH 2010 Logic Model



REACH 2010 Activities

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

REACH 2010 Activities by Type and Quarter

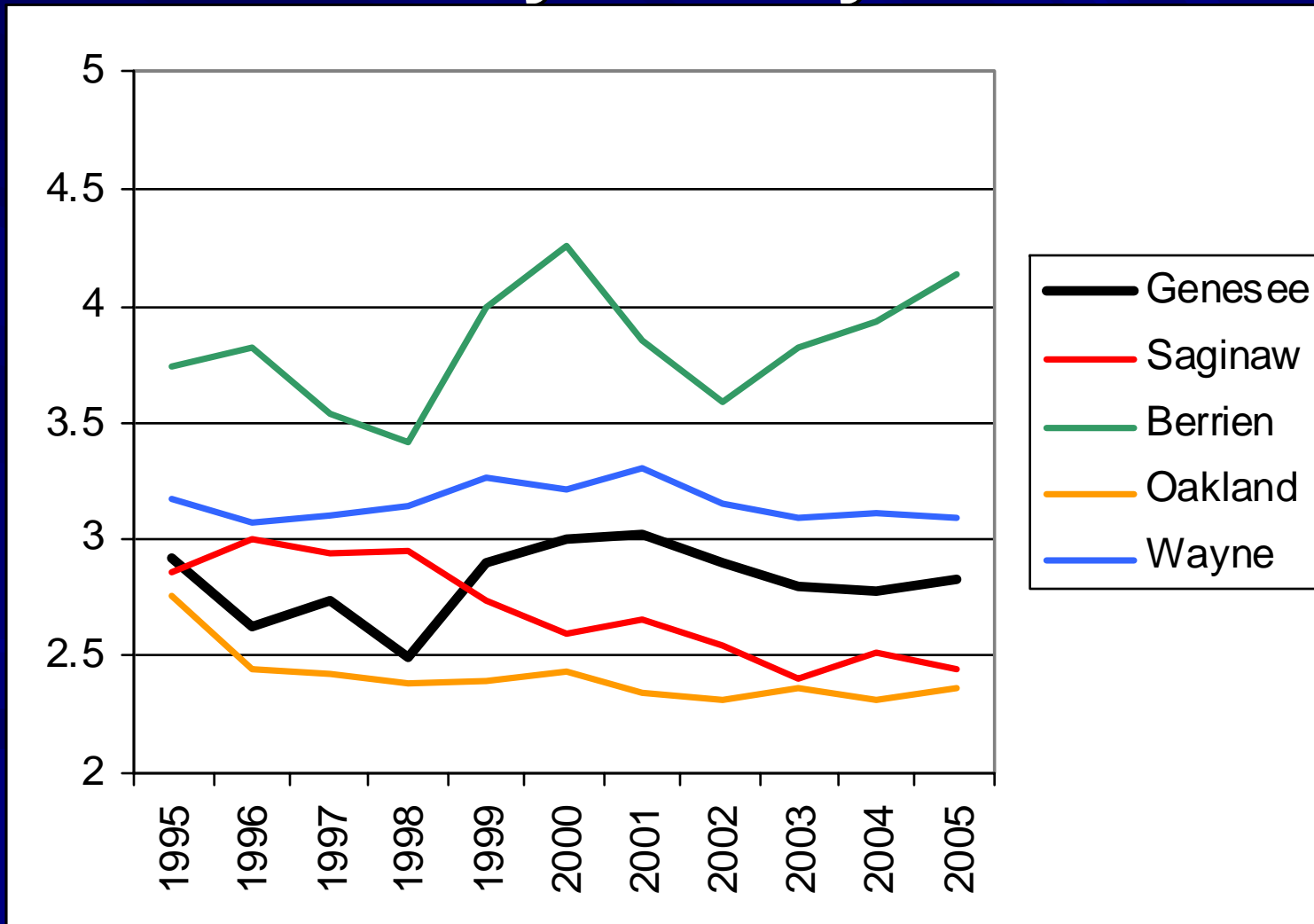


Genesee County REACH 2010

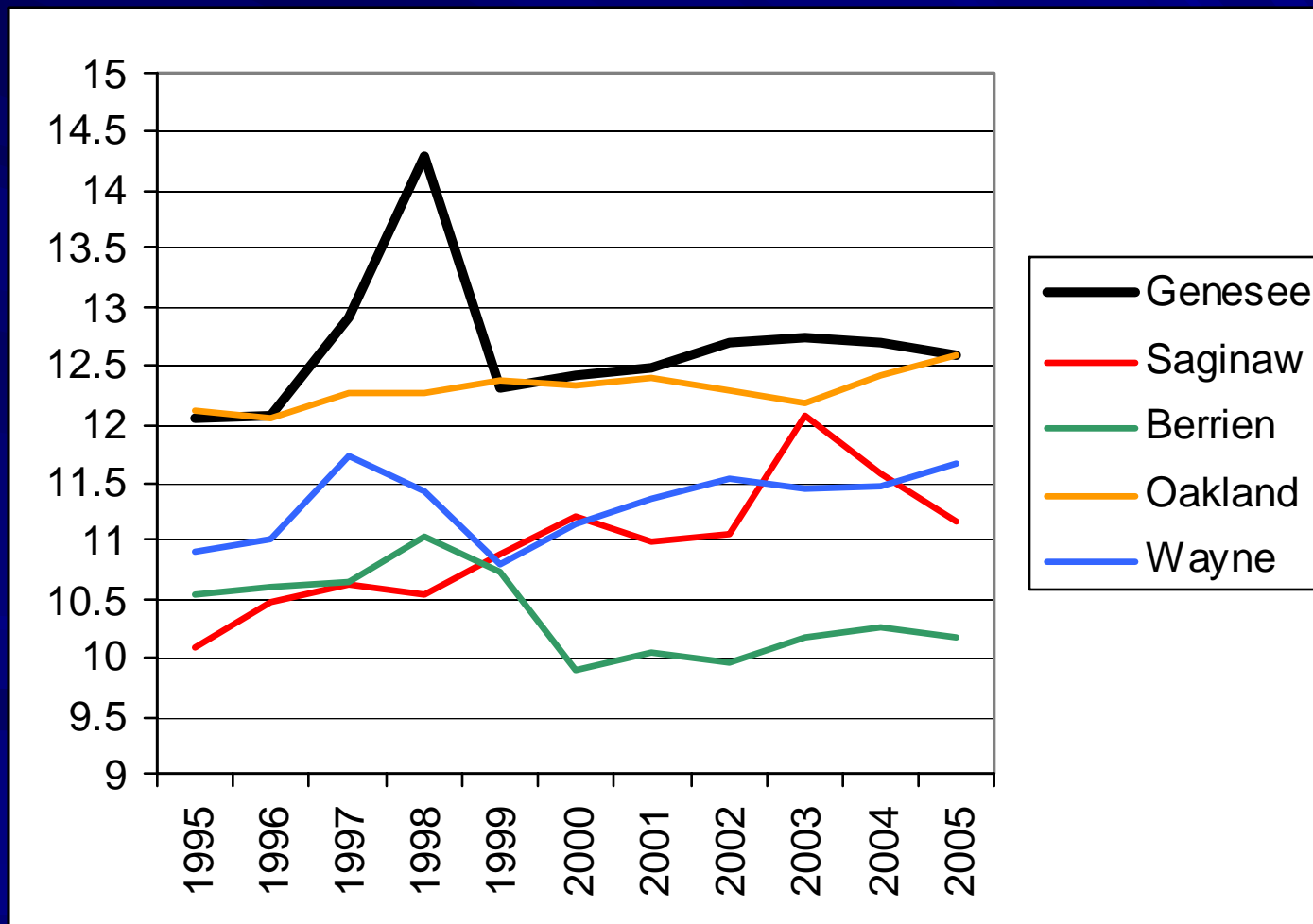
Vital Statistics Analyses

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



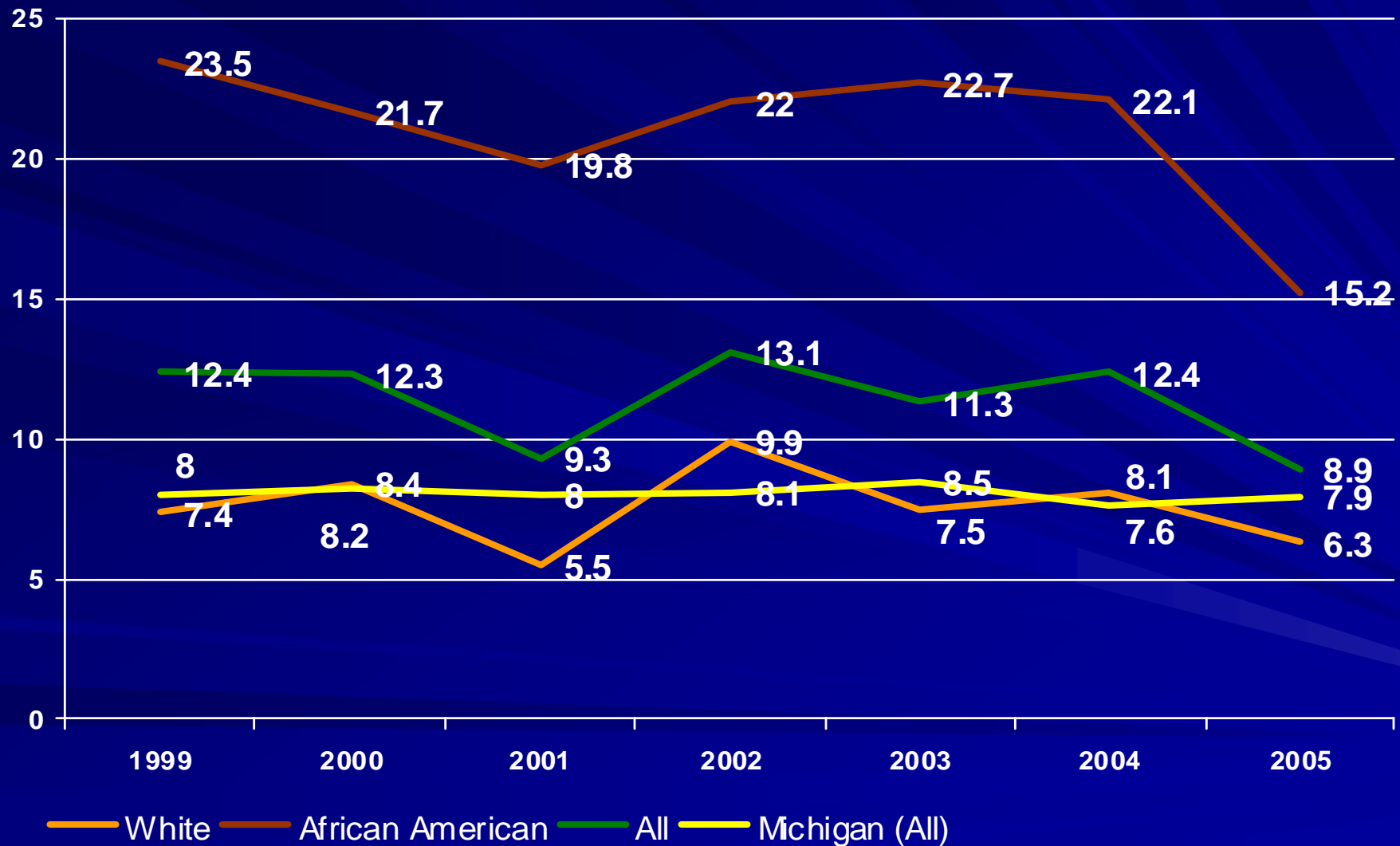
Genesee County REACH 2010

Vital Statistics Analyses

Part 2: Perinatal Health Outcomes

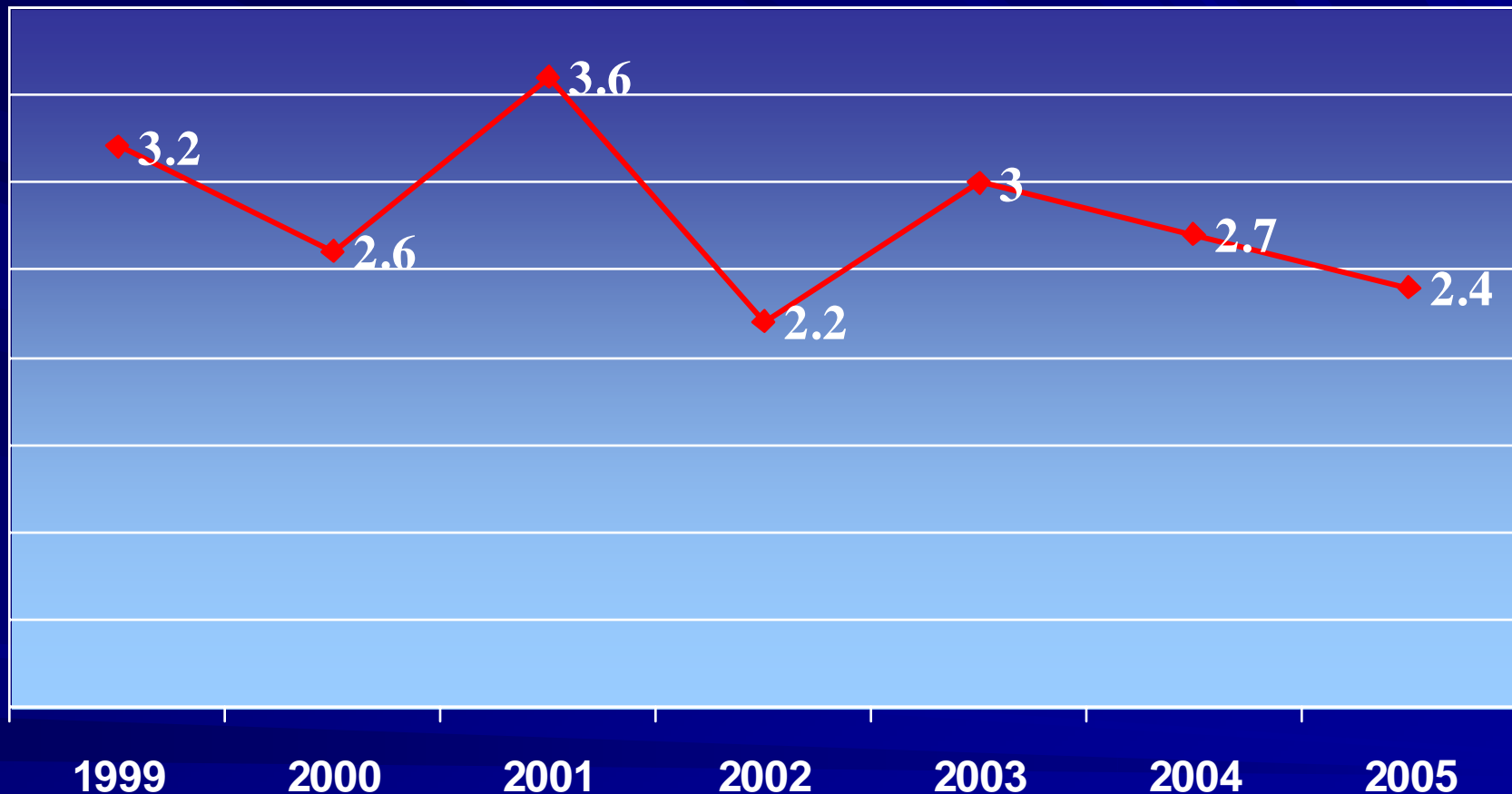
Annual Infant Mortality Rates by Race

Genesee County, MI 1999-2005



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

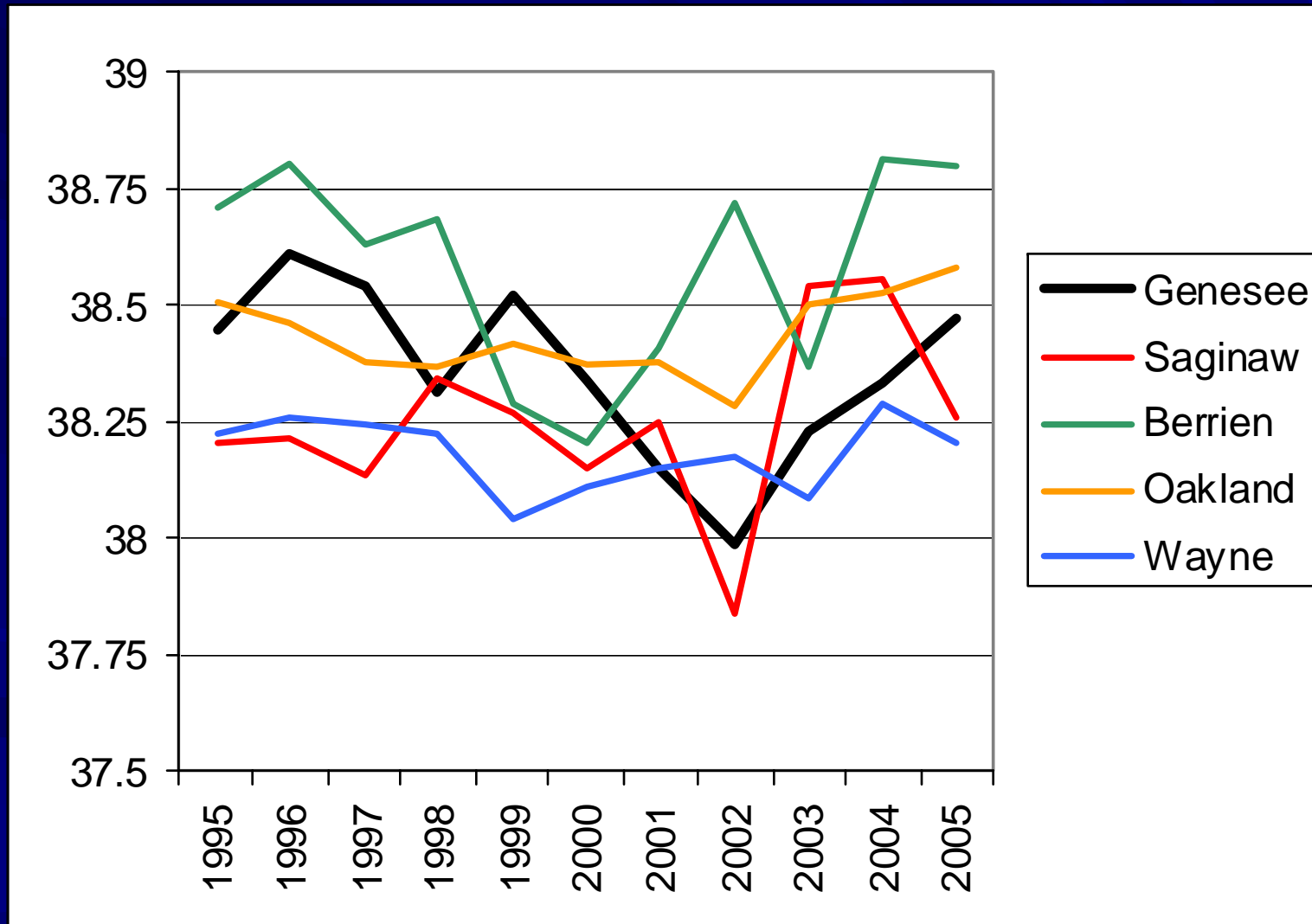
Infant Mortality Disparity Ratio* Genesee County, Michigan 1999- 2005



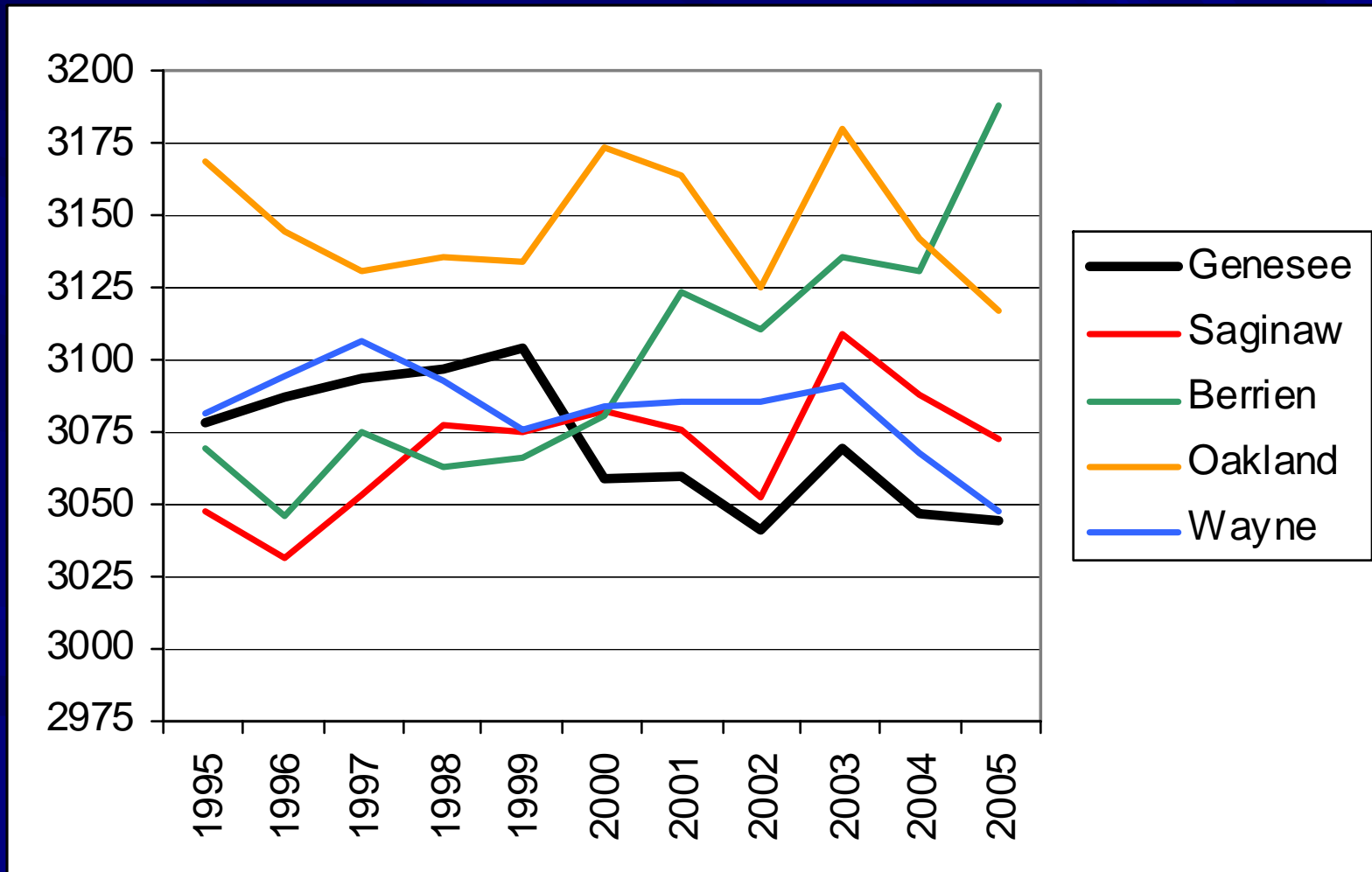
*African American to White Disparity Ratios

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

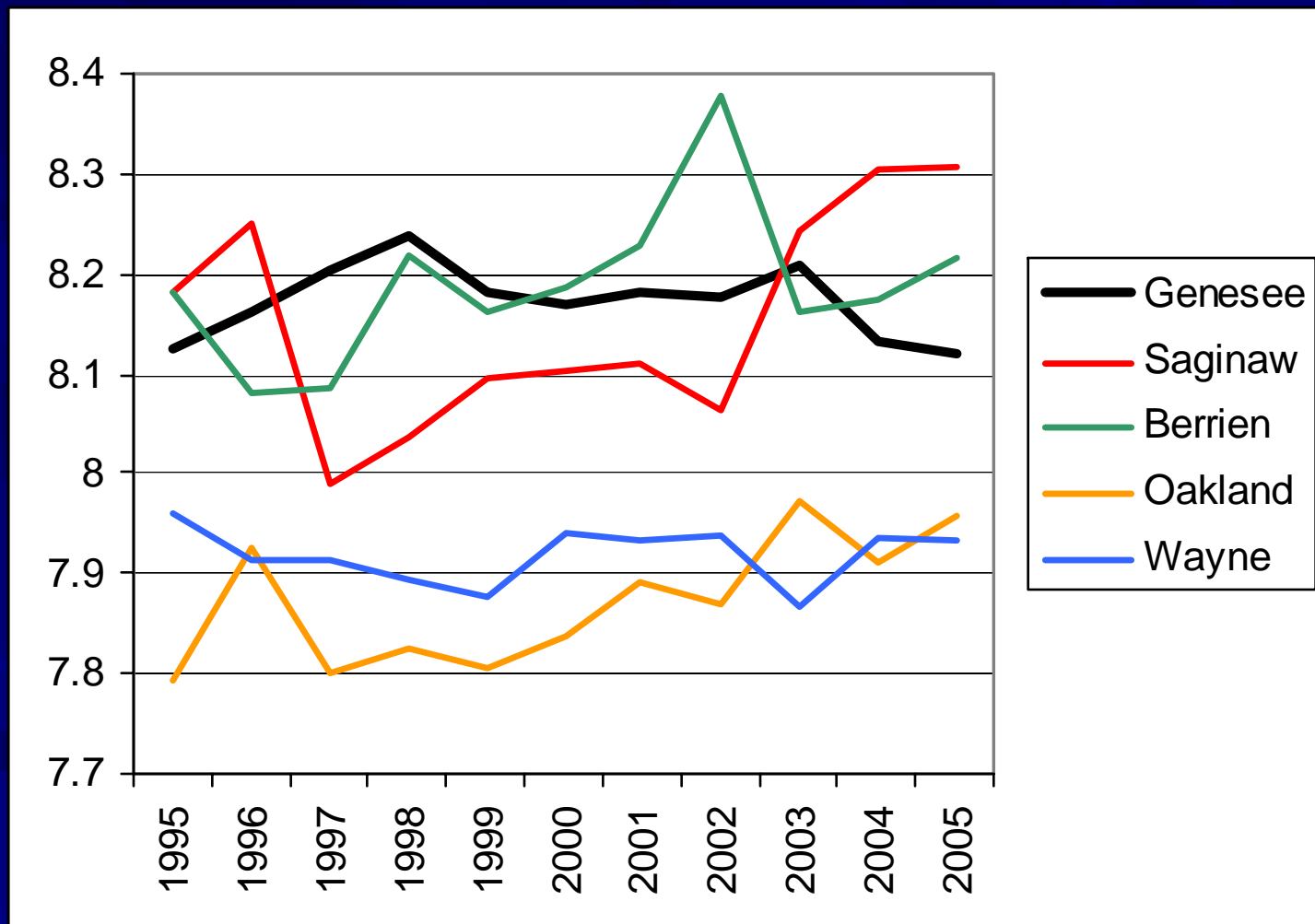
Weeks of Gestation for African American Infants By County



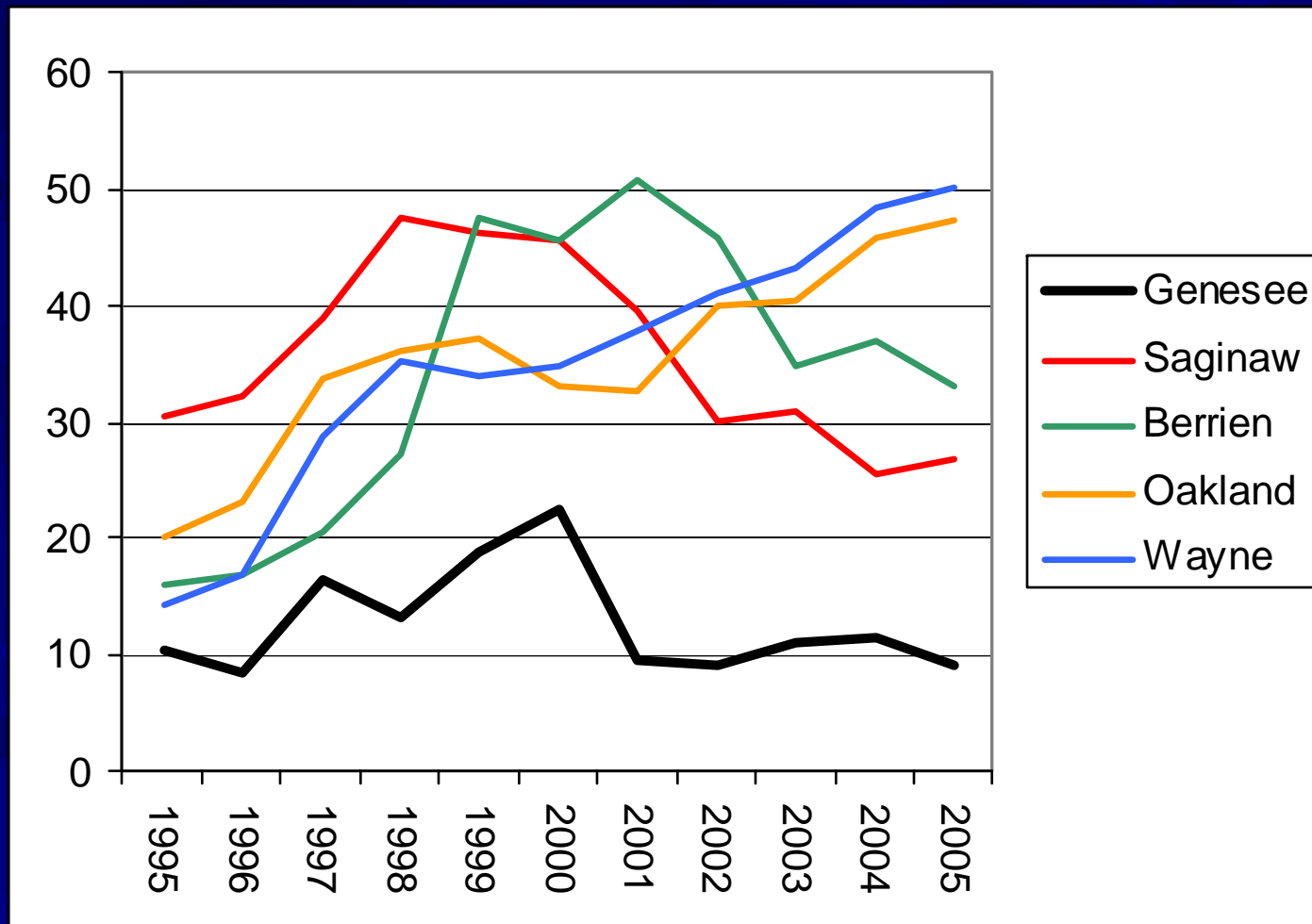
African American Birth Weight in grams By County



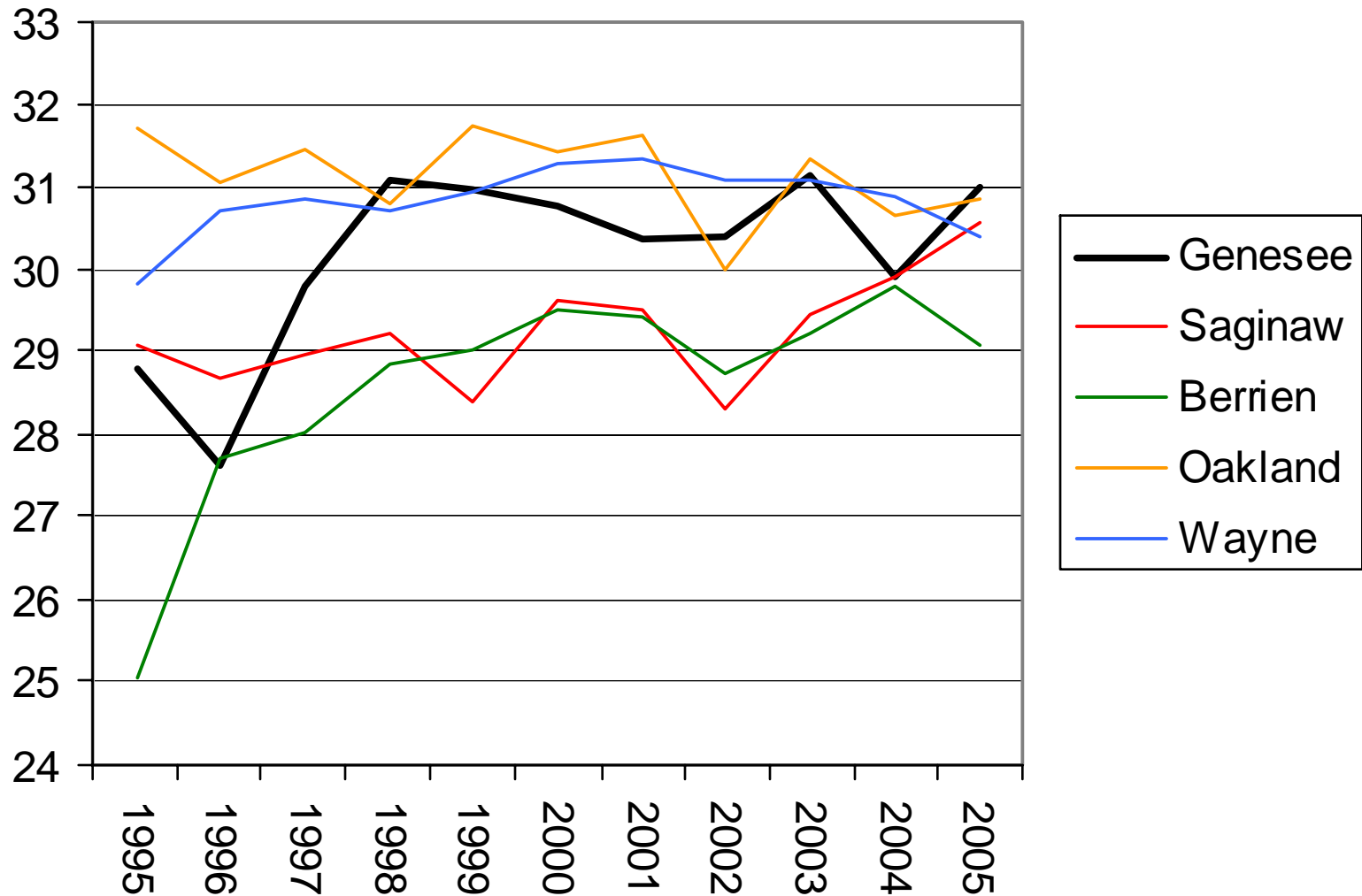
1 Minute APGAR Scores for African American Infants By County



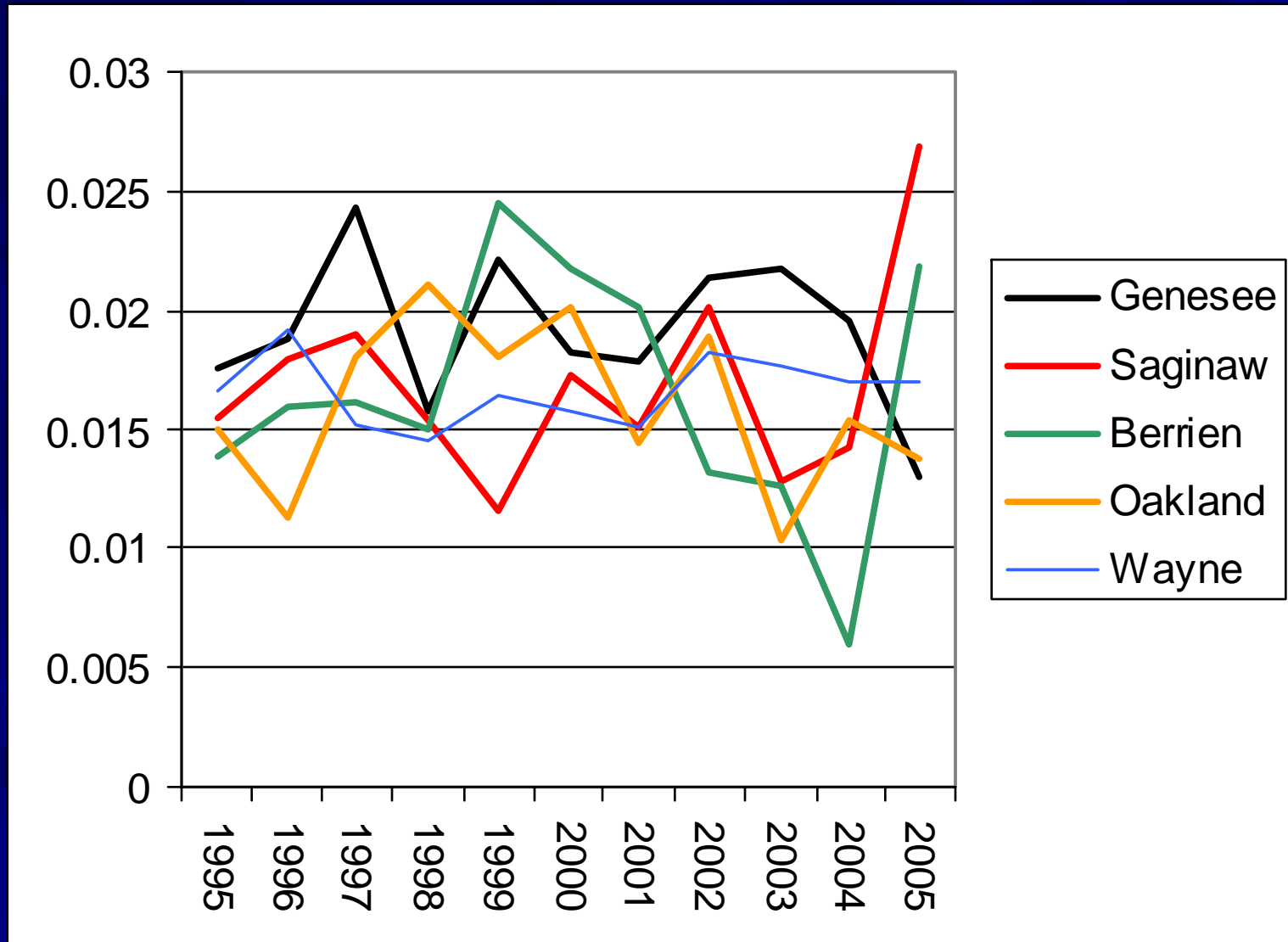
Percent of African American Pregnancies with Medical Risks By County



Average Weight Gain for African American Mothers By County

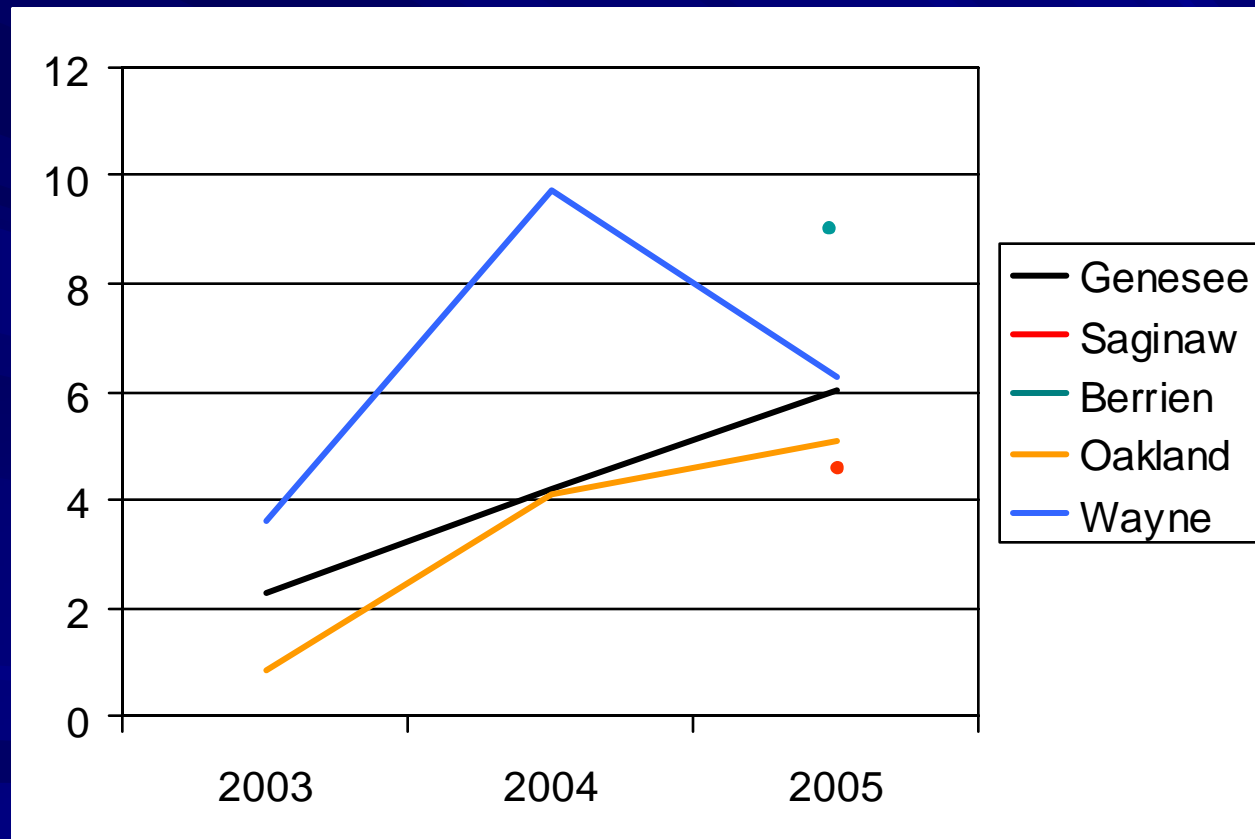


African American Infant Mortality Rate By County

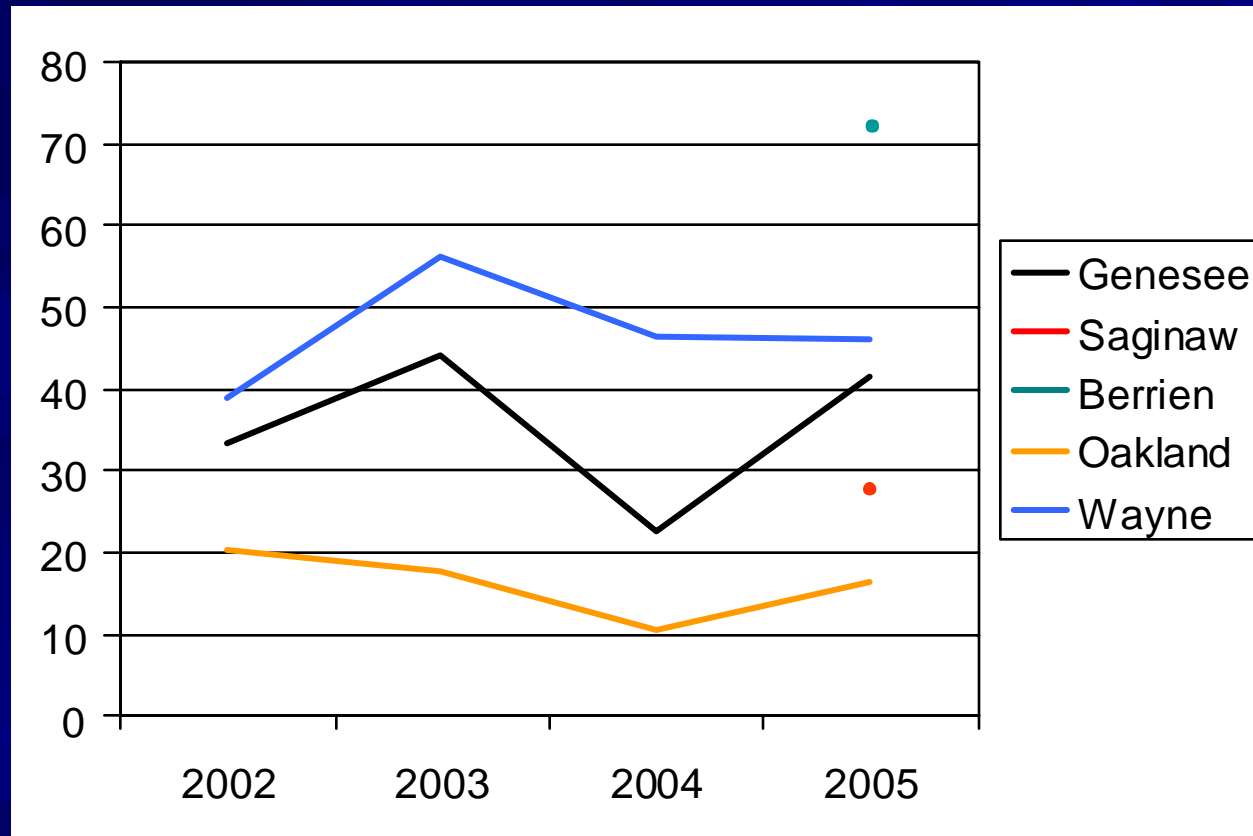


**Socio-demographic trends in Michigan
Department of Community Health's vital
statistics and U.S. Census' American
Community Survey**

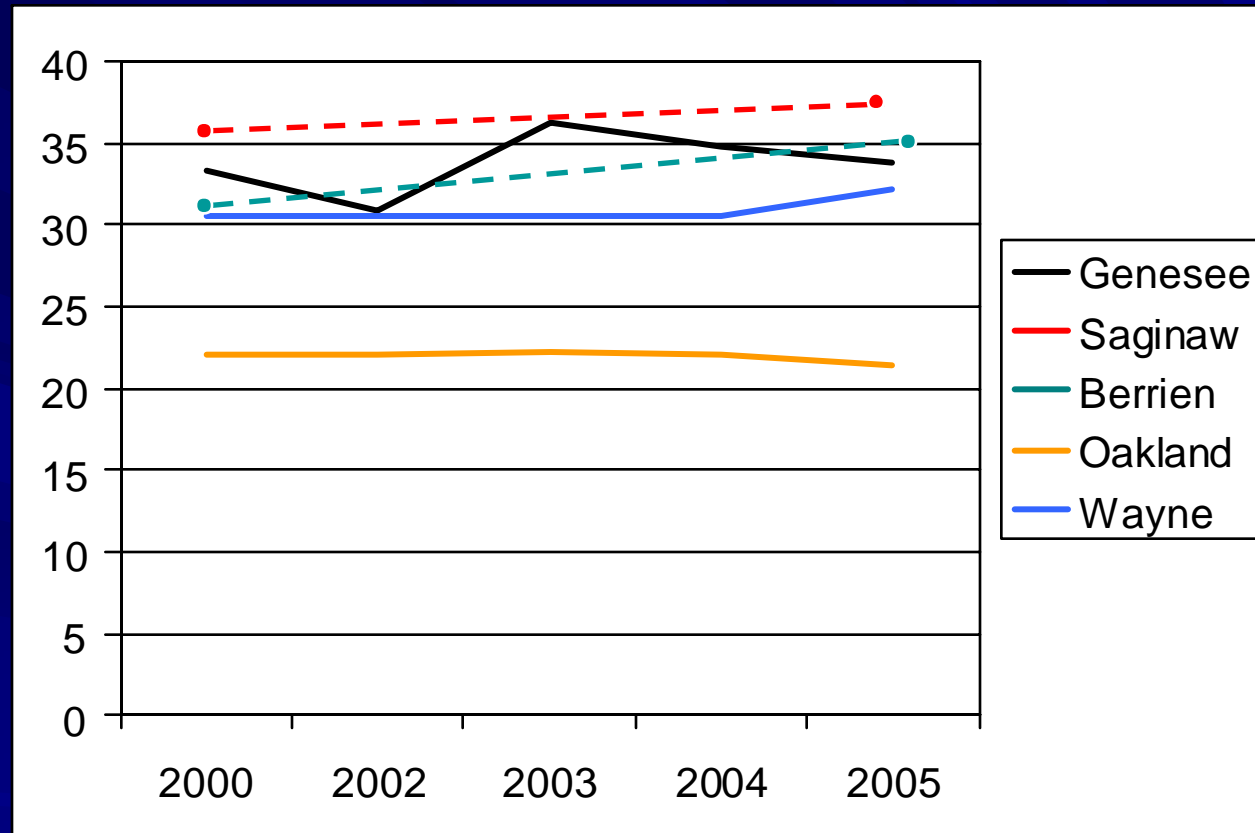
Percent of Births to Women Aged 15-19



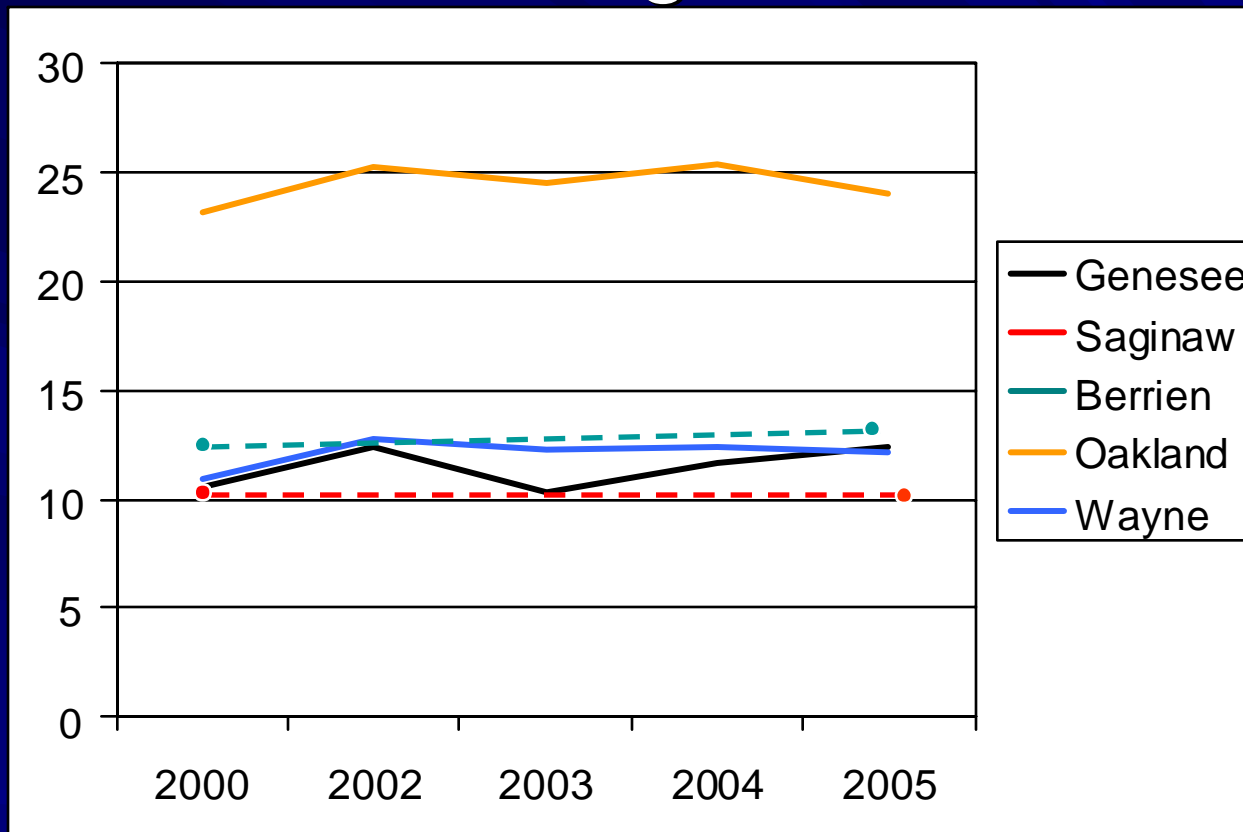
Percent of Total Births to Unmarried Women



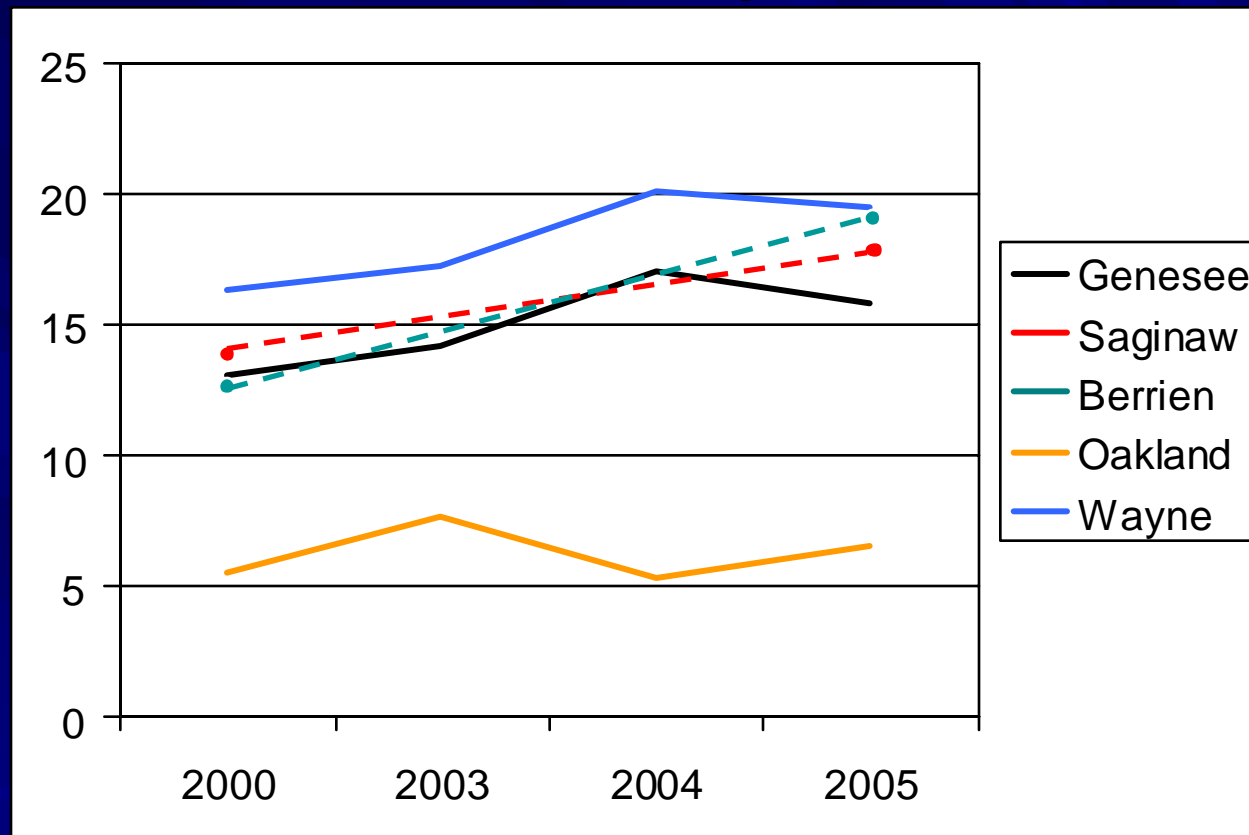
Percent of Population with a High School Degree



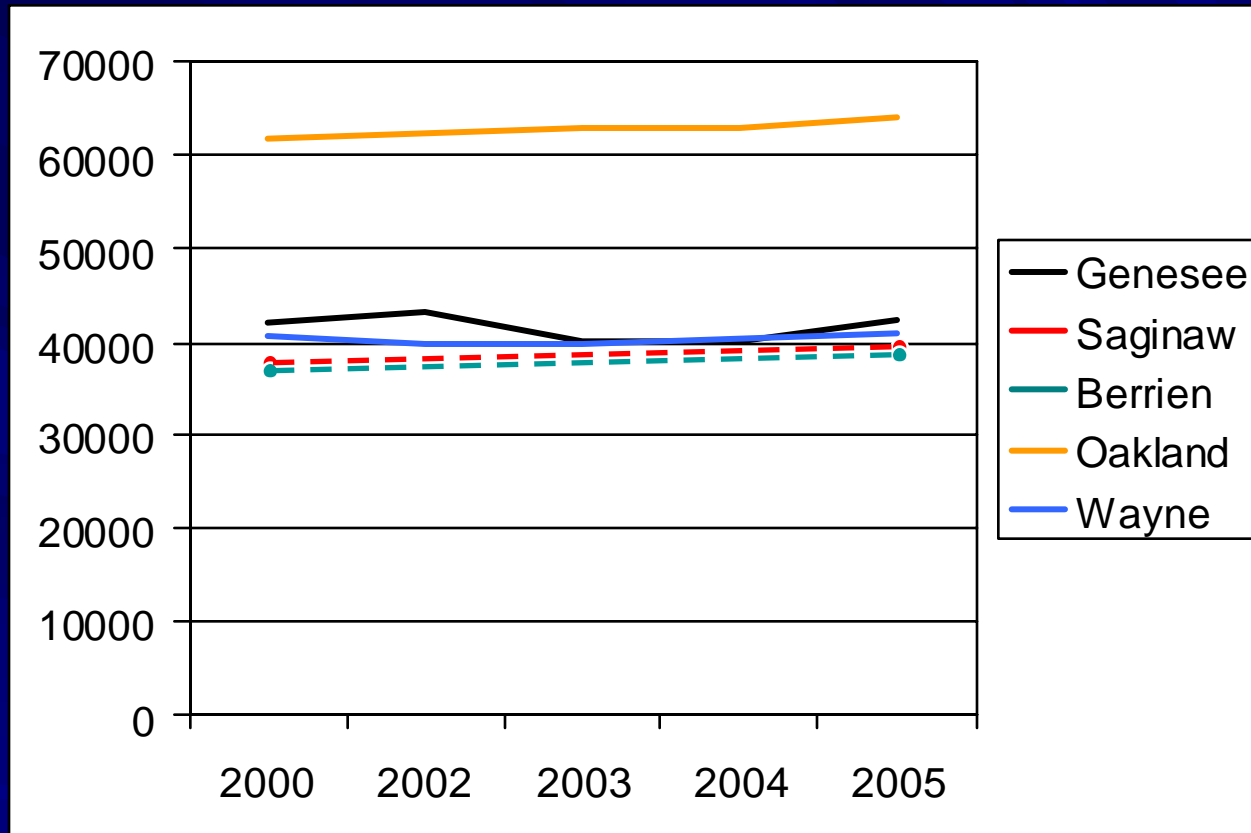
Percent of Population with a Bachelor's Degree



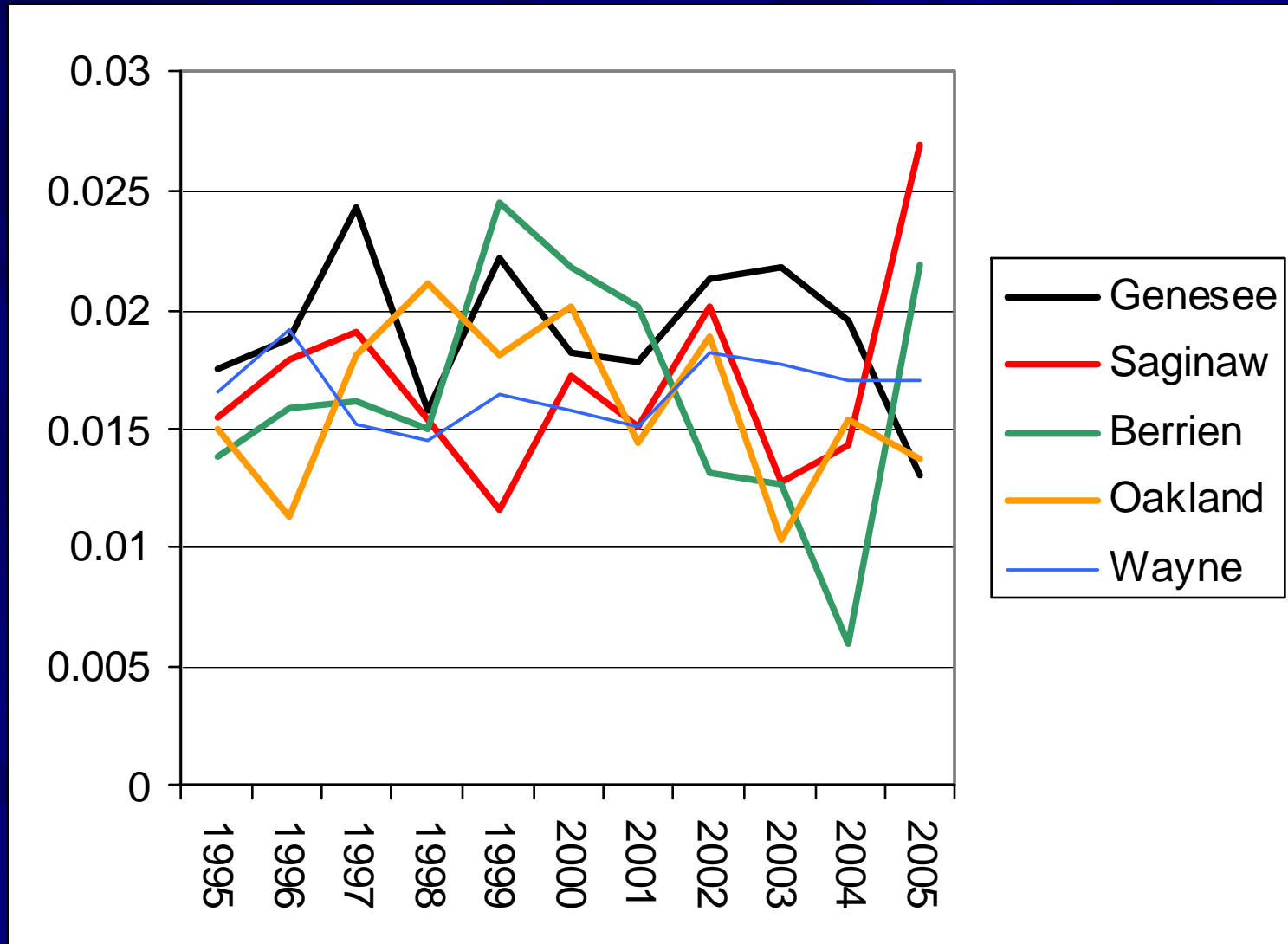
Percent of Population with Income Below the Poverty Line



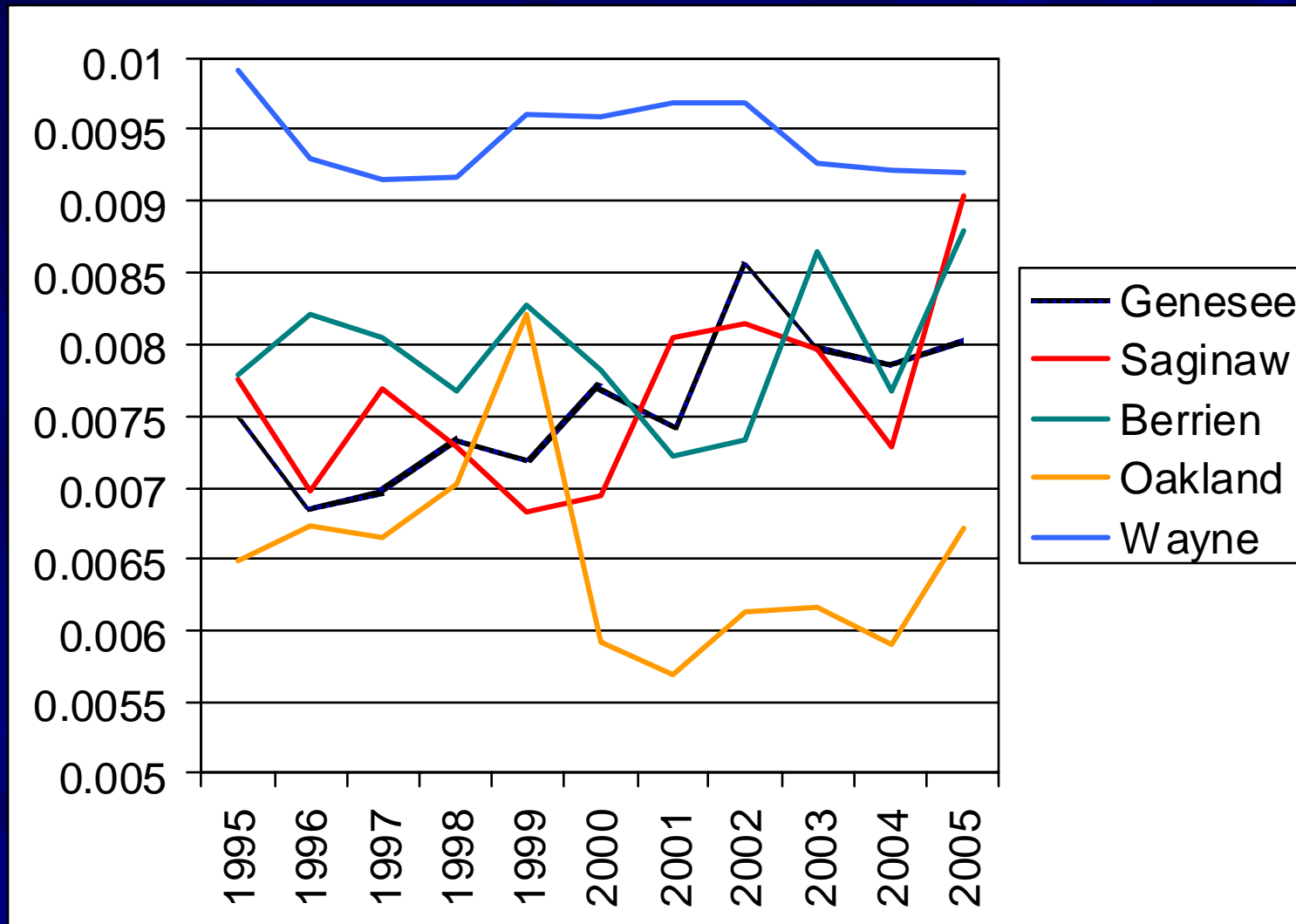
Median Household Income



African American Infant Mortality Rate



African American Mortality Rate, ages 5+



Socio-demographic trends

American infant mortality rates could not be accounted for by trends in the teen birth rate, percentage of births to unmarried women, educational attainment, household income, or poverty. Mortality rates for African Americans aged 5 and above remained flat as well. No other age group of African Americans (assessed in 5 year age groups) exhibited a decline in mortality rates in 2004 and 2005 as African American infants did.

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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