

REACHUP

where there's a will, we are the way

139th APHA Annual Meeting October 29 – November 2, 20110

From problem to research to practice: Community-based strategies to eliminate black infant mortality in Hillsborough County, FL

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Supported in part by project H49MC12793 from the Maternal and Child Health Bureau (Title V, Social Security Act), Health Resources and Services Administration (HRSA), Department of Health and Human Services

Presenter Disclosures

Deborah A. Austin, PhD

- 1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

THE PROBLEM

- In 2005, African American babies died at a rate 4.4 times that of White babies in Hillsborough County (22.7 vs 5.2 IMR) and 5 times more in specific targeted areas.

Note: Healthy People 2010 Goal 4.5 per 1,000 births

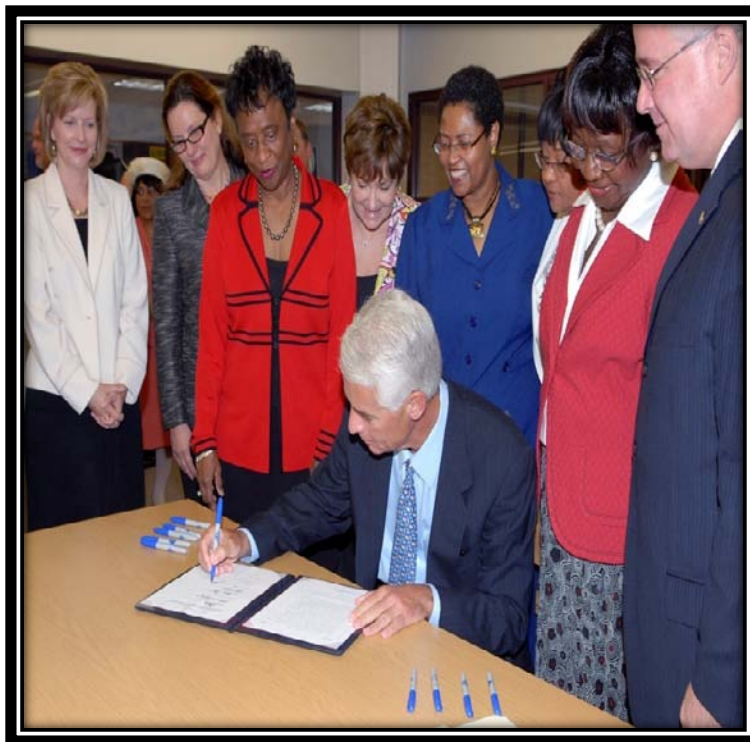
Moving Data to Action

- Validated data with State MCH Epidemiologist
- Conducted Community Workshop to inform major MCH leaders led by national MCH researcher
- Data presented to community by local African American MCH Leaders
- Conducted information meeting consisting of leaders from various segments of the African American community: faith, education, business, health and health care, arts and culture, community advocacy, interested residents, etc.

Moving Data to Action

- Committees developed to create strategies to attack problem on multiple fronts
- Subsequent meetings scheduled
- Conducted focus groups to assess community reaction
- Conducted retrospective FIMR (Fetal Infant Mortality Review) of 2005 Black infant deaths
- Legislators interested and draft and champion bill

SUCCESS!!



**Governor Charlie Crist Signs HB 1269 in
Tampa, July 2, 2007**

OVERVIEW

- ◆ July 2007 FL Legislature passes HB 1269
(Florida Statute, Section 383.2162, Black Infant Health Practice Initiative)
- ◆ Initiative to be community-based, implemented through collaborative between Department of Health, Federal Healthy Start consortia, State Healthy Start coalitions and Universities with public health expertise
- ◆ Eligible counties required average nonwhite IMR at least 1.75 greater than White IMR and at least 40 nonwhite infant deaths for urban counties, 5 for rural counties during 2003-2005

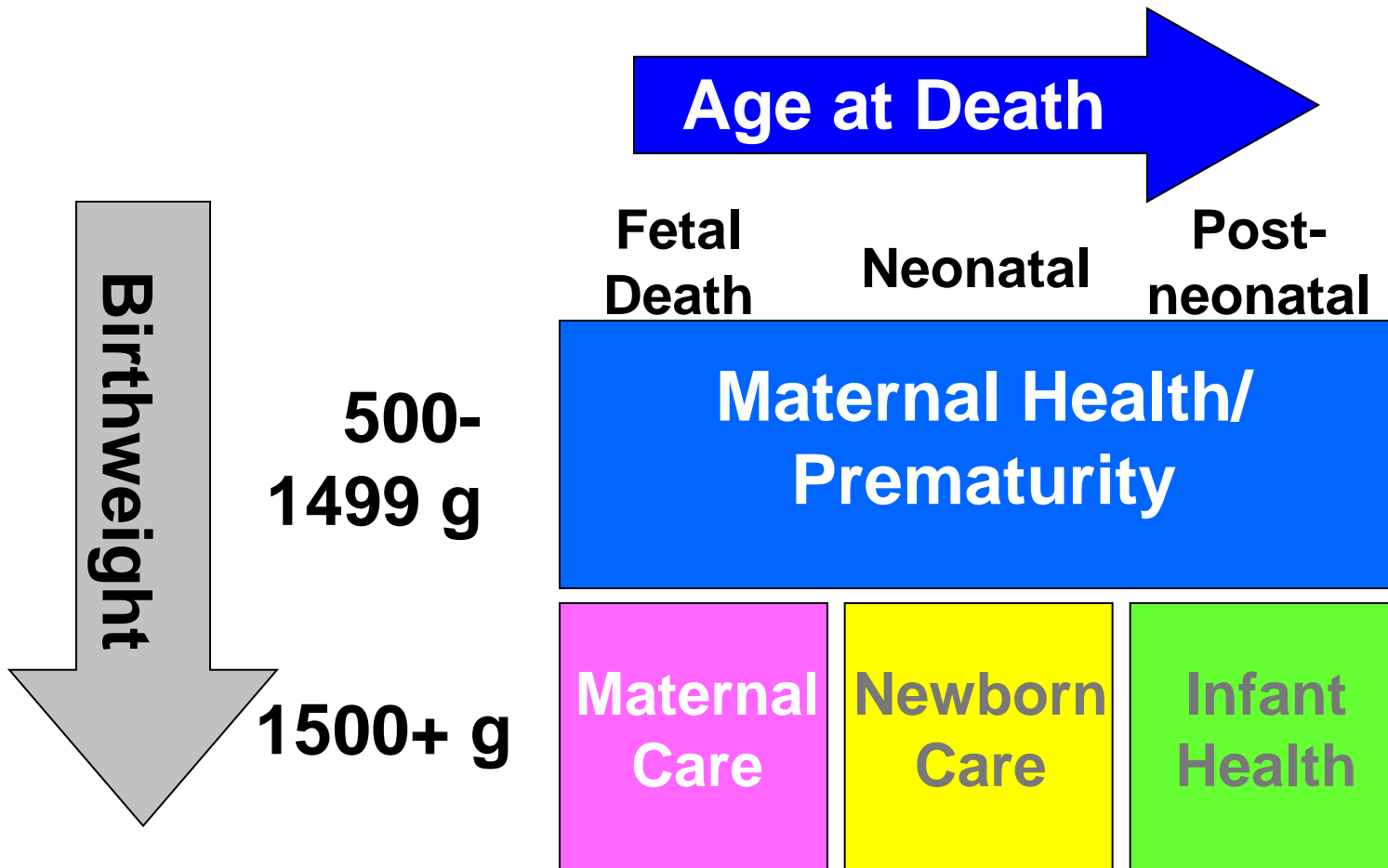
Black Infant Health Practice Initiative (BIHPI)

- ◆ **Champions:** Hillsborough County Senator Arthenia Joyner & Representative Betty Reed
- ◆ **Conveners:** Central Hillsborough Healthy Start, The USF Chiles Center, Healthy Start Coalition of Hillsborough County, Community Partners
- ◆ **Partners:**
 - ◆ FL Department of Health
 - ◆ Recipients of Funding: Six urban counties-Hillsborough, Miami-Dade, Palm Beach, Duval, Orange & Broward-and two rural counties-Gadsden & Putnam
 - ◆ USF College of Public Health & FAMU Institute of Public Health
 - ◆ BIPHPI Steering Committee

BIHPI's Charge

- ◆ **Qualitative Assessment: Fetal Infant Mortality Reviews, interviews, focus groups**
- ◆ **Quantitative Assessment: Perinatal Periods of Risk (PPOR)**
- ◆ **Community Engagement and Mobilization (inclusive and reflective)**
- ◆ **Collective findings and recommendations submitted to Legislature by January 1, 2010**

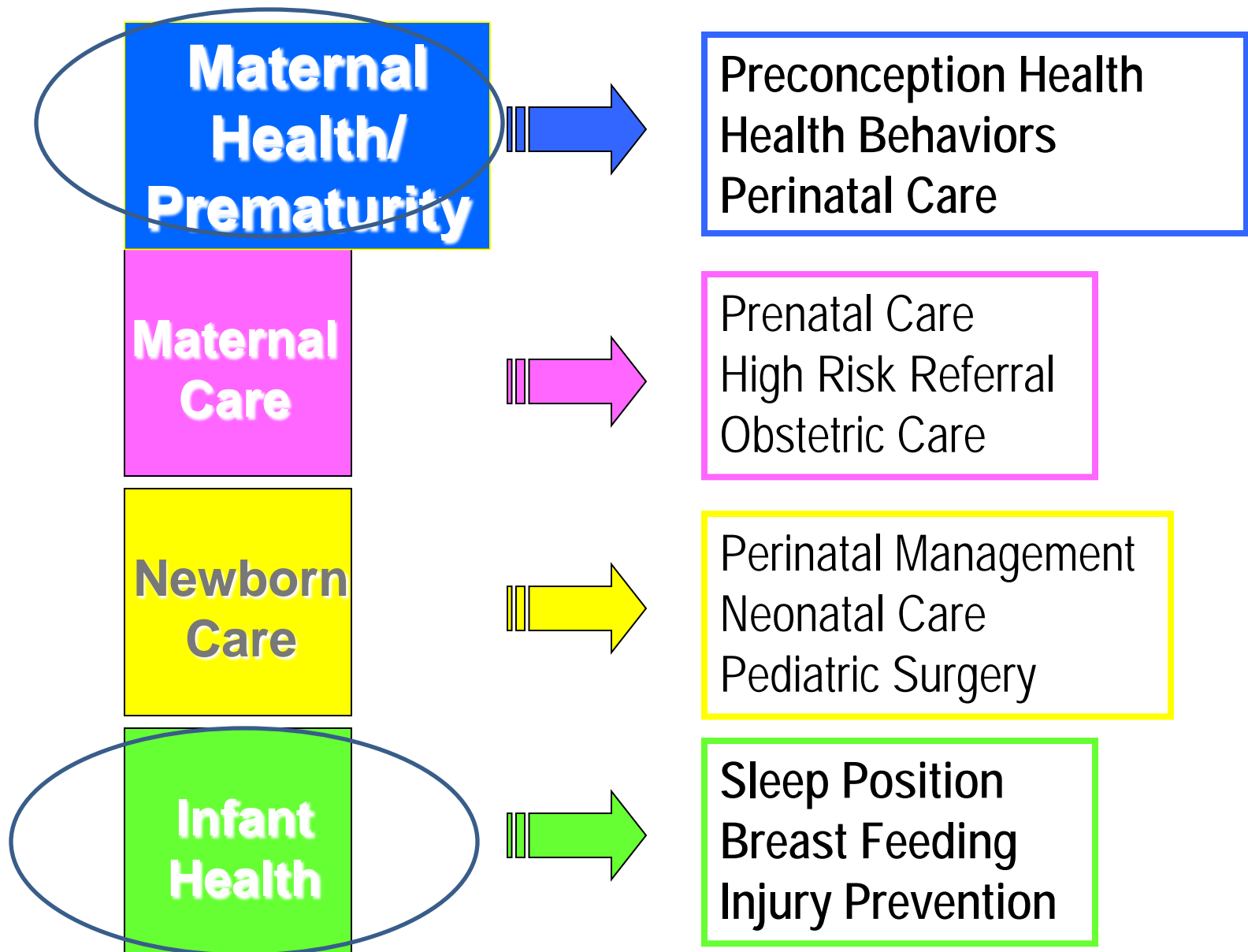
PPOR “Map” Fetal & infant Deaths



Hillsborough County 2003-2005 Opportunity Gap

	MH	MC	NC	IH	Rate
Black	9.8	2.4	1.2	3.7	17.1
Referent	2.8	1.0	0.9	0.7	5.4
Excess	7.0	1.4	0.3	3.0	11.7
White	3.5	1.6	1.1	1.6	7.8
Referent	2.8	1.0	0.9	0.7	5.4
Excess	0.7	0.6	0.2	0.9	2.4

Results Drive Community Action



SELECTED DISCUSSION OF PPOR FINDINGS

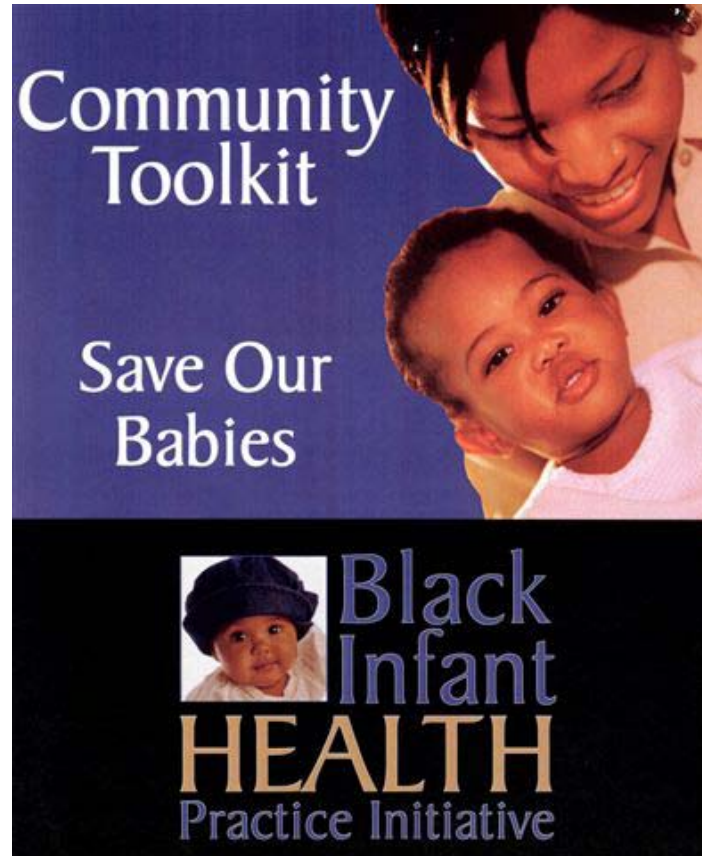
Findings

- ◆ PPOR - Highest proportion of deaths in **Maternal Health/Prematurity** area
- ◆ 2nd highest in **Infant Health** area

Implications

- ◆ Implement interventions to address preconception and interconception care, SIDS prevention (sleep position or breast feeding), access to medical home and injury prevention

SAVE OUR BABIES CAMPAIGN



Community Toolkit

Speakers Bureau

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Save Our Babies

Toolkit:

- **Developed by BIHPI Hillsborough County Community Action Team – Outreach & Messaging Subcommittee**
- **Content:**
 - **Using The Toolkit**
 - **Protect Babies: Shaken Baby Syndrome, Choosing a Safe Caregiver, Safe Sleeping, Baby's Environment, Infant Safety Resources**
 - **Health and Wellbeing: Fitness and Exercise, Nutrition, What is Mental Health?, Health & Wellbeing Resources**
 - **Pregnancy: Prevent Premature Birth, Happy & Healthy Pregnancy, Family Planning, Pregnancy Resources**
 - **Interconception Health**

Save Our Babies

Speakers Bureau

- Composed of representatives of various organizations, agencies, faith institutions and interested community residents
- Training:
 - How to use the Toolkit
 - Overview of content
 - How to make effective oral presentations: Audience analysis and identification (demographic, psychographic and setting); audience adaptation; anxiety reduction; effective introduction and conclusions; conflict resolution
 - Use of drama, skits, & role-playing

Contact Information

<http://www.bihpi.org/bureau.htm>

or

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