Reducing Infant Mortality Rates through County-Based Strategies
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Infant Mortality Rate
Franklin County, 2011 - 2020

- 12 Month Rolling Avg Infant Mortality Rate / 1000 Births
- Linear (12 Month Rolling Avg Infant Mortality Rate / 1000 Births)

Baseline IM: 8.8 (2011-14)

2020 IM: 6.6

Data Source: Ohio Department of Health Office of Vital Statistics, analyzed by Nationwide Children’s Hospital
Birth and death data as of December 2020, pulled 2/1/2021
*Note: 2020 birth & death data are preliminary and subject to change
Infant Mortality Rate by Race
Cuyahoga, Franklin & Hamilton Counties
2012 - 2020*

Cuyahoga County NHB
Hamilton County NHB
Franklin County NHB

Cuyahoga County NHW
Hamilton County NHW
Franklin County NHW

Data Source: Ohio Department of Health Office of Vital Statistics, analyzed by Nationwide Children’s Hospital & ODH Data Warehouse
Birth and death data as of December 2020, pulled 2/1/2021
*Note: 2020 birth & death data are preliminary and subject to change
NHW: Non-Hispanic White; NHB: Non-Hispanic Black
In 2017, the infant mortality rate (IMR) for black infants (10.8) achieved the same rate as for white infants in 1980, 37 years later. If the black IMR continues at the same rate of decline since the beginning of this millennium, it will reach the 2017 white IMR (4.9) in 2069, 52 years later.
Hold for Maureen’s slides
Reducing Infant Mortality Rates Through County-Based Strategies

Dr. Toyosi Okurounmu
United Health Foundation produces America’s Health Rankings to help build healthier communities.
Our grant partnerships support emerging public health strategies across the country.
We are hard at work to make services available to our members that improve health for mother and baby

Maternal health checklists

Maternal health PSA (Click here to play)

Maternal health quiz

Appointment animations
CelebrateOne 2.0 and the Influence of Franklin County Government in the fight against Infant Mortality
2014 launch of Greater Columbus Infant Mortality Task Force led by then Columbus City Council President, Andrew J. Ginther.

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.

Report identified the need for a place-based focus to address equity and social determinants. Promote best practices.

2021 New Strategic Plan for 5 years
Collaborative from the Start

- County Participation from the Start
- Bully Pulpit of Mayor
- First contribution first year of CelebrateOne
- HealthCare
  - Ohio Better Birth Outcomes (Hospital Chief Medical Officers and FQHC’s)
  - Central Ohio Hospital Council (CEO’s of Hospitals/Cities)
- Philanthropic
- Business
By 2020
- Decrease Franklin County infant mortality rate to 6 infant deaths per 1,000 live births
- Reduce disparity gap between white and black infant mortality by %50

RECOMMENDATIONS

#1: Improve social and economic conditions that drive disparities across our community and in highest risk neighborhoods
#2: Improve Women’s Health Before Pregnancy
#3: Improve Reproductive Health Planning
#4: Improve Prenatal Care Systems And Supports
#5: Ensure highest quality of perinatal care
#6: Reduce Maternal and Household Smoking
#7: Promote Infant Safe Sleep
#8: Create accountability structure to support strategy implementation and goal attainment

KEY DRIVERS

Reduce Racial Disparities
Prevent Prematurity
Reduce Sleep-Related Infant Deaths

OUTCOME

By 2020
- Decrease Franklin County infant mortality rate to 6 infant deaths per 1,000 live births
- Reduce disparity gap between white and black infant mortality by %50
Lowering Infant Mortality

Franklin County – 20% Decrease:
• 2014 – 8.4 infant deaths per 1,000 live births.
• 2020 – 6.7 infant deaths per 1,000 live births.

CelebrateOne Neighborhoods – 19.5% Decrease:
• 2014 – 12.3 infant deaths per 1,000 live births.
• 2020 – 9.9 infant deaths per 1,000 live births.

41 Fewer Infant Deaths in 2020 compared to 2014
Racial Disparity Gap - IMR

**White Infant Mortality – 28% Decrease:**
- 2014 – 5.7 per 1,000 live births.
- 2020 – 4.1 per 1,000 live births.

**Black Infant Mortality – 23.5% Decrease:**
- 2014 – 14.9 per 1,000 live births.
- 2020 – 11.4 per 1,000 live births
The C1 Health Equity Framework

Levels of Influence
- Society
- Community
- Interpersonal
- Individual

The broad social and cultural factors impacting large numbers of people such as economic, health, and educational policies at local, state and federal levels

The organizations, institutions and built environment such as schools, workplaces, parks and hospitals that make up neighborhoods

The relationships and social networks that can provide support or create barriers to promoting health

The biological, personal and behavioral attributes that influence health including age, education, knowledge, attitudes, and beliefs

Recommendation 1. Target and address structural and interpersonal racism as fundamental drivers of health inequity.

Recommendation 2. Address the social determinants of health (SDOH) across the life course to advance MCH.

Recommendation 3. Advance policies that prevent poor birth outcomes and promote women’s health and well-being rights.

Recommendation 4. Improve provider of reproductive health care from conception to birth through one year of age.

Recommendation 5. Design and implement a connected and consistent care experience for mothers and babies.

Recommendation 6. Accelerate innovation, progress, and accountability for health equity.

Strategies

Activities

The best course of action to achieve our aims

The approach we will take to accomplish our recommendations

How we will turn our strategies into action

What we seek to accomplish

Life Course

Preconception → Pregnancy → Birth → Early Childhood → Childhood & Adolescence → Adulthood
Involvement from the Beginning
- Commissioner John O’Grady on Original Taskforce in 2014
- Deputy County Administrator Erik Janas, Vice Chair of the Board of Directors
- Regular Contact with County Administration

Speaking and Working as ONE Voice
- Rise Together- A Blueprint for Reducing Poverty in Franklin County 2019
- Mayor State of the City Focus on Equity Agenda – February 2020
- Racism as a Public Health Crisis – January 2020
  - Franklin County Board of Public Health – May 2020
  - Franklin County Commission – May 2020
  - Mayor and City Council – June 2020

County Commitment and Contributions
Financial Commitment to CelebrateOne since 2015

$4,135,000

- Media Awareness and Support
- Neighborhood Intervention
- Baby and Me Tobacco Free
- Safe Sleep Campaign
- Health Innovation and Birthing Center Support
Collaboration is Key!
The County Relationship Is Invaluable and It Is All About Them!
Thank you!