



DeKalb County, Ga. | Dec. 1-4, 2021

NACo's FALL BOARD OF DIRECTORS MEETING & LARGE URBAN COUNTY CAUCUS SYMPOSIUM



Reducing Infant Mortality Rates through County-Based Strategies



NATIONWIDE CHILDREN'S®
When your child needs a hospital, everything matters.



**United
Healthcare®**



NACo's FALL BOARD OF DIRECTORS MEETING & LARGE URBAN COUNTY CAUCUS SYMPOSIUM



DeKalb County, Ga. | Dec. 1-4, 2021



Christine Sander

*Senior Director, Infant & Child Wellness,
Nationwide Children's Hospital*



**Wanda Barfield,
MD, MPH**

*Director of Reproductive Health,
Centers for Disease Control and
Prevention*



**Toyosi Okurounmu,
MD, MPH, MBA**

*Chief Medical Officer, Employer and
Individual Line of Business, United
Healthcare*



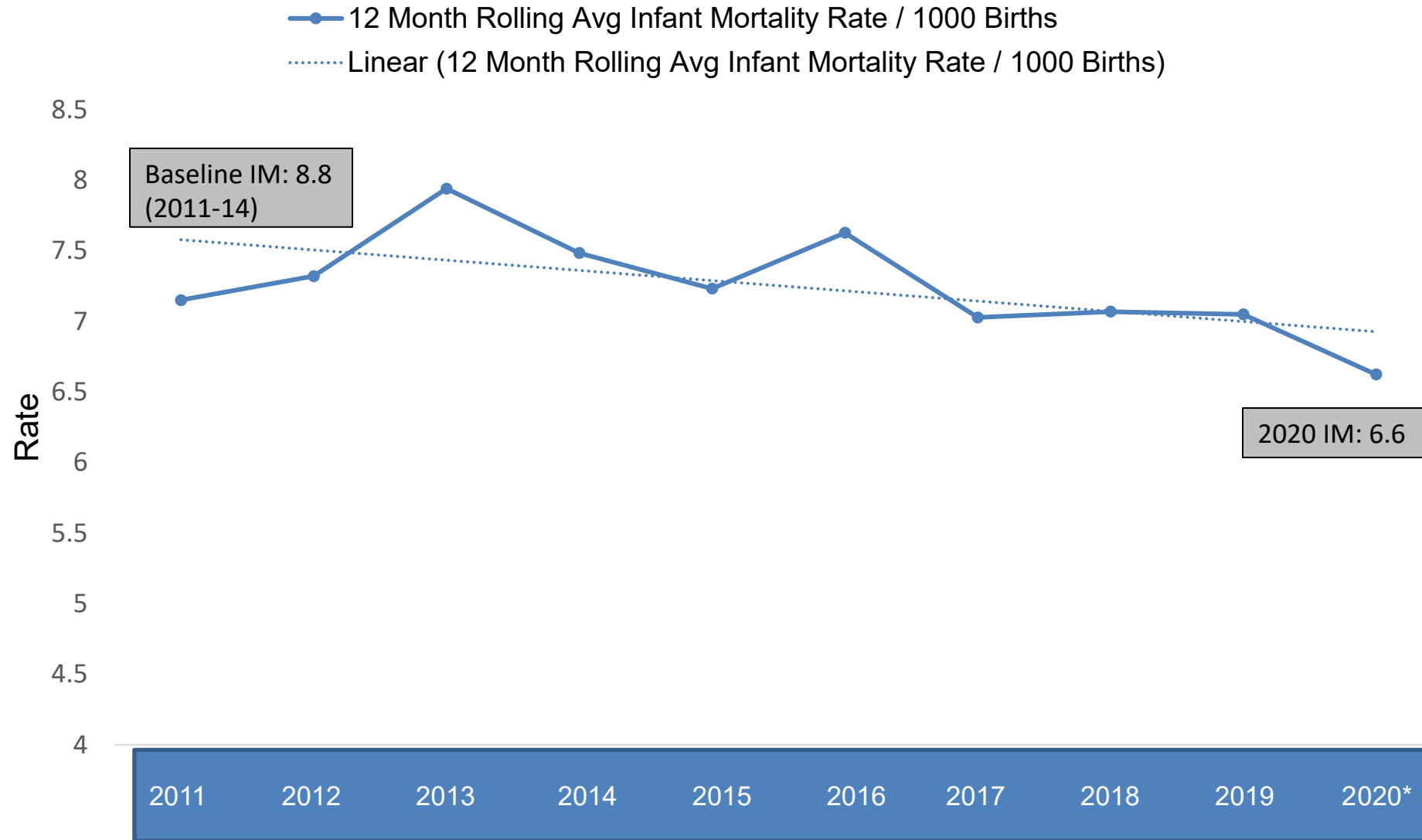
Maureen Stapleton

*Executive Director, Celebrate One,
Franklin County, Ohio*

Ohio Better Birth Outcomes Collaborative



Infant Mortality Rate Franklin County, 2011 - 2020



Data Source: Ohio Department of Health Office of Vital Statistics, analyzed by Nationwide Children's Hospital

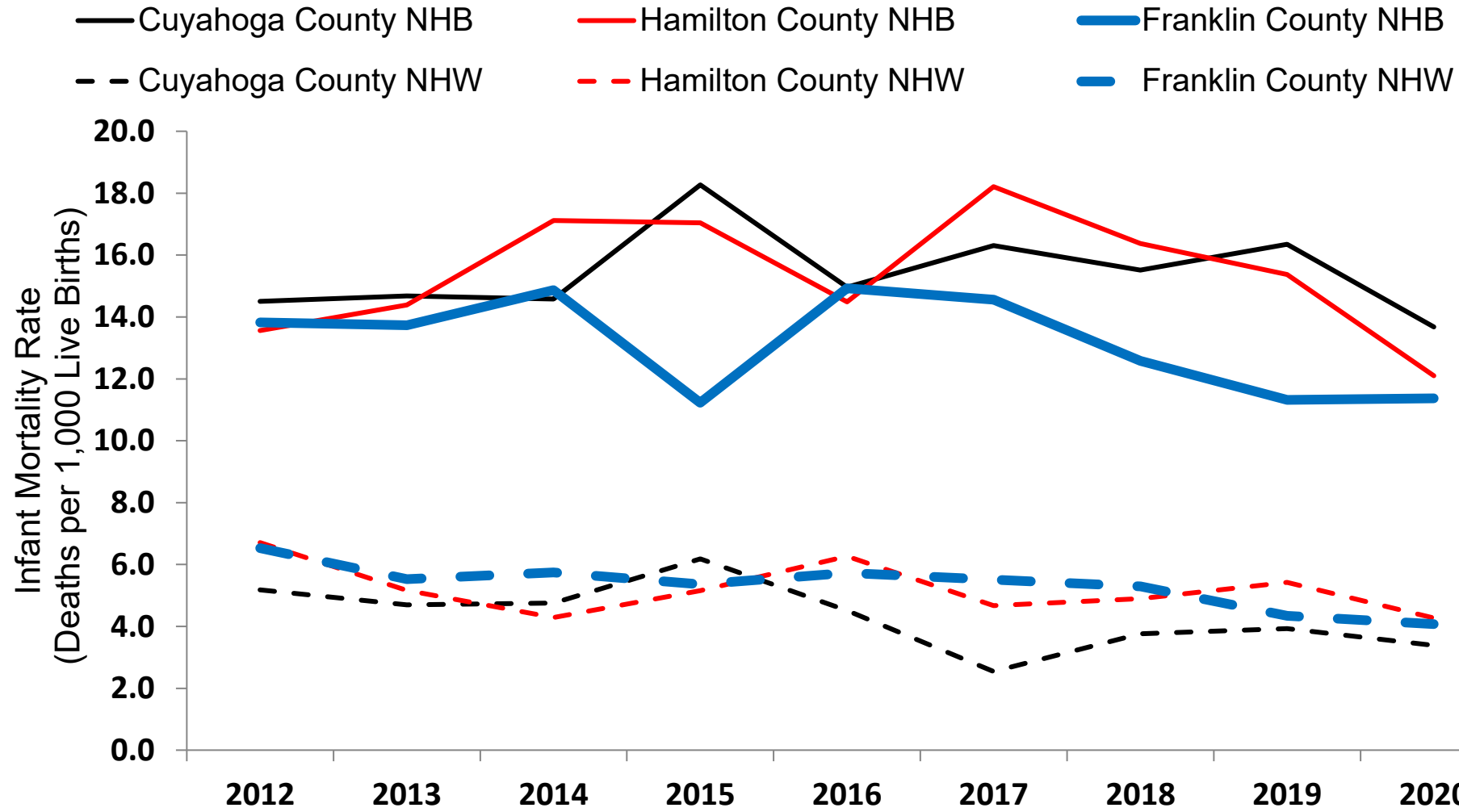
Birth and death data as of December 2020, pulled 2/1/2021

*Note: 2020 birth & death data are preliminary and subject to change

Infant Mortality Rate by Race

Cuyahoga, Franklin & Hamilton Counties

2012 - 2020*



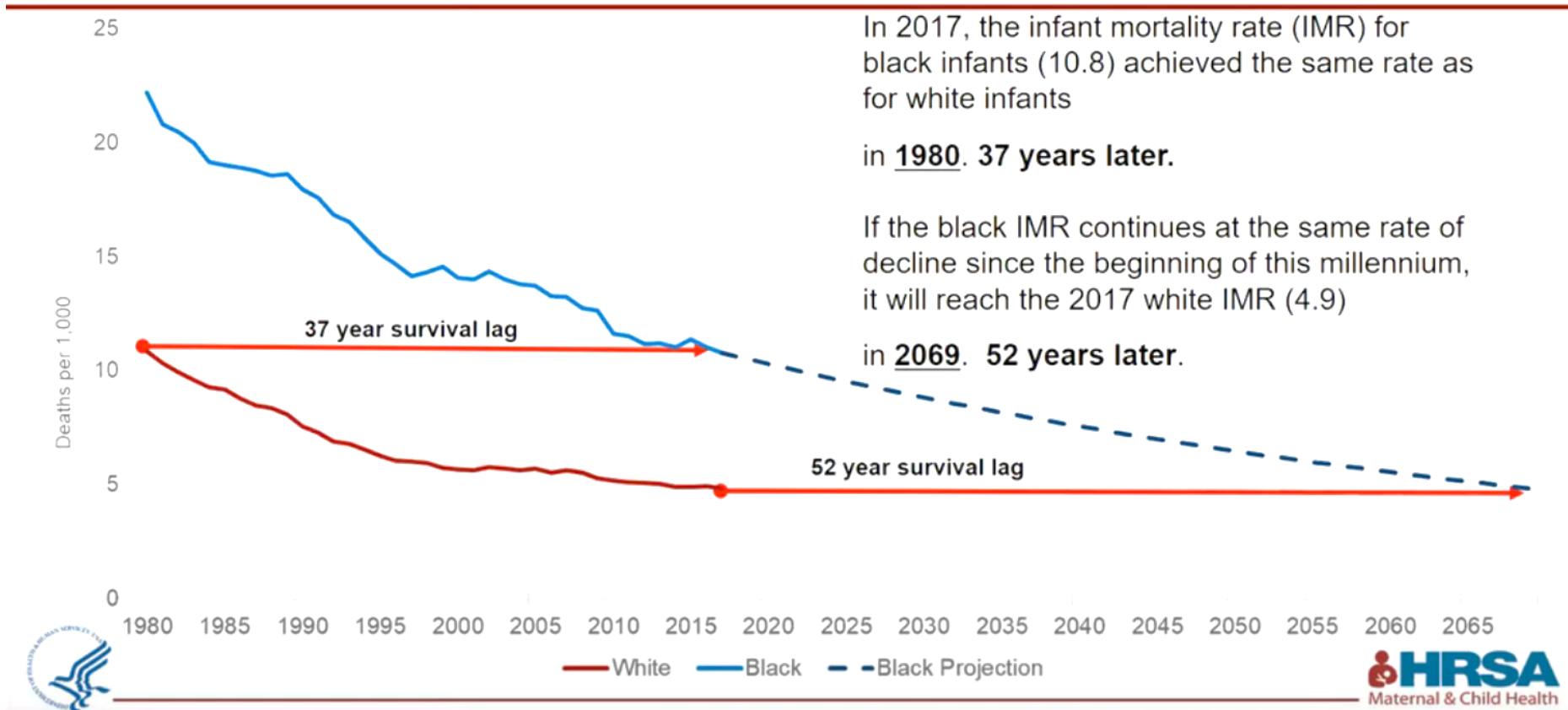
Data Source: Ohio Department of Health Office of Vital Statistics, analyzed by Nationwide Children's Hospital & ODH Data Warehouse
 Birth and death data as of December 2020, pulled 2/1/2021

*Note: 2020 birth & death data are preliminary and subject to change

NHW: Non-Hispanic White; NHB: Non-Hispanic Black

Prioritizing Racial Equity to Accelerate Progress

Black – White Infant Mortality Survival Lag



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



30 YEARS

LEARN

EXPLORE

ABOUT

SEARCH

Health of Women and Children

MEASURES: Infant Mortality

POPULATION: General

STATE: GA

EDITION YEAR: 2021

DOWNLOAD DATA

GA STATE SUMMARY

ABOUT INFANT MORTALITY

INFANT MORTALITY IN GEORGIA

GEORGIA SUMMARY 2021

NATIONAL INFANT MORTALITY

Public Health Impact: Infant Mortality

Infant Mortality

U.S. Value: 5.7

Healthiest States: Massachusetts, New Hampshire: 3.9

Least-healthy State: Mississippi: 8.6

Definition: Number of infant deaths (before age 1) per 1,000 live births

Data Source & Year(s): CDC WONDER, Linked Birth/Infant Death Files, 2017-2018

Suggested Citation: America's Health Rankings analysis of CDC WONDER, Linked Birth/Infant Death Files, United Health Foundation, AmericasHealthRankings.org, Accessed 2021.

WHY DOES THIS MATTER?

Losing an infant is devastating for parents, families and communities, and can result in extreme and persistent sadness. In 2018, over 21,000 infants died in the United States. According to the Centers for Disease Control and Prevention (CDC),

Related Measures: Infant Mortality

Measures Closely Related to "Infant Mortality"

Postpartum Visit

Adequate Prenatal Care

Low Birthweight

Measures Related to "Infant Mortality"

Low-risk Cesarean Delivery

Diabetes - Women

Excessive Drinking - Women

Publicly-funded Women's Health Services

Smoking - Women

Unintended Pregnancy

Sleep Position

Postpartum Depression

Maternal Mortality



Our grant partnerships support emerging public health strategies across the country



CelebrateOne: Partnering with Columbus Public Health to Help Babies Reach Their First Birthday

November 30, 2018

SHARE: [Twitter](#) [LinkedIn](#) [Facebook](#) [Email](#) [Print](#)

Helping in Georgia

The funding to Healthy Mothers, Healthy Babies Coalition of Georgia will support increased access to services, including virtual perinatal case management, regional maternal mental health support groups and distribution of postpartum supply kits.





We are hard at work to make services available to our members that improve health for mother and baby

Substance use during pregnancy: what you need to know

Seeing a care provider should always feel safe. But if you struggle with alcohol, drug or cigarette use, you might be worried about the impact on your baby. Learn how prenatal appointments can help you manage substance use to keep you and your baby together and safe.

Your care provider can help you create a plan for managing your substance use.

By getting help, you can keep you and your baby together and safe.

Get what you need for a new baby

Expecting moms have a lot on their plate. But getting support and supplies for a new baby shouldn't add more stress to your life. There are often programs offered for new moms through state and federal programs and community organizations. Use this guide to find what may be available in your area.

For more information on any of the resources below, call the number on the back of your insurance card.

If you are a United member, call 1-800-599-5985.

Managing anxiety and depression as a new mom

Expecting a new baby can leave you feeling both excited and nervous. And COVID-19 has only created more uncertainty for new moms. Maybe you feel alone because of social distancing, or are worried about you or your baby getting sick. This is normal. Watch for signs of anxiety and depression. Then talk about them with your care provider at your prenatal and postpartum appointments.

Anxiety is more than just feeling worried.

Having anxiety can look different for every mom.

You might have anxiety if you:

- Start feeling discouraged.
- Feel like you can't cope.
- Feel alone or frightened.
- Can't focus on a task.

Managing anxiety might include:

- Getting plenty of sleep (both at night and during daytime naps).
- Limiting time spent on the news and electronics.
- Staying hydrated.
- Avoiding foods that are high in fat or sugar.
- Calling family and friends.
- Practicing self-care.

Depression is more than just feeling sad.

Depression is a real illness that requires the help of a care provider to get better.

You might be facing depression if you have:

- Loss of energy or increased anger.
- Feelings of guilt, helplessness or feeling down.
- Difficulty waking up or sleeping more than usual.
- Suicidal thoughts or attempts.

Managing depression might include:

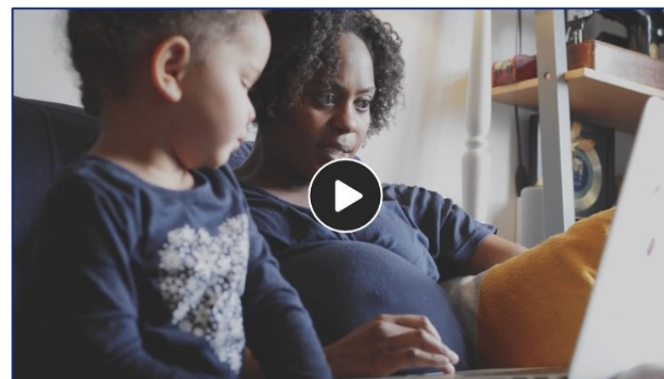
- Taking medications that are safe for you and your baby.
- Seeing a mental health practitioner.
- Connecting with other moms.

Managing depression should always be done with your care provider.

In light of COVID-19, remember to practice social distancing at your prenatal and postpartum appointments. Wash your hands often and wear a mask. Contact your care provider with any concerns.

United Healthcare

Maternal health checklists



Maternal health PSA (Click here to play)

2. Pregnant moms get an ultrasound at every prenatal appointment.

A. True

That is incorrect. Pregnant moms usually get an ultrasound at their 20-week appointment. They may also get ultrasounds in the last few weeks of pregnancy.

B. False

That's right! Pregnant moms usually get an ultrasound at their 20-week appointment. They may also get ultrasounds in the last few weeks of pregnancy. This may differ based on pregnancy.

Maternal health quiz

COVID-19: Making your

24 Weeks

8 Weeks

What to expect at your prenatal appointments

Appointment animations



CELEBRATEONE COLUMBUS

CelebrateOne 2.0 and the Influence of Franklin County Government **in the fight against** Infant Mortality

Intentional From the Start



- 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



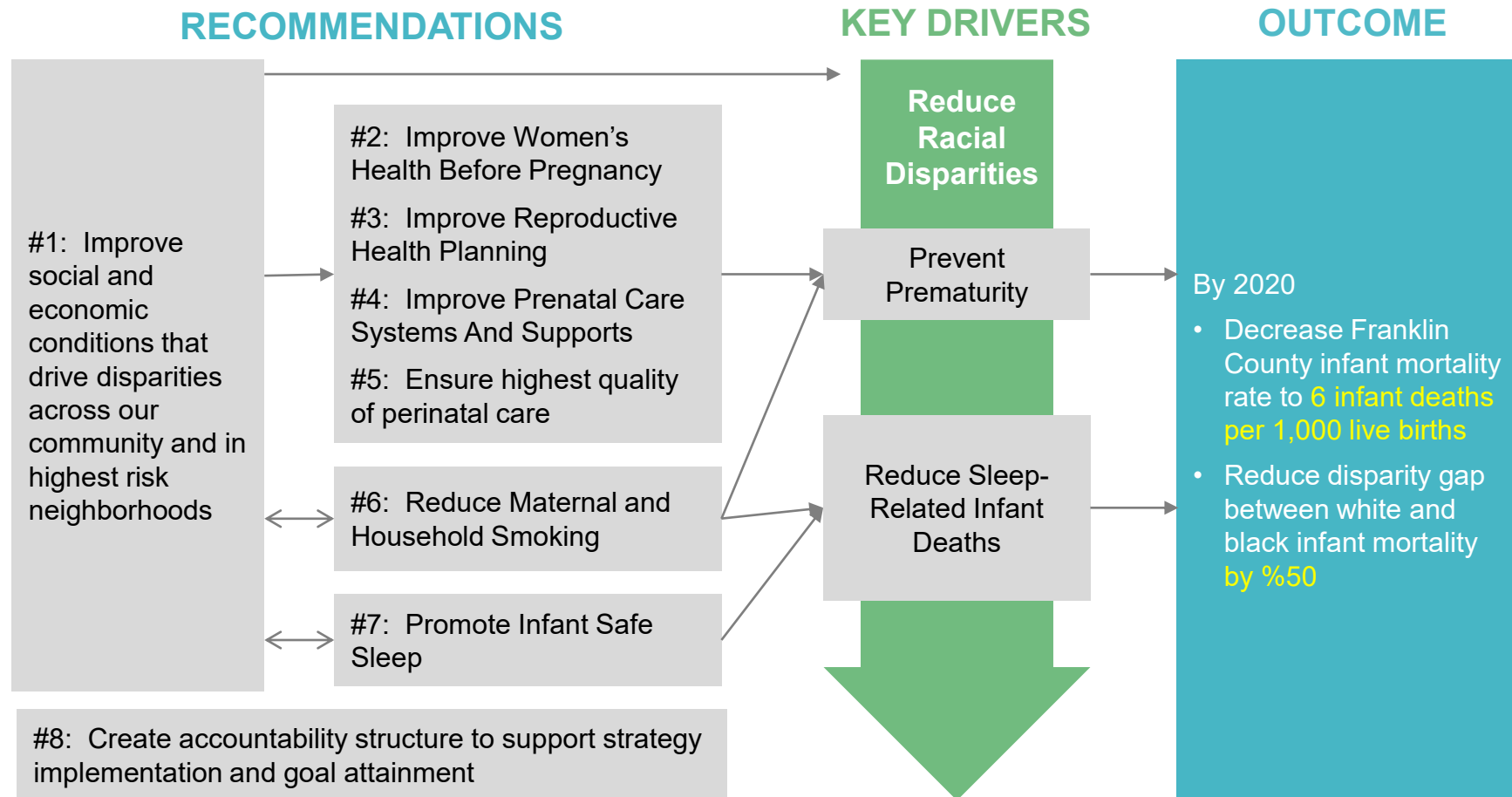
Collaborative from the Start



- 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



Greater Columbus Infant Mortality Task Force Plan Overview 2014 to 2020



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

Prioritizing Racial Equity



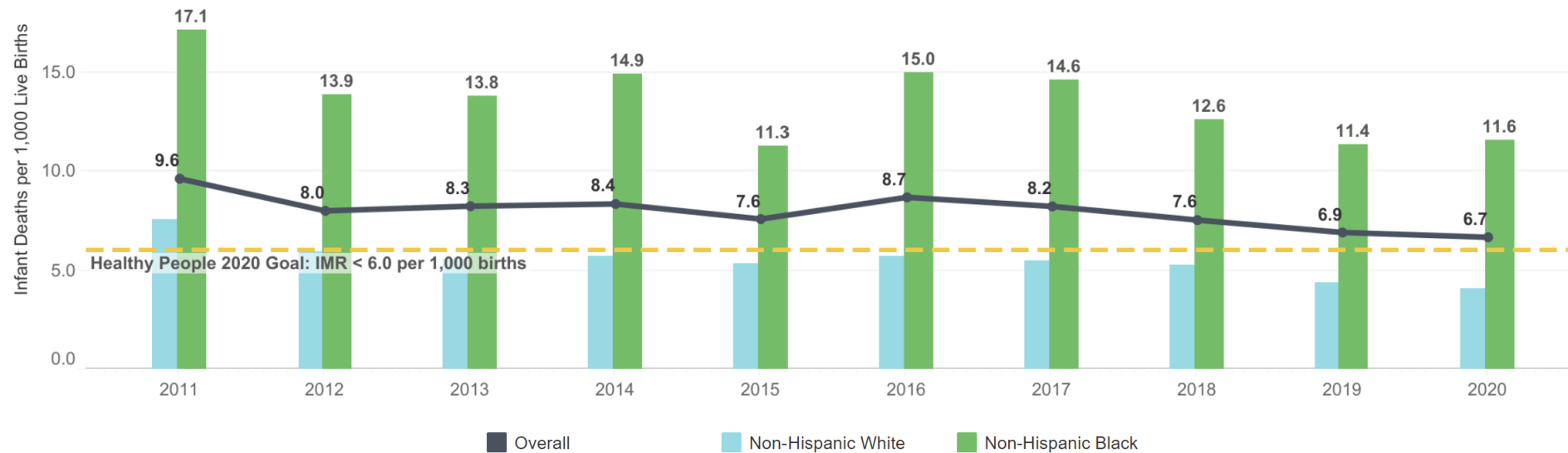
Racial Disparity Gap - IMR

White Infant Mortality – 28% Decrease:

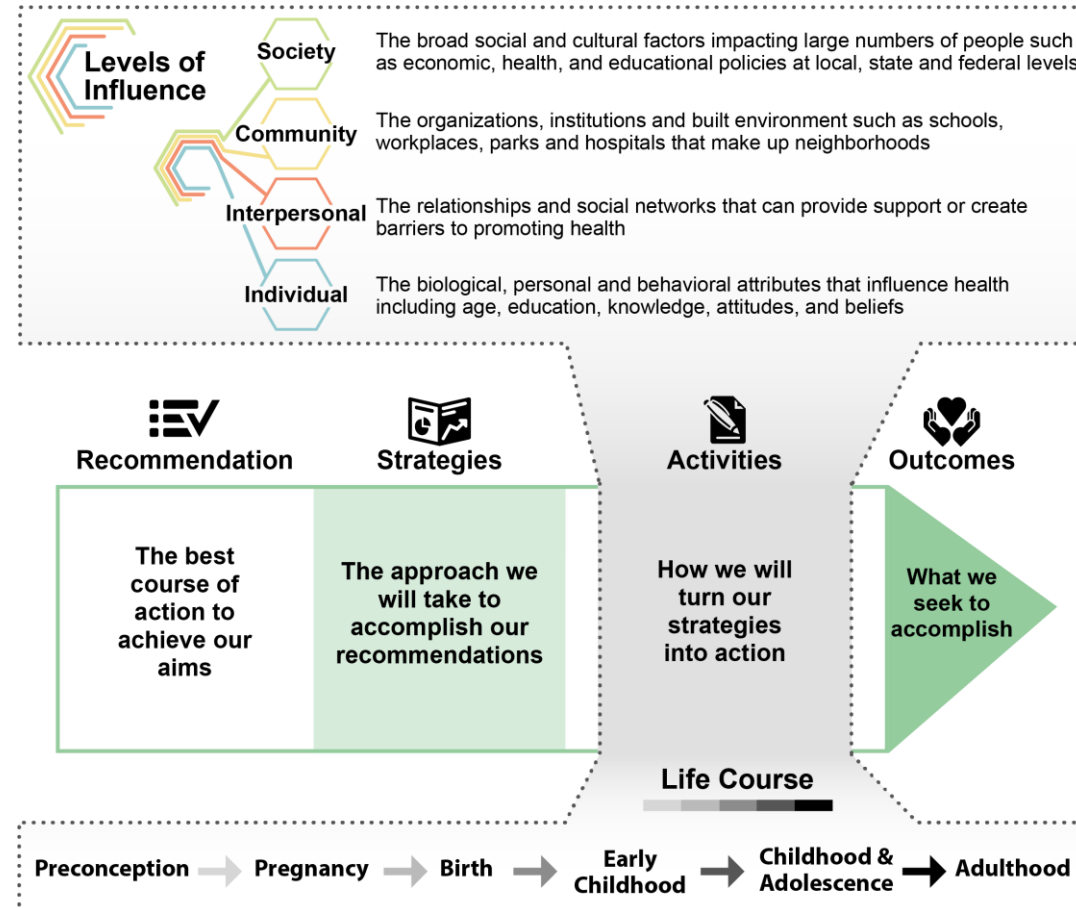
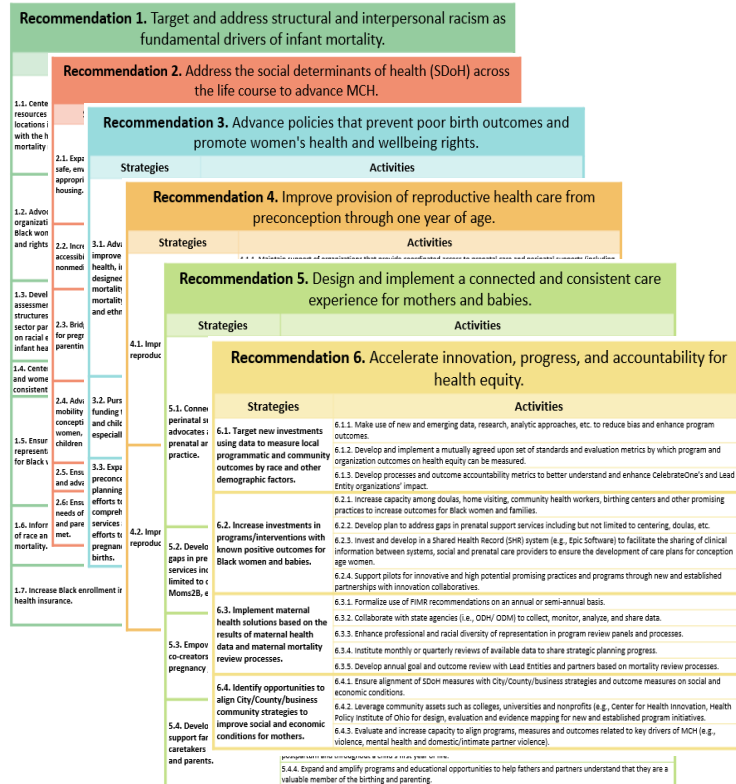
- **2014** – 5.7 per 1,000 live births.
- **2020** – 4.1 per 1,000 live births.

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



County Commitment and Contributions



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

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!



NATIONWIDE CHILDREN'S®
When your child needs a hospital, everything matters.



**United
Healthcare®**

