


Best Babies Zone:
**A Place-Based Approach to Transforming
 Communities and Improving Birth Outcomes
 Across the Life Course**

Satellite Conference and Live Webcast
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Place Matters

Infant Mortality Matters

Life Course Matters

Where You Live Affects Your Health



Disinvested Communities		Communities of Opportunity
<ul style="list-style-type: none"> • Limited/Unsafe Parks • Crime • Fast Food Restaurants • Liquor Stores • Poor Performing Schools • Pollution and Toxic Exposures • Limited Public Transportation • Absence of High Quality Financial Institutions • Predatory Lenders 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">Poor Health Status</div> <div style="border: 1px solid black; padding: 5px;">Good Health Status</div>	<ul style="list-style-type: none"> • Parks • Safe/Walkable Streets • Grocery Stores • Good Schools • Clean Air • Public Transportation • Good Jobs • Strong Local Businesses • Financial Institutions

Place As A Risk Factor



**Harlem Children's
ZONE**

PLACE AS A SOLUTION

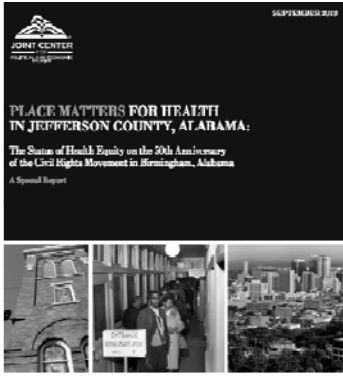
A Movement: Place-Based Initiatives



In Jefferson County, life expectancy can vary by as much as 20 years on average across census tracts.

In 2011, more than 13% of households in Jefferson County had annual incomes below the federal poverty level.

In 2010, the infant mortality rate in Jefferson County was 2.5 times higher for black mothers than white mothers at 16.1 per 1,000 live births vs. 6.4 per 1,000 live births, respectively.



Infant Mortality Rate Rankings by Country

Rank	Country	IMR	Rank	Country	IMR
1	Monaco	1.8	34	Australia	4.55
2	Japan	2.21	35	United Kingdom	4.56
3	Bermuda	2.47	36	Portugal	4.6
4	Singapore	2.65			
5	Sweden	2.74	40	Cuba	4.83
6	Hong Kong	2.9	41	Canada	4.85
7	Macau	3.17	42	French Polynesia	4.88
8	Iceland	3.18	43	Greece	4.92
9	Italy	3.36	44	Taiwan	5.1
10	Spain	3.37	45	Hungary	5.24
11	France	3.37	46	New Caledonia	5.62
			47	North Mariana Islands	5.69
23	Switzerland	4.03	48	Faroe Islands	5.94
24	Israel	4.07	49	United States	5.98
25	South Korea	4.08	50	Croatia	6.06

Data adapted from CIA World Factbook, "Country Comparison: Infant Mortality Rate", 2012

On an Average Day in the United States...

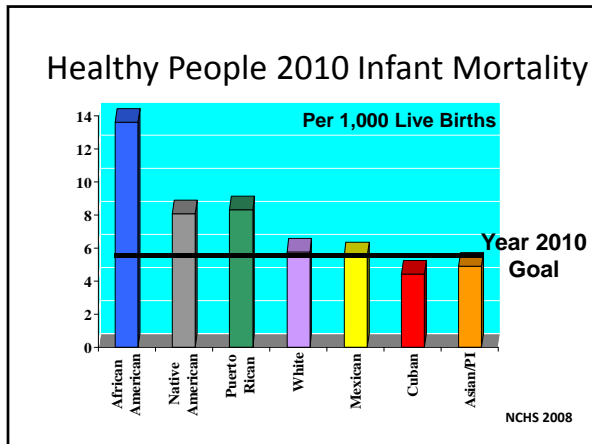
- 11,686 babies are born
- 1,487 babies are born preterm
(less than 37 weeks gestation completed)
- 964 babies are born low birth weight
(less than 2,500 grams, or 5.5 pounds)
- 329 babies are born with a birth defect*

* Based on Centers for Disease Control and Prevention estimate of at least 120,000 babies born annually with major structural birth defects.
Note: Numbers are approximations.
Source: National Center for Health Statistics, 2006 final natality data and 2005 period linked birth/infant death data. Prepared by the March of Dimes Perinatal Data Center, 2009.

On an Average Day in the United States...

- 237 babies are born very preterm
(less than 32 weeks gestation completed)
- 173 babies are born very low birth weight
(less than 1,500 grams, or 3.33 pounds)
- 78 babies die before reaching their first birthday

* Based on Centers for Disease Control and Prevention estimate of at least 120,000 babies born annually with major structural birth defects.
Note: Numbers are approximations.
Source: National Center for Health Statistics, 2006 final natality data and 2005 period linked birth/infant death data. Prepared by the March of Dimes Perinatal Data Center, 2009.



INFANT MORTALITY IS **COMPLEX**

It is not one thing.
There is no one solution.
No one person, group or sector can fix it.
Hard to change quickly.



Media Campaigns

From the producers of *Unnatural Causes*
The Raising of America
Early Childhood and the Future of Our Nation

Show your love.
Your baby needs a full 40 weeks of pregnancy.

Don't Rush Me!
Your baby needs a full 40 weeks of pregnancy.

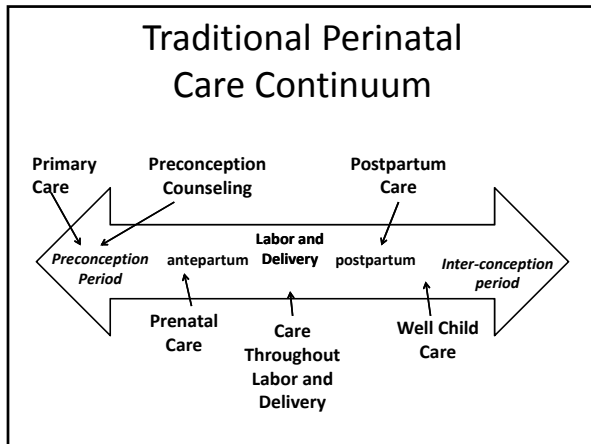
- ### Policy Initiatives
- Secretary's Advisory Committee on Infant Mortality
 - U.S. Department of Health and Human Services
 - National Initiative on Preconception Health and Health Care
 - Centers for Disease Control
 - Regional Collaborative and Innovative Networks (COINs)
 - Health Resources and Services Administration, Maternal and Child Health Bureau

Program Initiatives

every woman southeast

Best Fed
BEGINNINGS
Improving Breastfeeding Support in U.S. Hospitals

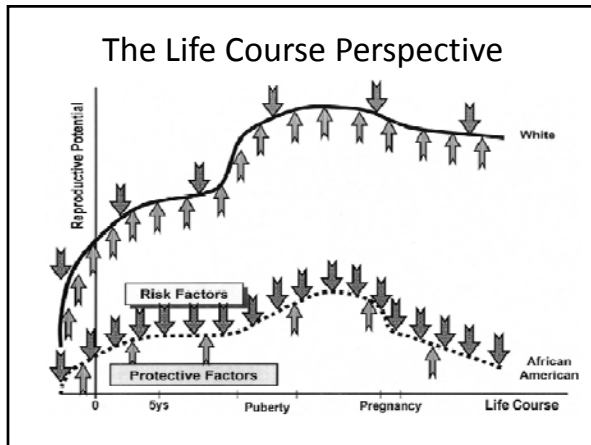
NATIONAL HEALTHY START ASSOCIATION



Life Course Perspective

The Life Course Perspective is a way of looking at life, not as disconnected stages, but as an integrated continuum.

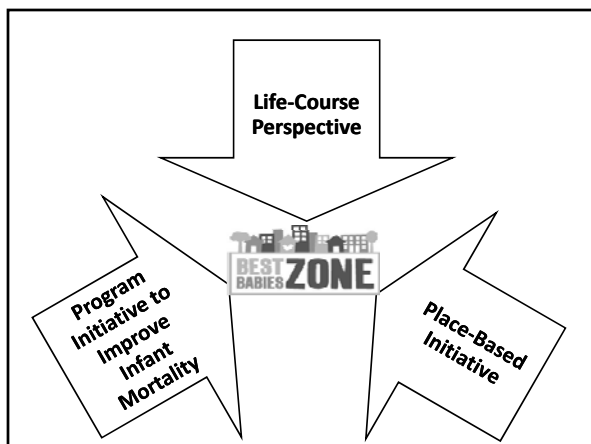
Life Course is a perspective that seeks to *understand, explain, and improve* health and disease patterns across population groups.



The Life Course Perspective

Two Key Questions To Consider


- Why do health disparities exist and persist across population groups?
- What are the factors (protective and risk factors) that influence the capacity of individuals or populations to reach their full potential for health and well-being?

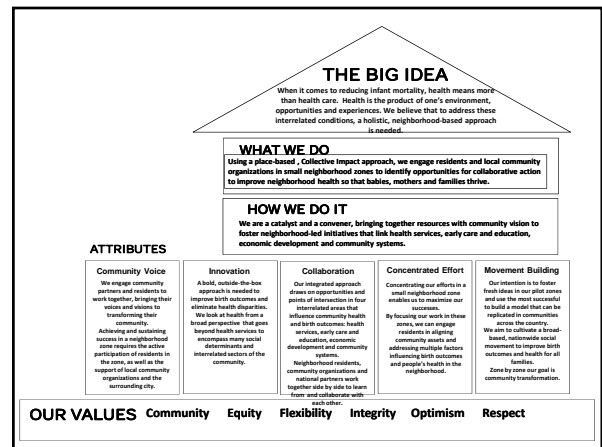
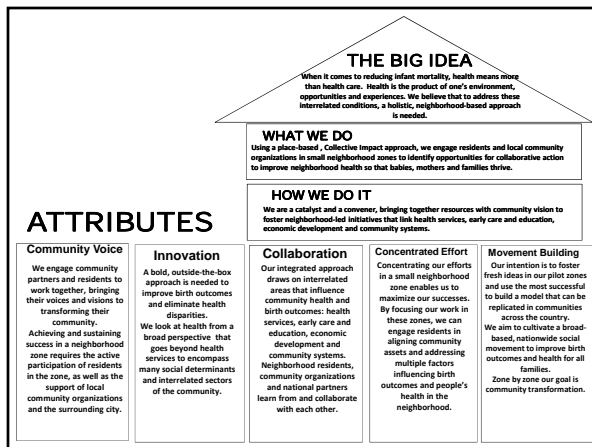
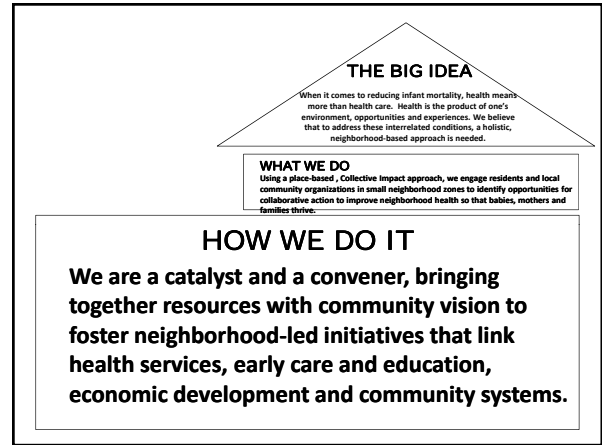
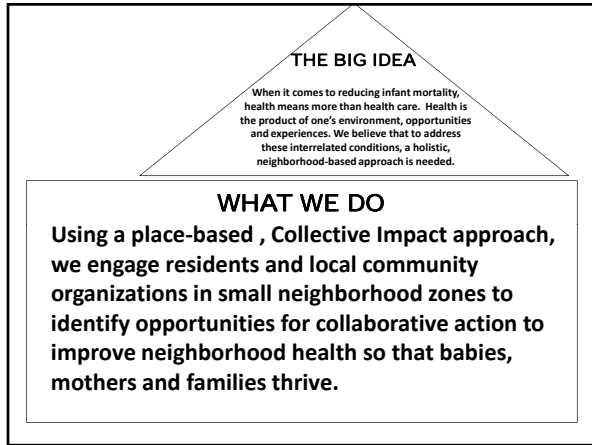
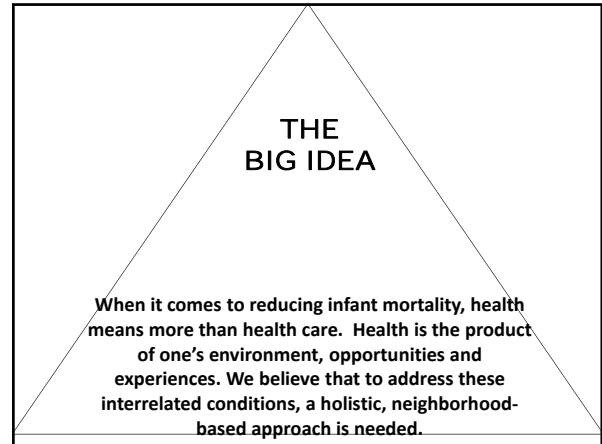


BBZ Vision and Mission:

All babies are born healthy, into communities that enable them to thrive and reach their full potential.


To give every baby born in a Best Babies Zone the best chance in life.





What Are Our Strategies?

1. Identify a defined geographic region where change is greatly needed and resources are aligned to produce and measure impact.



Census Tract 4097

What Are Our Strategies?

2. Establish a broad collaborative to work across four key sectors – health, economics, education and community.



What Are Our Strategies?



3. Cultivate a public health social movement within each city to rally community action aimed at improving the social determinants of health, birth outcomes, and ultimately the quality of life overall in the zone.

Three Pilot Zones



Cincinnati, Ohio

Lower and East Price Hill Neighborhoods

Within the border, there are several Federally Qualified Health Centers, parks and other outdoor spaces, and strong community partners




East Price Hill



Lower Price Hill

Price Hill Demographics

- Population¹: 16,557
- Mean annual births² 2009-2011: 355
- Racial Mix¹:
 - 51% Non-Hispanic White
 - 37% Non-Hispanic Black
 - 7% Hispanic
- Poverty rate¹
 - All ages: 40.4%
 - Children: 55.7%



¹Source: US Census Bureau, 2010 Census of Population
²Ohio Department of Health, Office of Vital Statistics


Cincinnati

Lower and East Price Hill

38% of Lower Price Hill residents are experiencing unemployment

60% of Price Hill adolescents graduate from high school

42% of women in Lower and East Price Hill report entering prenatal care in the first trimester




BBZ Community Partners who bring the BBZ work together


- Transforming Early Childhood Community Systems (TECCS)
- Santa Maria Community Services
- Every Child Succeeds (ECS)

Monthly “Moms groups” Established To Promote Community Engagement



New Orleans, Louisiana Hollygrove Neighborhood

Hollygrove has a well-established community development corporation, Healthy Start services, strong, cooperative community police force.




Hollygrove BBZ Community Snapshot

	Orleans Parish, LA	Best Baby Zone
Total population	369,250	4,597
People living in Poverty	28.7%	30.1%
Median household income	\$34,361	\$25,732
Unemployed	12.3%	20.9%
No diploma	15.3%	21.6%
Number of women 15 to 50 years old who had a birth in the past 12 months	4,363	170
Low Birth Weight (<2500g)	13.0%	20.2%
African American	59.8%	93.4%

Source: Orleans Parish: Data from U.S. Census Bureau, 2012 American Community Survey; Best Babies Zone: Data from U.S. Census Bureau, 2007-2011 American Community Survey, Census Tracts 72, 75.02; except birth outcomes data (Orleans Parish: County Health Rankings 2013; Best Babies Zone: Office of Public Health 2012).

New Orleans Hollygrove Neighborhood



1 in 5 infants are born low birth weight

49% of children are living in poverty

Many external community rebuilding projects after Hurricane Katrina have not met the needs of the community

Middle Belt Train Controversy

OLD METAIRIE OR HOLLYGROVE?
 Planners consider shifting freight train traffic out of Old Metairie and into the Hollygrove area

BACK BELT: Old Metairie corridor would close

MIDDLE BELT: All Old Metairie train traffic would flow along upgraded tracks here

Source: The New Orleans Rail Gateway Infrastructure Feasibility Analysis

Vision For Hollygrove

Renewed hope, driven by neighbors who bring economic development, better health, and improved outcomes

Oakland, California

Castlemont Neighborhood

Castlemont has a strong presence of community service organizations, including:

- Youth Uprising
- Brighter Beginnings
- First 5 Alameda County

Castlemont Neighborhood

There is a 13 year difference in life expectancy between a child born in the Oakland hills and a child born in Castlemont.

Oakland

Castlemont Neighborhood

Leading cause of death for East Oakland residents ages 14-24: homicide

Almost 15% of all infants born in Castlemont are born pre-term

On a state-wide standardized exam, 80.2% of students from this neighborhood scored below proficient in English Language Arts and 96.4% in Math

BBZ Castlemont Approach

Short-term

- Small Wins
- Innovative Approaches
- Relationships
- Growing Momentum

Long-term

- Community Ownership and Leadership
- Systems are Listening and Responsive to Community
- Shared Measurement and Clear Roles

Castlemont Focus Areas

- Early Childhood Supports
- Building a Local Economy
- Resident Engagement
- Partner Engagement
- Foundational Work

Resident Engagement

- Summer Block Party
- Economic development chats and input sessions
- Castlemont Community Market: entrepreneur + shopper outreach
- Castlemont Community Cafes
- East Oakland Innovators
- Mini-grant Advisory Committee



Some Overall Challenges

- Too much momentum: coordinating work is difficult
- Convener role unclear
- Creating a collaborative vision
 - Asking agencies that typically compete to work together to create the correct bundle of care
- Internal alignment
- This work takes time

A Few More Challenges

Aiming for cohesive messaging – multiple projects are providing resources to the neighborhood

Promoting all of the projects as an aligned system without taking credit or overburdening the community

Aligning forces around the community to work together

What Does Success Look Like?

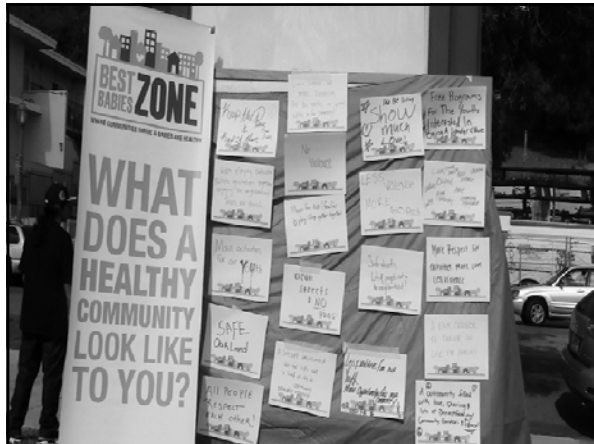
Residents throughout the zones organize and rally neighbors for community events, awareness campaigns, and action steps


Seamless transitions of care between health center, home visiting, moms groups, and other community services such as financial opportunity center

Community organizations working together in concerted, coordinated effort

What Does Success Look Like?

- Lots of momentum – engaged partners, county leaders, and residents
- Use design thinking as a promising method of resident engagement and small win strategy development to address social determinants of health
- Laying the groundwork for year three!

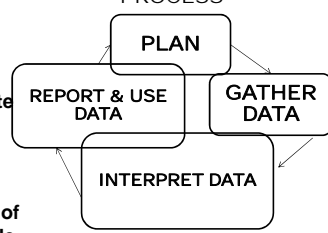




EVALUATION and LEARNING PLATFORM
Reflecting on and measuring progress is vital to transforming community systems.

- PURPOSE
- Inform and strengthen local efforts
- Measure and demonstrate impacts
- Better position sites for future funding
- Facilitate the replication of the BBZ model nationwide

EVALUATION PROCESS



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graph TD
    PLAN --> REPORT[REPORT & USE DATA]
    PLAN --> GATHER[GATHER DATA]
    REPORT --> INTERPRET[INTERPRET DATA]
    GATHER --> INTERPRET
            
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Social Media

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