

2016 Annual Report

Our community. Our babies. Our future.



Together, we can achieve transformative change



In 2016, we celebrate the incremental yet significant gains that point to a reduction in the behaviors that contribute to infant mortality—an increase in the number of pregnant women receiving prenatal care, a decline in the number of women who smoke during pregnancy, a drop in the rate of teen pregnancies and more low-income families receiving pack ‘n plays to provide safe sleep environments for their infants.

Dear Community Stakeholders,

In the two years since CelebrateOne launched, we have built a solid infrastructure of multidisciplinary partners and resources, from residents and businesses to healthcare institutions and nonprofit organizations, to help more babies celebrate their first birthdays.

Our success is contingent upon our ability to eliminate barriers that women and families face in accessing effective, high quality services, many of which have existed in our community for years. To do so, CelebrateOne connects and supports women and families through a variety of efforts, from one-on-one engagement with community connectors to increasing the number of pregnant women receiving prenatal care through StepOne.

We have leveraged our community’s strong health and human services network, targeting our investment directly into programs serving the neighborhoods that have experienced the highest rates of infant mortality. We have cultivated public-private partnerships, including the Smart City transportation initiative, to build our capacity to respond to community needs. And, we have been inspired by the spirit of collaboration among local healthcare providers, businesses, ministries and community advocates driven to save more lives.

Reducing infant mortality is a marathon, not a sprint. There are promising trends in the data that demonstrate our approach is having an impact. For example, Linden, a neighborhood experiencing some of the county’s highest infant mortality rates, had zero sleep-related infant deaths in 2016, the neighborhood’s lowest infant mortality rate since 2010.

In Columbus, a community that has pioneered some of the country’s most successful social programs, many of which have become models for other communities, we are confident our efforts will succeed. We must succeed because all children deserve to celebrate their first birthdays regardless of their zip code.

Andrew J. Ginther
Mayor
City of Columbus

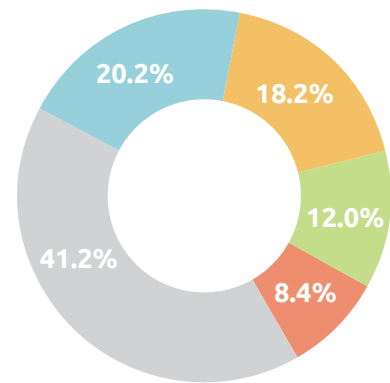
Donna A. James
Co-chair
Executive Committee

Michael J. Fiorile
Co-chair
Executive Committee

The Challenge: three infants die each week in Columbus.

This personal tragedy for families is also a disturbing statistic for Columbus that signals a significant gap in our safety net affecting the overall health, vitality and quality of life in our community.

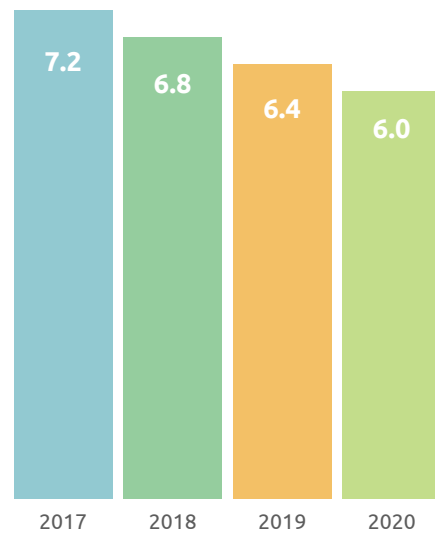
2012-2016 Leading Causes of Infant Deaths in Franklin County



- Prematurity
- Birth defects
- SIDS*
- Maternal complications of pregnancy
- All other causes**

* SIDS does not represent all sleep-related deaths.
 **All other causes includes over 20 distinct causes.
 Source: 2012-2016 Ohio Department of Health Vital Statistics Data analyzed by Columbus Public Health

Franklin County Infant Mortality Reduction Goals



CelebrateOne Goals



Columbus Neighborhoods with the Highest Rates of Infant Mortality*

| Neighborhood | 2007-2011 | 2012-2016 |
|------------------------|------------|------------|
| Linden | 27.6 | 16.5 |
| Near South | 11.2 | 15.5 |
| Franklinton | 12.7 | 14.2 |
| Southeast | 12.0 | 11.2 |
| Near East | 32.4 | 10.9 |
| Northeast | 18.7 | 10.9 |
| Morse/161 | 10.8 | 9.8 |
| Hilltop | 15.2 | 8.8 |
| Franklin County | 9.6 | 8.2 |

* Infant deaths per 1,000 live births.
 Source: Ohio Department of Health Vital Statistics Data analyzed by Columbus Public Health

Infant mortality is not simply a health care issue. It is a complex, systemic problem influenced by a variety of factors and compounded by a range of social and economic conditions in disadvantaged neighborhoods.

In November 2014, the city of Columbus in partnership with the Central Ohio Hospital Council launched CelebrateOne, a collaborative, multidisciplinary initiative to reduce infant mortality and improve health equity.

The goal is to embed permanent, evidence-based solutions into the fiber of our community to ensure that more babies thrive. This integrated, place-based approach targets neighborhoods with the highest infant mortality rates.

CelebrateOne leverages existing resources among medical providers, health care systems, social service organizations, faith-based institutions, government agencies and neighborhood businesses while avoiding redundant services or bureaucracies.

The goal of CelebrateOne is to reduce the infant mortality rate by 40% in five years while cutting in half a racial disparity that results in African American babies dying at three times the rate of white babies.

Prematurity is a Leading Cause of Infant Death

2,302

Preterm Births in Franklin County Each Year

Costs of Preterm Births

Annual initial hospitalization costs



\$206 million*

K-12 education costs



\$30 million

Reduced earnings



\$426 million

= \$662 million

* The annual initial hospitalization cost for all preterm births in Franklin County. The initial hospitalization costs of a baby born extremely premature are 145 times higher than that of a full-term baby.
 Source: *The Economic Impacts of Preterm Births on Franklin County, Ohio, 2010-2014*, a forthcoming report commissioned by Columbus Public Health

Achieving Success



StepOne

Coordinated case management to support pregnant mothers

Many pregnant women are unaware of free and affordable health services that can provide vital prenatal care. Now, through StepOne, more women have access to coordinated case management to support them, address problems early and teach them healthy habits. The program employs proven strategies that reduce the risk of premature births or low birth weight babies, factors that contribute to infant mortality.

It takes a community



Community Connectors

Intervening early to prevent premature births in high-risk pregnancies

CelebrateOne Community Connector Corps health workers are a vital support system for pregnant women, new mothers and women of childbearing age in the Columbus neighborhoods with the highest rates of infant mortality. Trained and certified, these community advocates are placed in part-time, temporary positions with local agencies to help women navigate the complex health care system, connect them to community services and offer advice ranging from the benefits of breast feeding to the ABCs of safe sleep.

Safe Sleep

Ensuring babies sleep alone, on their backs and in an empty crib

In 2016, CelebrateOne's Safe Sleep program distributed 1,100 pack 'n plays to eligible families to reduce the risk of sleep-related infant deaths. The program also promotes the ABCs of safe sleep—babies should always sleep Alone, on their Backs and in an empty Crib every nap, every night, every time. Today, more than 350 CelebrateOne Safe Sleep Ambassadors are helping to reduce the incidence of sleep-related infant deaths by spreading the word about safe sleep practices to friends, family and coworkers as well as churches, schools and businesses in their communities.



Smart Columbus

Collaborating to provide transportation to health care resources

Making health care available to pregnant women and new mothers only works if they can access it. Today, hundreds of women who do not have transportation can access free bus passes from COTA to get to prenatal and postpartum checkups. In the future, Smart Columbus will provide new modes of transportation to improve access to health care, educational services and employment. The linchpin to Columbus' success in winning the federal Smart City grant was funding earmarked for "ladders of opportunity" in disadvantaged neighborhoods targeted by CelebrateOne.



Investing in what works

In 2016, CelebrateOne deployed key strategies designed to build a sound foundation for long-term success. Here are examples of efforts that we believe, over time, will increase the number of babies who celebrate their first birthdays.

Addressing Disparities in High Risk Neighborhoods

CelebrateOne Community Connector Corps trained 24 residents to connect and support pregnant women, mothers and families.

- Partnered with 11 community-based organizations to expand capacity to serve women in eight neighborhoods.
- Deployed mobile app in Linden to connect more pregnant women and new mothers to services.
- Developed culturally competent reproductive health curriculum.
- Secured a grant to expand Moms2B program to four additional sites.
- Established real-time referral service to triage specific needs through HandsOn Central Ohio.
- Improved availability of safe, stable housing for homeless pregnant women with the Community Shelter Board.

Improving Women's Health Before Pregnancy

More than 10,000 eligible women of child-bearing age enrolled in Medicaid to receive the care and support they need to make healthy choices.

- Opened 13 school-based health clinics in elementary, middle and high schools to increase adolescent wellness through Care Connection, a partnership between Nationwide Children's Hospital and schools.

Improving Reproductive Health Planning

Trained more counselors about the benefits of long-acting reversible contraceptives (LARC) resulting in 2,249 women electing to use them.

- The Ohio Better Birth Outcomes collaborative (OBBO) trained more than 50 community healthcare workers and staff at clinics in high-risk neighborhoods to provide contraceptive counseling.
- Increased number of women safely spacing pregnancies at least 24 months apart.
- Decreased the teen birth rate from 24.1 to 22.7 per 1,000 births for 15-19 year olds.
- Increased number of women in OBBO clinics using LARCs, the most reliable birth control available.

Increasing Prenatal Care for High Risk Families

StepOne exceeded its goal for prenatal care appointments by nearly 50% and increased the number of women receiving care in their first trimester.

- Launched StepOne for a Healthy Pregnancy to provide early prenatal care and expanded participation to 39 practices.
- Increased percentage of women receiving prenatal care in their first trimester from 41% to 57% percent.
- Provided support and education to an additional 500 pregnant and new mothers through Moms2B.
- Trained 55 fathers through collaboration between Moms2B and Columbus Urban League.
- Partnered with managed care plans to work with providers in reducing cultural barriers to accessing health care services.

Ensuring the Highest Standards of Perinatal Care

The number of women receiving progesterone to reduce the risk of preterm birth increased by 10%.

- Reduced early elective deliveries that can result in more low birth weight babies.
- OBBO provided free progesterone treatments to low-income uninsured women not eligible for Medicaid through member clinics.
- Distributed educational materials to providers and patients about the benefits of progesterone treatments.
- Expanded awareness of March of Dimes' Prematurity Awareness Month through multimedia campaign leveraging popular social media such as Facebook.

Reducing Maternal and Household Smoking

Eighty pregnant women participated in tobacco smoking cessation programs.

- Achieved 100% capacity in My Baby & Me Tobacco-Free Program, an evidence-based tobacco cessation program.
- Implemented smoke-free policies in nearly 1,500 housing units and provided residents with smoking cessation services.
- Participated in successful campaign to raise the minimum age to buy tobacco to 21 in Columbus.
- Introduced Columbus Public Health's "Smoke-Free Around Baby and Me" multimedia campaign.

Promoting Safe Sleep Practices for Infants

More than 350 residents were trained as Safe Sleep Ambassadors to share life-saving information about safe sleep practices.

- Educated 19,000 new mothers and families through video on safe sleep, breastfeeding and shaken baby syndrome at all Central Ohio birthing hospitals.
- Increased percentage of bassinets in hospitals free from blankets and other items known to cause suffocation from 63% to 98%.
- Distributed 1,100 pack 'n plays to provide a safe sleep environment to eligible families.
- Increased awareness of safe sleep practices through a targeted social media campaign.



Engaging, educating and empowering

In 2016, CelebrateOne and its partners expanded efforts to connect the disconnected by distributing tens of thousands of fliers, postcards and brochures offering tips and information about everything from reproductive health and prenatal care to safe sleep.

More than 350 residents were trained as Safe Sleep Ambassadors



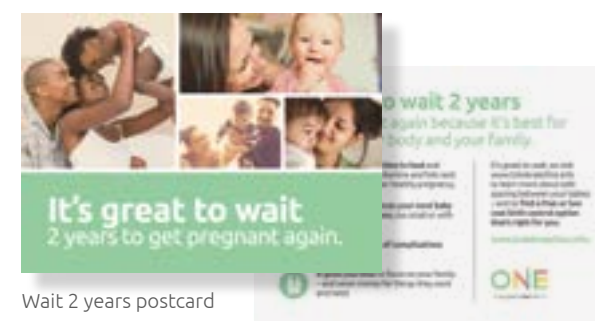
Healthy baby tips



Stop smoking postcard



StepOne flier



Wait 2 years postcard



Prenatal patient education



Health care provider education



Use of progesterone to reduce the risk of premature birth increased by 10%

CelebrateOne believes it will take a public-private partnership to decrease infant deaths in our community. This partnership leverages resources to implement evidence-based practices, establish program infrastructure, maximize service efficiencies, launch community-wide awareness campaigns that educate providers, residents and patients and expand direct services in the eight high priority neighborhoods.

| Primary Partners | 2016 Investment |
|---|--------------------|
| City of Columbus | \$1,300,000 |
| Ohio Department of Medicaid | \$324,000 |
| Franklin County* | \$200,000 |
| Franklin County Hospital Systems | \$700,000 |
| Mount Carmel Health System Nationwide Children's Hospital OhioHealth The Ohio State University Wexner Medical Center | |
| United Health Foundation | \$550,000 |
| Central Benefits Foundation | \$158,000 |
| Individual and Corporate Contributions | \$202,000 |
| | \$3,434,000 |

* Franklin County Board of Developmental Disabilities and Franklin County Children Services

“The challenge we must overcome is not a medical issue. It’s a socioeconomic issue influenced by poverty, homelessness, mental health problems, substance abuse and other factors. We have made wonderful strides through CelebrateOne. The foundation has been laid. There is strong collaboration.”

- Patricia Gabbe, MD
Pediatrician and Moms2B Founder

CelebrateOne thanks the many partners and supporters who have stepped up to bring this critical, community-wide initiative to life so that more babies can celebrate their first birthdays.

CelebrateOne Partners

Central Ohio Hospital Council
 Columbus Department of Development
 Columbus Public Health
 Franklin County Department of Job and Family Services
 Franklin County Families and Children First Council
 Moms2B
 Ohio Better Birth Outcomes Collaborative
Mount Carmel Health Systems, Nationwide Children's Hospital, OhioHealth, The Ohio State University Wexner Medical Center, PrimaryOne Health, Columbus Public Health
 Ohio Department of Medicaid
Buckeye Health Plan, CareSource Healthcare of Ohio, Molina Healthcare of Ohio, Paramount Advantage, UnitedHealthcare Community Plan of Ohio
 Partners for Kids

CelebrateOne Executive Committee

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 Nathan Hurd, Parent and Founder of BabyWill.org
 Erik Janas, Deputy County Administrator, Franklin County Board of Commissioners
 Teresa Long, MD, Health Commissioner, Columbus Public Health
 Steve Schoeny, Director, Columbus Department of Development

CelebrateOne Resource Development Committee

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 Cathy Lyttle, Vice President, Corporate Communications and Investor Relations, Worthington Industries
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 Karen Morrison, President, OhioHealth Foundation and Senior Vice President of External Affairs, OhioHealth

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Corporate Contributors

AEP
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 Evans Creative Group, LLC
 Thirty-One Gifts
 United Health Foundation

StepOne exceeded its goal of increasing prenatal visits in the first trimester by 50%





Can we count on you?

The success of CelebrateOne is enhanced by the many volunteers who lean in to help a pregnant woman navigate the health care system, support a new mom learning to soothe her baby or teach the importance of a safe sleep environment to a young family. These simple, caring acts can save more infants' lives. Can we count on you? Become a Safe Sleep Ambassador. Learn more. Visit celebrateone.info today.



< CELEBRATEONE.INFO >

