



# BETTER TOGETHER

2017 Annual Report



< CELEBRATEONE.INFO >



# Better Together

*CelebrateOne is a place-based, collective impact initiative to reduce infant mortality and improve health equity so more babies reach this important milestone.*

## DEAR COMMUNITY STAKEHOLDERS

Every child in every Columbus neighborhood deserves the opportunity to thrive. CelebrateOne is committed to ensuring that women in our community have the resources they need to deliver a healthy baby and that their baby sees its first birthday and thrives throughout their childhood.

Since January 2015, CelebrateOne and our community partners have been fully committed to eliminating preventable sleep-related infant deaths, reducing preterm births and improving service delivery to families most impacted by health disparities in our community.

Incremental progress is being made. The number of infant deaths among both non-Hispanic whites and blacks are declining in geographies across the county. Three years into this critically important work, we firmly believe that saving babies requires the coordination of many strategies aiming for the same goal.

To best address multiple societal and community issues, a collaborative of many organizations are implementing interventions and best practices to improve birth outcomes for families across Columbus. In 2017, we initiated interventions that reinforced infant safe sleep practices resulting in an annual record low number of sleep-related deaths. CelebrateOne also supported the expansion of Moms2B into 8 priority neighborhoods and doubled support for smoking cessation resources for pregnant and parenting women. Lastly, the community's pregnancy support line, StepOne for Healthy Pregnancies and our team of community health workers connected over 4,000 women to prenatal care, health insurance and resources.

This work takes time, intentionality, a committed multidisciplinary team and investments in our collective future. We very much appreciate the generous support from a broad coalition of private, public, corporate and personal contributors. We value our partnerships and believe that collectively we have the power to make our city work for ALL of our residents, especially our very youngest.



**Andrew J. Ginther**  
Mayor, City of Columbus



**Michael J. Fiorile**  
Co-chair, Executive Committee

In the past year, CelebrateOne has sharpened our focus on reducing preterm birth, the leading cause of infant mortality, preventing sleep-related infant deaths and connecting the disconnected to a vital support system that extends across Franklin County and deep into priority neighborhoods throughout Columbus.

CelebrateOne has leveraged extensive community resources by partnering with hospitals, health care providers, Columbus Public Health, the state's Medicaid managed care system, The Ohio State University, faith-based organizations, community and social organizations and nonprofits. At the same time, we have recruited, trained and empowered residents to serve families with compassion and knowledge in several communities.

We are saving more infant lives. And, while we are confident these measures will prove successful, we continue to evaluate our initiatives, learn from our growing community of partners.



### CELEBRATEONE LEAD PARTNERS

- Central Ohio Hospital Council
- Columbus Department of Development
- Columbus Public Health
- Franklin County Department of Job and Family Services
- Franklin County Family & Children First Council
- HandsOn Central Ohio
- 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 Health
- Ohio Department of Medicaid  
*Buckeye Health Plan, CareSource Healthcare of Ohio, Molina Healthcare of Ohio, Paramount Advantage, UnitedHealthcare Community Plan of Ohio*
- Physicians Care Connection

### CELEBRATEONE GOVERNING BOARD

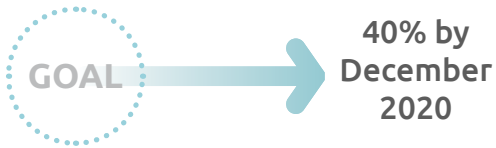
- Michael Fiorile, chair**  
*Chairman and CEO, The Dispatch Printing Company*
- Cathy Lyttle, vice-chair**  
*Vice President of Corporate Communications and Investor Relations, Worthington Industries*
- Rev. Dr. Charles Booth, secretary**  
*Senior Pastor, Mt. Olivet Baptist Church*
- Steve Schoeny, treasurer**  
*Director, Columbus Department of Development*
- Honorable Andrew J. Ginther**  
*Mayor, City of Columbus*
- Steve Allen, MD**  
*CEO, Nationwide Children's Hospital*
- Stephanie Hightower**  
*President and CEO, Columbus Urban League*
- Nathan Hurd**  
*Parent and Founder of BabyWill.org*
- Erik Janas**  
*Deputy County Administrator, Franklin County Board of Commissioners*
- Karen Kasich**  
*First Lady, State of Ohio*
- Mysheika Williams Roberts, MD, MPH**  
*Health Commissioner, Columbus Public Health*
- Erika Clark Jones**  
*Executive Director, CelebrateOne, ex-officio and non-voting*

# 2017 SNAPSHOT: challenges and solutions

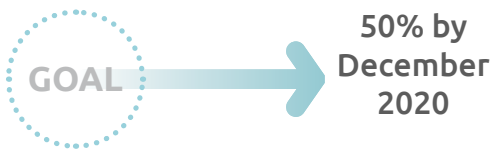
Infant mortality or the death of a baby before his or her first birthday is a key indicator of a community's overall well-being. This complex, systemic problem results from babies born too soon or too small, unsafe sleep practices, smoking, birth defects and social and economic conditions. Communities with high infant mortality rates may also have higher rates of medically uninsured, under-education, and unemployment.

## CelebrateOne Goals

Reduce IMR in Columbus & Franklin County



Reduce IMR disparity, between NHB\* and NHW\*\*



\* Non-Hispanic Blacks  
\*\* Non-Hispanic Whites

## Safe Sleep Initiatives

1,413

Cribs were distributed, up from 790 in 2015

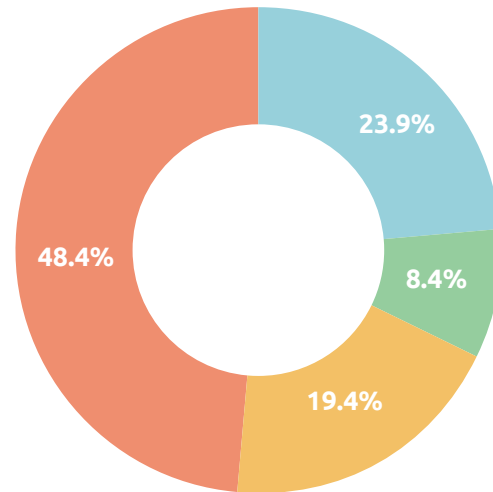
27

Safe Sleep trainings were held, up from 3 in 2015

628

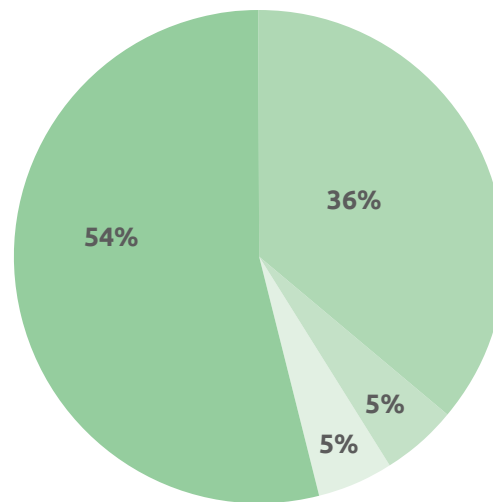
Safe Sleep ambassadors were trained, up from 55 in 2015

## 2017 Leading Causes of Infant Deaths in Franklin County



- Preterm/low birthweight
- Birth defects
- Sleep related
- Other causes

## Infant Mortality by Race



Black infants account for more than 50% of all infant deaths in Franklin County

- Black (83 babies)
- White (56 babies)
- Hispanic (8 babies)
- Other (8 babies)

18,800

babies were born in Franklin County in 2017

6,658

babies or 35% were born in CelebrateOne neighborhoods

155

babies died in Franklin County

79

babies or 51% died in CelebrateOne neighborhoods

## CelebrateOne Strategies

Addressing Disparities in High Risk Neighborhoods

Improving Women's Health Before Pregnancy

Improving Reproductive Health Planning

Increasing Prenatal Care for High Risk Families

Ensuring the Highest Standards of Perinatal Care

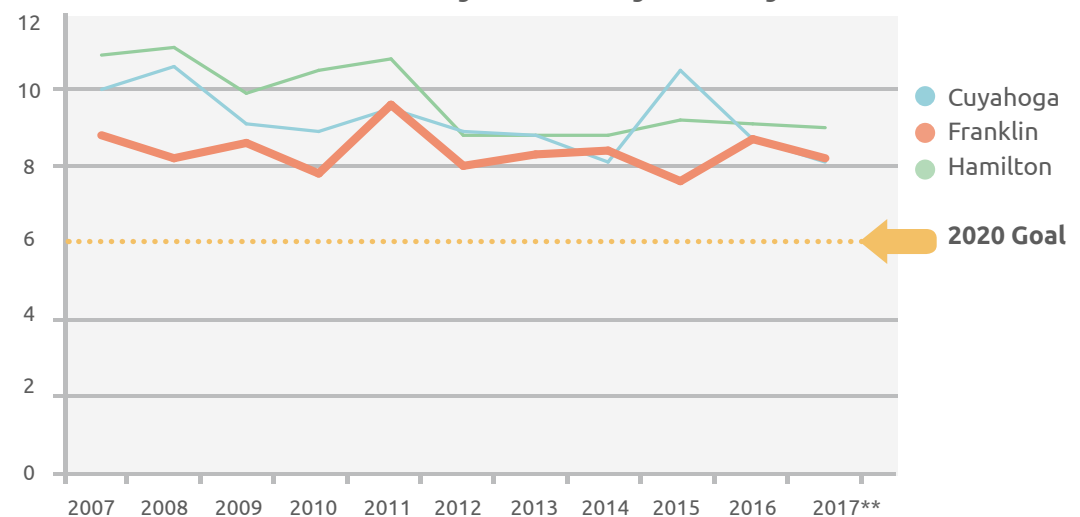
Reducing Maternal and Household Smoking

Promoting Safe Sleep Practices for Infants

3,537

women enrolled in prenatal care through StepOne in 2017

## Infant Mortality Rates\* by County



Source: Ohio Department of Health Vital Statistics



# SUCCESS STORIES

*Through CelebrateOne, a supportive village is developing around pregnant women and their families and strengthening the social fabric essential to healthy communities.*

## 2017 FUNDING

City of Columbus  
\$1,390,000

Franklin County  
\$1,050,000

State of Ohio  
\$1,097,000

Franklin County Hospital Systems  
(Mount Carmel Health System, Nationwide Children's Hospital, OhioHealth, The Ohio State University Wexner Medical Center)  
\$700,000

Crane Family Foundation  
\$700,000

United Health Foundation  
\$566,000

Individual, Corporate and Foundation Contributions  
(CareSource, American Electric Power, Nationwide Insurance, Central Benefits Foundation, Cardinal Health, Worthington Industries, Huntington National Bank, L Brands, Easton Community Foundation, Key Bank, PNC Bank, AT&T, Thirty-One Gifts)  
\$858,000

**TOTAL**  
**\$6,388,000**

## CELEBRATEONE RESOURCE DEVELOPMENT COMMITTEE

Cathy Lyttle, chair  
*Vice President of Corporate Communications and Investor Relations, Worthington Industries*

Wendy Bradshaw  
*Executive Director of Community Affairs and Philanthropy, Thirty-One Gifts*

Steven Fields  
*Vice President and Director of Community Engagement, Huntington National Bank*

Steve Gabbe, MD  
*Emeritus CEO and Professor of Obstetrics and Gynecology, OSU Wexner Medical Center*

Erik Janas  
*Deputy County Administrator, Franklin County Board of Commissioners*

Jeff Kaplan  
*Senior Advisor, Secretary, OSU Board of Trustees*

Karen Morrison, JD, MS  
*President, OhioHealth Foundation and Senior Vice President, OhioHealth*

Mysheika Williams Roberts, MD, MPH  
*Health Commissioner, Columbus Public Health*

Amy Swanson  
*Vice President of Marketing Advocacy and Member Experience, UnitedHealthcare*

Donna Zuiderweg  
*Senior Vice President of Community Engagement, Columbus Zoo and Aquarium*

*In 2017, more than 3,500 pregnant women called StepOne to schedule prenatal visits.*

## THERE'S NO PLACE LIKE HOME

The emotional trauma and physical challenges of being homeless and pregnant are hard to imagine. In Columbus, the nearly 300 pregnant women who sought emergency shelter services last year know the toll. Research suggests that housing instability increases the risk of delivering prematurely, the leading cause of infant mortality.

In 2017, Healthy Beginnings at Home was developed as the result of a successful pilot on Columbus' south side. In partnership with the Ohio Housing Finance Agency, CareSource, Homeless Families Foundation, the Columbus Metropolitan Housing Authority, Nationwide Children's Hospital and Children's Health Watch, CelebrateOne will assess the impact of providing holistic, integrated care and housing on health outcomes for mothers and babies. The goal is to reduce the number of preterm births for this highly vulnerable population.



## "Protect your baby."

Blankets, toys and stuffed animals in the crib with a baby are dangerous. No exceptions!

Follow the ABCs of Safe Sleep

- A** Alone
- B** Back
- C** Crib (empty)

Every nap. Every night. Every time.

Need a crib?  
614-645-3111

Visit [CelebrateOne.info](http://CelebrateOne.info)



Dr. Janice James, M.D.  
Board Certified Pediatrician



## PROMOTING SAFE SLEEP

CelebrateOne and its partners remain focused on preventable sleep-related deaths through a comprehensive action plan that reinforces the ABCs of safe sleep—babies should sleep alone, on their backs and in an empty crib.

With the support of Franklin County and private and foundation partners, CelebrateOne distributed 1,413 portable safe sleep environments, educated 628 Safe Sleep Ambassadors and implemented an impactful social and digital awareness campaign across Franklin County. Grass root efforts aimed at grandparents and support networks included outreach to more than 28 churches across Columbus during Safe Sleep Awareness month.

In 2017, significant progress was achieved in decreasing sleep-related deaths in Columbus. Our collective efforts are changing the way families will put their babies to sleep well into the future. Our community experienced 13 sleep-related deaths last year, an indication that these efforts are beginning to have impact.

## CONNECTING THE DISCONNECTED

StepOne, an early CelebrateOne initiative, was launched to offer a central call-in system for pregnant women to schedule prenatal appointments in the first trimester, a critical factor in reducing infant mortality. With the support of Physicians Care Connection and funding from the Ohio Better Birth Outcomes Collaborative and the Ohio Department of Medicaid, the goal of 3,500 enrolled into prenatal care was exceeded in 2017. Once a woman's first prenatal appointment is scheduled, StepOne goes to work on addressing other barriers to a healthy pregnancy, including referrals to home visiting and assistance with substance abuse treatment.

Even before a woman's first prenatal visit, StepOne care coordinators help women conquer a range of challenges, from Medicaid coverage to food, shelter and transportation while engagement specialists link women to substance abuse treatment programs.



With the support of the United Healthcare Foundation, the Community Connector Corps continued to provide a hyperlocal support system that educates pregnant women and new moms as they navigate the

complex health and social service system. With assistance from the Ohio Department of Medicaid, Moms2B expanded its pregnancy education and support services into four additional neighborhoods for a total of eight sites that now offer the weekly sessions for women at high risk for pregnancy complications and preterm birth.

In 2017, the Central Ohio Hospital Council and the Columbus Legal Aid Society removed another roadblock by launching the Franklin County Medical Legal Partnership providing free legal counsel to 100 women facing eviction and other challenges related to social determinants of health.



The success of CelebrateOne is enhanced by a community of volunteers and donors who assist pregnant women and their families in navigating the health care system, accessing timely support services and providing counseling and guidance to young families. We count on these simple, caring acts to help us save more infant lives. Can we count on you? Please consider donating to CelebrateOne or becoming a Safe Sleep Ambassador. **To learn more visit [celebrateone.info](https://celebrateone.info) today.**



< [CELEBRATEONE.INFO](https://celebrateone.info) >