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Commitment Collaboration Community

Helping Families
CelebrateOne

An Update on
Addressing Infant
Mortality in Columbus

Dear Community Stakeholder:

May 4, 2016

On behalf of the CelebrateOne executive committee and our dedicated partners, we are pleased to share Collaboration, Commitment and Community – CelebrateOne’s report to the community regarding our progress in reducing infant mortality in Columbus. Throughout these pages, you will learn how we are addressing this community crisis.

The strategies we have implemented and the work underway are foundational. There are new programs and practices that, over time, we believe will reduce the number of babies who die before reaching their first birthdays. Our sense of urgency is strong, and it motivates us to continually heighten our efforts.



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The lead entity organizations, which have taken responsibility for implementing the recommendations of the Greater Columbus Infant Mortality Task Force, have enthusiastically responded to one of our community’s most important needs. The leadership and focus of our partners are unwavering and their in-kind support is significant.

Throughout the past year, we have also engaged new partners: faith leaders, community organizers, political leaders, fraternal organizations, local residents and many others who share our belief that all babies deserve first birthdays. These partners are committed to saving more babies by supporting pregnant women and families.

The key drivers of infant mortality are ever at the forefront of our work: babies born too soon or too small, unsafe sleep practices, smoking, birth defects, and the social and economic conditions that result in black babies dying at two and one half times the rate of white babies. The causes are complex, and our strategies reflect a comprehensive, multidimensional approach.

Our work would not be possible without the sustained and focused commitment of our executive committee members, our lead entity organizations, and the financial support of the City of Columbus, Franklin County Board of Commissioners and our four local hospital systems. We are tremendously grateful for their contributions.

We are off to a strong start, but much work lies ahead to support this critical community effort. We hope you will join us in helping more families CelebrateOne.

Andrew J. Ginther

Mayor
City of Columbus

Donna J. James

Executive Committee
Co-chair

Michael J. Fiorile

Executive Committee
Co-chair

Every week in our community, three babies die before reaching their first birthdays.

About CelebrateOne

In June 2014, the Greater Columbus Infant Mortality Task Force released its final report to the residents of Franklin County on the impact of infant mortality in our community. In it were eight recommendations to reduce the community's alarming infant mortality rate by 40 percent and cut the racial health disparity gap in half by 2020. CelebrateOne, a coalition of committed community partners, was launched that November to carry out the Task Force's recommendations and ensure Franklin County meets its ambitious goals.

CelebrateOne has pursued a series of strategies organized around the key drivers of infant mortality: babies born too soon or too small, unsafe sleep conditions, smoking, birth defects, and the social and economic conditions that drive disparities. In addition, CelebrateOne has been at the forefront of working to increase awareness, inform and educate stakeholders, and engage the community about CelebrateOne's mission and the community's focus on reducing infant mortality.

Collaboration. Commitment. Community.

CelebrateOne consists of partnerships that span local health care organizations, social service agencies, state and local government, community leaders and residents. All are committed to addressing systems, processes, resources and other needs to reduce infant mortality in our community.

Our executive committee, partners and administrative staff include some of central Ohio's staunchest advocates for improved health, education, economic and social support systems:

CelebrateOne Executive Committee

- **Michael Fiorile**, President and CEO of The Dispatch Printing Company
- **Donna James**, Managing Director of Lardon & Associates
- **Steve Allen, M.D.**, CEO of Nationwide Children's Hospital
- **Charles Booth, D. Min.**, Pastor at Mt. Olivet Baptist Church
- **Steve Schoeny**, Director of Columbus Department of Development
- **Nathan Hurd**, Parent and Founder of BabyWill.org
- **Teresa Long, M.D.**, Health Commissioner of Columbus Public Health
- **Erik Janas**, Deputy County Administrator of Franklin County Board of Commissioners

CelebrateOne Partners

- Central Ohio Hospital Council
- City of Columbus
- Columbus City Council
- Columbus Department of Development
- Columbus Public Health
- Franklin County Board of Commissioners
- Franklin County Family and Children First Council
- Franklin County Department of Job and Family Services
- Ohio Department of Medicaid
- Ohio Better Birth Outcomes Collaborative
 - Mount Carmel Health System
 - Nationwide Children's Hospital
 - OhioHealth
 - The Ohio State University Wexner Medical Center
 - PrimaryOne Health
 - Columbus Public Health
- Partners for Kids

CelebrateOne Staff

- Liane Egle, Executive Director
- Erika Clark Jones, Director of Community Strategies

Where We are Going

We have completed the first year of our ambitious effort to assure more babies reach their first birthdays and thrive each year beyond that. While Franklin County has an unacceptably high infant mortality rate, we are not alone. Other communities have faced the problem and have been successful in improving outcomes for mothers, babies and communities. We are confident that we too will achieve such success.

CelebrateOne is not a single program or campaign. It represents a long-term commitment on the part of all of our partners to making our community all that it can and should be. Our work during 2015 was foundational. We have implemented several new programs, established new policies and practices that we believe will soon begin to make a difference.

It's important to understand that even one preventable infant death is too many, and until every baby and every family is able to put the candle on a cake that represents a first birthday, our work will not end.



Recognizing that healthy babies depend on healthy families and healthy communities, the Greater Columbus Infant Mortality Task Force's recommendations take a life-course approach to solving the infant mortality problem in Columbus. In 2015, CelebrateOne made progress in implementing all eight recommendations. The following is an account of our efforts.

Recommendation 1

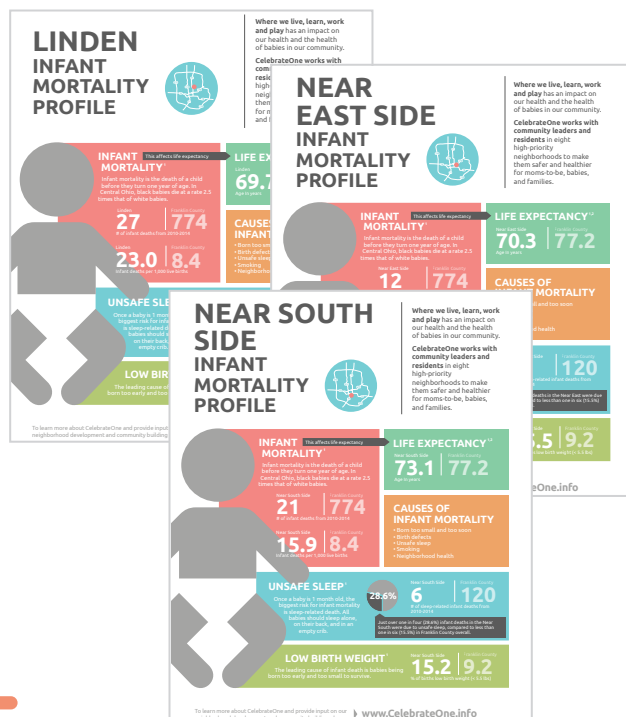
Improve Social and Economic Conditions that Drive Disparities Across Our Community and in Highest Risk Neighborhoods

Key Lead Entities: Columbus Public Health and Columbus Department of Development

Where we live, learn, work and play affects our health and the health of our babies. In Columbus, babies born too small or too soon are more likely to be found in one of eight high-priority neighborhoods. The infant mortality rates in these neighborhoods are up to three times higher than that of Franklin County overall. These neighborhoods also have higher rates of poverty, unemployment, housing instability and transportation barriers.

While CelebrateOne is addressing needs in all high-priority neighborhoods, it is taking a phased approach by initially focusing additional energy on three key neighborhoods: **Near East, Near South and Linden.** We made progress in 2015 by:

- **Establishing the City of Columbus Infant Mortality Work Group**, comprised of representatives from each city department and Franklin County Department of Job and Family Services to coordinate strategies and align resources to improve neighborhood conditions.
- **Publishing data-rich neighborhood profiles** for each of the eight high-priority neighborhoods that identify neighborhood-specific infant mortality rate drivers and nuances.



- **Hosting a First Ladies Summit** for female faith leaders in Columbus. In cooperation with Ohio First Lady Karen Kasich, the summit was designed to expand awareness of infant mortality and begin community coalition efforts. The gathering led to several subsequent events at churches in several high-priority neighborhoods.



- **Creating three neighborhood teams** in the Near East, Near South and Linden communities comprised of residents, faith-based leaders, local business owners, nonprofit organizations and stakeholders. These teams convened a series of community conversations that increased infant mortality awareness and informed neighborhood plan development. These conversations led to the creation of three community work groups charged with developing metric- and milestone-driven, neighborhood-based plans for improving social and economic community conditions and infant mortality rates. Neighborhood plans will be published later this spring.
- **Creating the CelebrateOne Connector Corps**, a resident-to-resident engagement program. This program incorporates community health worker training through The Ohio State University College of Nursing and part-time work experience as a way to connect women and families to critical resources. Funding for the Corps was secured through a three-year, **\$1.7 million** grant from the UnitedHealth Foundation and supports implementation in all eight high-priority neighborhoods in Columbus.

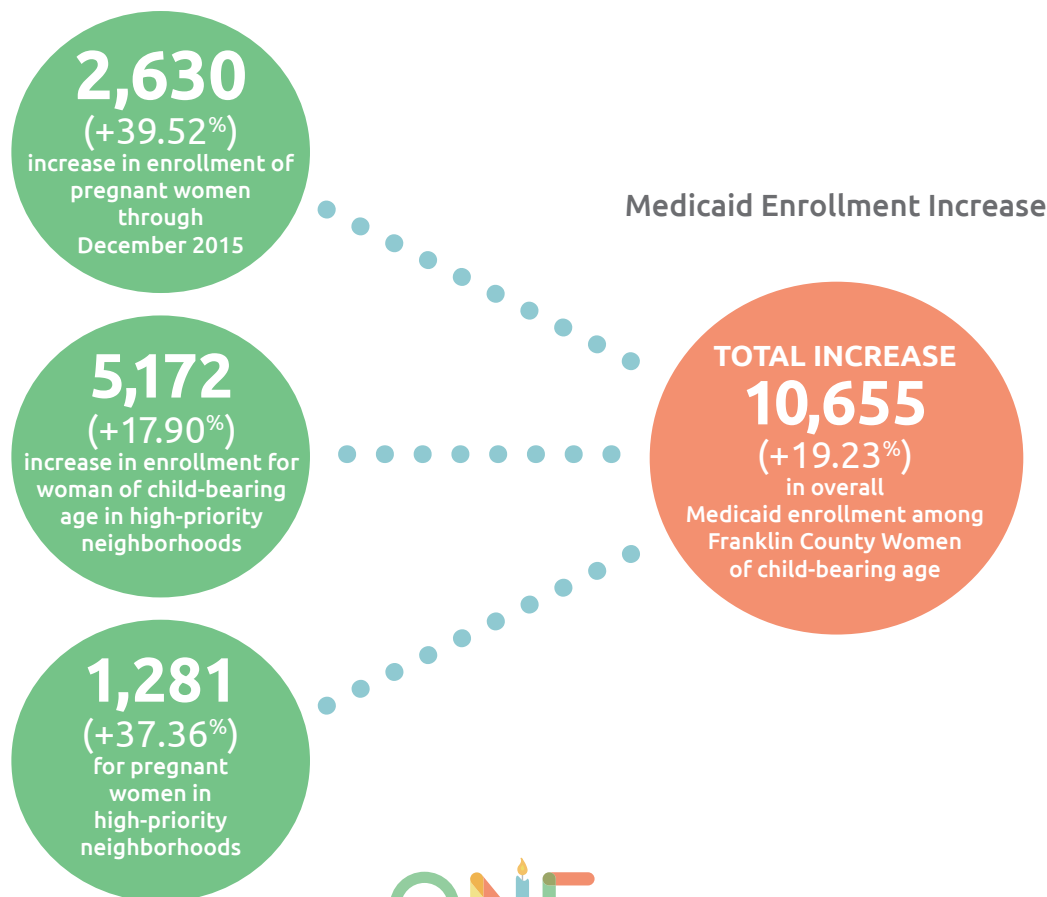
Recommendation 2

Improve Women's Health Before Pregnancy

Key Lead Entities: Franklin County Department of Job and Family Services, Nationwide Children's Hospital and Partners for Kids

Access to primary care is essential to teens and women of childbearing age for maintaining their health, addressing health concerns and accessing preventive health services. The availability of health care coverage is critical for women to receive consistent care. To that end, Franklin County Department of Job and Family Services has streamlined operations and established efficiencies to assure that as many as possible Medicaid-eligible pregnant women and women of childbearing age become enrolled. We made progress in 2015 as demonstrated by:

- **A net increase of 10,655 (+19.23 percent)** in overall Medicaid enrollment among Franklin County women of childbearing age and a net increase of **2,630 (+39.52 percent)** in enrollment for pregnant women through December 2015. In the eight identified high-priority neighborhoods, there was a net increase of **5,172 (+17.90 percent)** in overall enrollment for women of childbearing age and a net increase of **1,281 (+37.36 percent)** for pregnant women.



These improvements were accomplished by:

- **Convening all of the four local hospital systems and federally qualified health centers** to collaborate on increasing Medicaid enrollment through Presumptive Eligibility and the regular Medicaid application process.
- **Developing Medicaid 101 training** to explain Presumptive Eligibility and the regular Medicaid application process to community partners, and coordinating with hospitals and federally qualified health centers to provide the training.
- **Expanding Franklin County Department of Job and Family Services' footprint** with on-site case managers at Columbus Public Health, Mount Carmel East, Mount Carmel West and St. Ann's hospitals joining managers already established at Nationwide Children's Hospital and The Ohio State University Wexner Medical Center.
- **Prioritizing all applications for pregnant women.** A newly established unit processes these applications within 24 to 48 hours of receipt and grants Presumptive Eligibility for women unable to gain immediate approval for full Medicaid coverage.

Sixty percent of teens in Franklin County do not receive an annual physical. Partners for Kids (PFK) and Nationwide Children's Hospital are committed to ensuring that all children and adolescents have access to a medical home to get routine preventive care so they stay as healthy as possible. To that end, PFK and Nationwide Children's Hospital have worked to expand access to care by:

- **Increasing the financial incentive for primary care physicians** through PFK to provide a well-child visit for any adolescent who has not been seen within the past two years, as well as conducting direct outreach to teens and families who have not been seen for an adolescent well-child visit.
- **Having on-site nurse practitioners at seven South Side Columbus City schools** (three high schools, two middle schools and two elementary schools) to serve as a bridge to a medical home within the community or as an extension of Nationwide Children's Hospital primary care for patients needing a medical home.
- **Deploying two primary care mobile centers** at middle schools, high schools and other youth-serving agencies.
- **Expanding teen-friendly hours** at Nationwide Children's Hospital locations.



Recommendation **3**

Improve Reproductive Health Planning

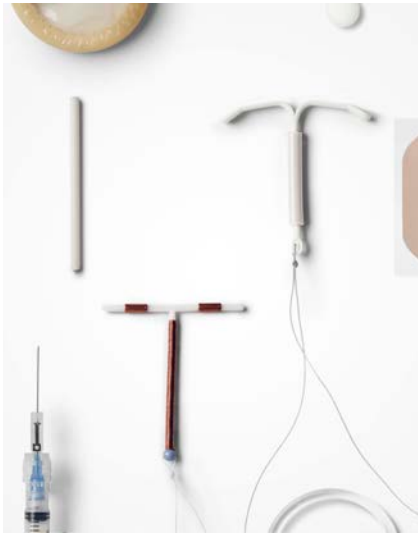
Key Lead Entities: Ohio Better Birth Outcomes (OBBO) Collaborative (a consortium of Mount Carmel Health System, Nationwide Children's Hospital, OhioHealth, The Ohio State University Wexner Medical Center, PrimaryOne Health and Columbus Public Health)

OBBO is working to ensure that all women in our community have access to safe and effective ways of preventing pregnancy including abstinence, natural family planning and contraceptive use. Its goal is to promote reproductive health planning to ensure safe spacing between pregnancies. Progress during 2015 included:

- **Convening national experts in Columbus to provide a comprehensive two-day training** to more than 35 clinical staff and community workers in effective implementation of contraceptive counseling. Training included a session on the skills of motivational interviewing to determine a woman's birth control intentions, and mentor training to ensure growth in the number of providers offering outcome-based counseling to women across Franklin County.
- **Receiving a one-year technical assistance grant** to support the organization's evolution to a same-day provider of long-acting reversible contraception (LARC), such as implants and intrauterine devices (IUDs), at PrimaryOne Health's East Main Street location. The grant, awarded to PrimaryOne Health, was valued at more than \$28,000 and allows women to receive contraceptive counseling and their contraceptive of choice during the same visit.
- **Conducting a countywide survey to assess Franklin County providers** to gain an understanding of LARC awareness and availability. More than 130 respondents provided feedback and insight into current access and resources in Franklin County. This information will help to define provider education and outreach activities in the coming year.

What's your plan?

A guide to choosing the right birth control for you.



There are many easy, safe and effective birth control options available. Waiting until your youngest child turns two before having another baby is healthier for mom, baby and the whole family. Get the facts and make a plan. Talk to a health care professional to find the best method for you. Remember, even when you use birth control, you should also always use condoms to protect against sexually transmitted infections (STI) and HIV, the virus that causes AIDS.

Low maintenance methods

Methods like the implant and IUDs do not require you to remember to do anything to use them correctly. Yet they are safe, work well to prevent pregnancy, last years at a time and are completely reversible once removed.

99%

Implant

The implant is a small, flexible plastic rod, about the size of a matchstick. It is inserted under the skin of your upper arm by a health care professional. The implant can last up to three years, but you can have it removed sooner. The effects are completely reversible once it has been removed. Periods are often lighter and less painful. Implants are more than 99% effective.

99%

Hormonal IUD

The hormonal IUD is a small, T-shaped plastic device that is inserted into your uterus by a health care professional. There are hormonal IUDs that can last up to three years and one that can last up to five years. You can have it removed sooner and the effects are completely reversible once it has been removed. Periods are often lighter and less painful. The hormonal IUD is more than 99% effective.

99%

Non-hormonal IUD

The non-hormonal IUD is a small, T-shaped plastic device inserted into the uterus by a health care professional. It can last up to 10 years. You can have it removed sooner and the effects are completely reversible once it's removed. The non-hormonal IUD is more than 99% effective.



Recommendation 4

Improve Prenatal Care Systems and Supports for Highest Risk Families

Key Lead Entities: Ohio Better Birth Outcomes (OBBO) Collaborative and Franklin County Family and Children First Council

Ensuring early access to prenatal care and adequate capacity among prenatal care providers, particularly for high-risk women, is a key focus for CelebrateOne. Both OBBO and the Franklin County Family and Children First Council helped enhance access during 2015 as follows:

OBBO

- **Commissioned The Ohio Colleges of Medicine Government Resource Center to conduct a prenatal capacity study.** The study, to be completed in 2016, will identify the providers who serve a majority of women on Medicaid. The study also will identify the community's capacity for prenatal care, barriers and challenges in accessing care, and qualitative data on women's experiences in finding and receiving prenatal care.
- **Researched and selected a vendor for StepOne,** a new, enhanced prenatal information and referral system. The system is designed to streamline access to prenatal care and to support women in keeping their appointments. During the transition to a new service, OBBO provided online access to a listing of available OB clinics and information about the availability of appointments by provider.
- **Developed a tool** for OBBO partners to assist in screening pregnant women for high-risk conditions. StepOne is using and enhancing the tool.

STEP ONE
For a Healthy Pregnancy

Call 614-721-0009 or visit
celebrateone.info/StepOne

Combined, the implementation of StepOne and the results of the capacity study will significantly advance access to prenatal care and coordinated case management of pregnant women. In addition, they will be useful in identifying key areas for outreach to high-risk women and, ultimately, increasing the number of women accessing care during their first trimester.

Franklin County Family and Children First Council

To ensure quality and expand use of home visiting services for pregnant women, new parents and their families, the council:

- **Identified and catalogued all home visiting programs** in the county and particularly in the target communities. The council also identified current and possible growth capacity. From this information, the council developed a listing of home visiting programs serving high-risk neighborhoods and established a system for referrals.
- **Established core competencies** for home visiting agencies to be trauma informed and identified quality standards for home visiting programs. The council developed an outcome measurement tool for distribution in 2016.
- **Provided two community trauma trainings** covering all core competency areas for services to pregnant women, new parents and their families. The council asked all agencies to verify completion of training in January 2016.



April 5, 2016 – Launch of StepOne Information and Referral Line



Recommendation 5

Ensure Highest Standards of Quality for Perinatal Care

Key Lead Entities: Ohio Better Birth Outcomes (OBBO) Collaborative and Central Ohio Hospital Council

Ensuring the highest standards of clinical quality for perinatal care – the period leading up to and immediately following childbirth – can reduce the rate of preterm births and improve outcomes for the most vulnerable babies. OBBO and the Central Ohio Hospital Council have partnered with CelebrateOne to ensure the highest standards in the following ways:

OBBO

Babies that are born too early often have more health problems and are at higher risk for death than babies born at full term. Providing progesterone to women who have had a previous preterm birth can help reduce the risk of a repeat preterm birth by more than a third. To increase the percentage of eligible women receiving progesterone, OBBO in 2015:

- **Conducted outreach and education** for providers on the benefits of progesterone, including the use of a standardized slide set for training providers on progesterone administration and coverage. Each OBBO member now also has a physician and nurse champion who are responsible for educating new doctors and clinical staff about the benefits and administration of progesterone.
- **Identified provider and patient educational materials** for all OBBO member agencies. Development and production are currently underway.
- **Successfully worked with clinics to prescribe other forms of progesterone** when compounded injections became less available because of FDA guidance. Provided funds to help 20 uninsured women pay for progesterone treatments.
- **Increased awareness of progesterone's benefits** among community organizations that support pregnant women.

During 2015, 92 percent of women who were offered progesterone through OBBO clinics accepted it.

Central Ohio Hospital Council

National studies have shown higher morbidity and mortality rates among babies born between 36 and 38 weeks compared to infants born at 39 and 40 weeks. Those studies also show that babies born at 37 weeks have higher rates of respiratory failure and ventilator use, respiratory distress syndrome and pneumonia, compared to infants delivered at 39 weeks.

To reduce these risks and encourage as many pregnant women as possible to go full term, the three Franklin County adult hospital systems (Mount Carmel Health System, The Ohio State University Wexner Medical Center and OhioHealth) **developed and adopted a set of community standards** that prohibit elective deliveries before 39 weeks except in cases where there is a clear medical need.

The hospital systems review data quarterly to ensure compliance with the community standards.



The infographic is divided into three main sections. The top left section has a teal background with white icons of a stroller, baby bottle, and other baby-related items. It contains the text: "Give your baby a healthy start." and "Take the right steps to prevent premature birth." The top right section features a photograph of a woman with dark curly hair looking at a baby she is holding. The bottom left section shows a close-up photograph of a baby's face. The bottom right section contains text about progesterone.

Give your baby a healthy start.
Take the right steps to prevent premature birth.

Babies born before 37 weeks of pregnancy, more than three weeks early, are more likely to have serious health problems and stay in the hospital longer.

Progesterone is a hormone made by women's bodies that increases during pregnancy. Progesterone treatments can help reduce the chance of premature delivery for women who do not produce enough of the hormone. If you are pregnant or thinking about becoming pregnant, ask a doctor, midwife or nurse about how progesterone can help you and your baby.

Recommendation 6

Reduce Maternal and Household Smoking

Key Lead Entities: Columbus Department of Development/Housing Division and Columbus Public Health

Smoking is a leading cause of preventable infant mortality. To encourage smoke-free policies in multiunit housing and other residential settings for high-risk women and families, the Columbus Housing Division and Columbus Public Health:

- **Established new smoke-free policies** in eight multiunit housing communities, impacting more than 600 residential units.
- **Provided and continued to provide technical assistance** and support to Homeport, which builds homes for limited income residents, in making all of its properties 100 percent smoke free.
- **Collaborated with The Breathing Association** by providing smoking cessation services within properties that have implemented a smoke-free policy.

The impact of smoking on the health and wellness of infants is an important part of outreach and education that Columbus Public Health conducts as part of its ongoing work to reduce infant mortality. Smoking cessation programming is core to this work. To support this area, Columbus Public Health:

- **Launched the Baby and Me Tobacco Free Program** providing counseling support and smoking cessation resources for 38 pregnant women during 2015.



BABY & ME

TOBACCO FREE PROGRAM



Recommendation 7

Promote Infant Safe Sleep

Key Lead Entities: Columbus Public Health and Central Ohio Hospital Council

On average, a baby dies every other week in our community due to unsafe sleep practices. Sleep-related infant deaths are a major contributor to Franklin County's high-infant mortality rate. Unsafe sleep practices are the leading cause of death for babies who are one month to one year of age. Following the ABCs of safe sleep – babies should sleep Alone, on their Backs and in an empty Crib – is one of the best ways to prevent these deaths. Columbus Public Health and the Central Ohio Hospital Council made progress in 2015 as follows:

Columbus Public Health

- **Created a new, impactful CelebrateOne safe sleep campaign** that launched in November.

The campaign included:

- Television spots that aired more than 1,200 times on broadcast and cable TV
- Radio ads that aired more than 850 times on local radio
- Advertising in local cinemas
- More than 111,000 impressions via Google AdWords

- A CelebrateOne safe sleep Facebook post resulting in:
 - 1,613 clicks to the CelebrateOne website
 - 262,019 impressions
 - 2,228 "likes," comments or shares
- 24 bench ads and 13 billboards displayed in Columbus' high-priority neighborhoods
- YouTube post being viewed nearly 450,000 times



- **Created the CelebrateOne Safe Sleep Ambassador Program**, a new grassroots educational initiative, and trained 54 people who agreed to serve as ambassadors in their communities.
- **Distributed more than 14,000 copies of new CelebrateOne safe sleep educational materials** to community partners and safe sleep ambassadors.
- **Distributed 1,030 Pack 'n Play cribs** to families in need.

Central Ohio Hospital Council

Council-member hospitals support the recommendations and the efforts of national health care organizations to improve safe sleep environments. They are collaborating to ensure consistent clinical practices within central Ohio hospitals and adequate family education concerning safe sleep practices in the home.

As part of this work, member hospitals are conducting monthly assessments, along with quarterly data reviews, to ensure caregivers are following safe sleep practices. The assessments are a follow up to a staff/patient educational campaign to ensure cribs are bare of everything but baby.



Recommendation 8

Create a Collective Impact and Accountability Structure to Support Strategy Implementation and Goal Attainment

Key Lead Entities: City of Columbus, Columbus Public Health and CelebrateOne

There is no single entity in central Ohio that can accomplish CelebrateOne's goals alone. Instead, the work requires multiple and diverse organizations to work together to address the complex social, economic and health factors that drive infant mortality rates and health disparities in our community. In 2015, the City of Columbus, Columbus Public Health and CelebrateOne collaborated to develop a collective impact and accountability structure by taking the following steps:

City of Columbus

- **Established an executive committee** to provide ongoing oversight of CelebrateOne. The executive committee was responsible for the selection of an executive director and the establishment of a community-based infrastructure in which the executive director may oversee plan implementation.

Columbus Public Health

- **Established the Franklin County Fetal Infant Mortality Review** to look at highest risk deaths, determine trends and make recommendations to CelebrateOne partners and other local organizations.
- **Provided significant data and epidemiological support** to CelebrateOne and all lead entities concerning data requests, establishment and monitoring of metrics, and completion of the Infant Mortality baseline report card.

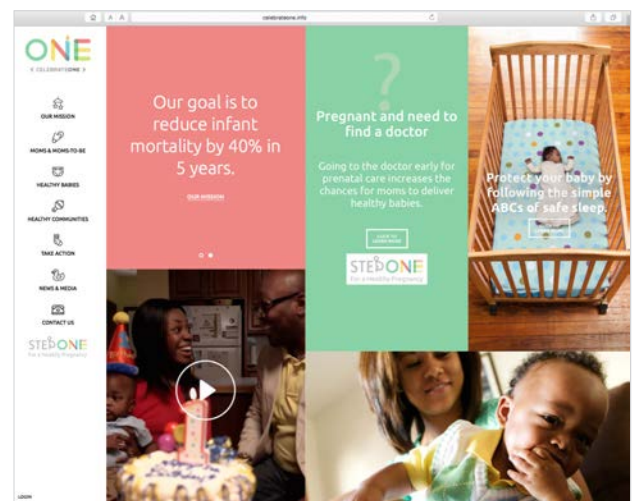
CelebrateOne

- **Launched CelebrateOne.info**
- **Established a social media presence** on Facebook and Twitter.

Website page views: 17,575

Facebook "likes": Increased by 214 percent between the official launch, July 13, 2015 and December 31, 2015.

Total Facebook CelebrateOne PSA impressions: 483,341



- **Launched a CelebrateOne education and awareness campaign** to establish the CelebrateOne brand, educate the public on Columbus' infant mortality crisis and drive people to CelebrateOne.info for more information.



Key Drivers: 2014 Final Data

The following chart compiled by Columbus Public Health provides CelebrateOne and its partners baseline data against which to measure progress. Please note: The 2015 data is preliminary and cannot be considered significant until the data is finalized.

Outcomes and Key Drivers	Indicator	Year	Franklin County	Non-Hispanic Black	Non-Hispanic White	Racial Disparity
All Deaths	Infant Mortality Rate	2015* 2014	7.7 8.4	10.8 15.1	4.7 5.8	Yes Yes
Sleep Related	Number of Sleep-Related Deaths +	2015* 2014	19 21	11 10	8 9	Yes Yes
Born Too Small**	Low Birth Weight (less than 2500 grams)	2015* 2014	8.9% 9%	— 12.8%	— 7.2%	Yes
Born Too Soon**	Preterm (less than 37 weeks)	2015* 2014	12.7% 12.6%	— 16.3%	— 10.9%	Yes

+ Data source for sleep-related death counts: Franklin County Child Fatality Review, preliminary data.

2014 final death and birth data (Ohio Department of Health Vital Statistics, *2015 preliminary death data (CPH VitalView)

**Data reflects percentage of all births



Every week in our community, three babies die before reaching their first birthdays.



**That's about 150 babies each year –
enough children to fill
six kindergarten classes.**



Acknowledgments

Primary Funders

City of Columbus

Franklin County Board of Commissioners

Ohio Better Birth Outcomes (OBBO) Collaborative:

Mount Carmel Health System

Nationwide Children's Hospital

OhioHealth

The Ohio State University Wexner Medical Center

United Health Foundation

Central Benefits Foundation

CelebrateOne thanks our primary funders and all of our partners, donors, supporters and advocates who dedicate time, service and financial support to help us reduce infant mortality and celebrate more first birthdays in our community.

**CelebrateOne is helping more
babies reach their first birthdays.**

