

2019-2020
COMMUNITY
IMPACT
ANNUAL REPORT



CELEBRATE **ONE** COLUMBUS



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One of the most profound and heartbreaking impacts of systemic racism and poverty is the loss of our youngest, most vulnerable babies. CelebrateOne seeks to break long-entrenched negative cycles. We not only save lives, we set children and mothers on a course to realize their full potential.

– Stephanie Hightower,
CEO Columbus Urban League &
CelebrateOne Board of Directors



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Letter from Mayor Ginther & Board Chair Dr. Roberts

Back in 2014, we knew the cornerstone of this administration and a high priority of Columbus Public Health was the work of CelebrateOne. CelebrateOne and its partners have remained consistent in the mission of all babies in Franklin County, regardless of race, zip code or family income, celebrate their first birthday.

This mission to increase the number of babies in Franklin County that live and thrive to age one is achieved by eliminating preventable sleep related deaths, reducing the number of pre-term births and improving support to families most impacted by health disparities. The goal was to reduce the infant mortality rate by 40 percent and cut racial disparity in infant mortality in half by the year 2020.

Progress has been made, and we're improving as reflected in the data alone, but we have a way to go to close the gap in racial disparity.

Research shows health outcomes are influenced by a "neighborhood effect" in which outcomes vary based on where a person lives. The neighborhoods, in and around Columbus, most affected by housing, education, hunger and food insecurity, poverty, and employment issues are also those most affected by infant mortality.

CelebrateOne and its partners focus its work in the eight highest infant mortality rate neighborhoods in Columbus - Hilltop, Linden, Franklinton, South Side, Near East, Southeast, Northeast and Northland. These neighborhoods are where the infant mortality rate is three times higher than the county, state and national averages.

With our highest impacted neighborhoods in mind, CelebrateOne will continue to support and partner with many organizations to implement interventions and best practice initiatives that have seen the best results.

This work includes, StepOne, neighborhood canvassing with community health workers (CHWs), learning from the Healthy Beginnings at Home (HBAH) program, Home Visiting partners, Teen Reproductive Health Education in schools and much more. To get to more pregnant women in at-risk areas, in 2019 the work reached additional neighborhoods just outside of the eight main zip codes.

Yes, we're pleased with the progress, but the work takes a committed multidisciplinary team and investments in our collective future to make it happen. We are committed to create a community with the resources to get us there.

This **CelebrateOne Community Impact: Annual Report** will celebrate what has been done and sets us up for the next phase of the work. CelebrateOne is poised to eliminate the racial disparity gap, and in turn, reduce infant mortality.

Mayor Andrew J. Ginther

Mysheika W. Roberts, MD, MPH
Health Commissioner, Columbus Public Health

Letter from the Executive Director

Coming to Columbus is a new and exciting adventure for me. I could not think of a better place to be than a community focused on the saving precious lives of moms and babies and leading CelebrateOne, the backbone of a collective impact process that is collaborating with partners and finding success.

As Mayor Ginther and Dr. Roberts stated and in what you find within this **CelebrateOne Community Impact: Annual Report**, we are grateful progress is being made, but we cannot let up on closing the disparity gap between non-Hispanic White and non-Hispanic Black babies. We have to think differently because the data tells us if we lessen the disparity, the reduction in infant mortality will come.

We will find the innovative approaches to make this happen!

It means we will build upon what is working and pivot where we need to in order to improve outcomes. It means along with our partners, we will use our 2021 strategic planning process to create new initiatives and find new ways to drive results. It means we will not only talk about how racism affects outcomes, but how it affects the Social Determinants of Health and how equity can play a role in the development of new ideas to lessen racial disparities by 2025.

We, along with our partners, recognize the challenges faced in today's environment — high unemployment, lack of secure and safe housing, lack of adequate health care, and food insecurities and the tremendous impact each has on whether a baby will be born full term. These factors influence the health of a mom and a baby making it to their first birthday and often impact educational outcomes and poverty.

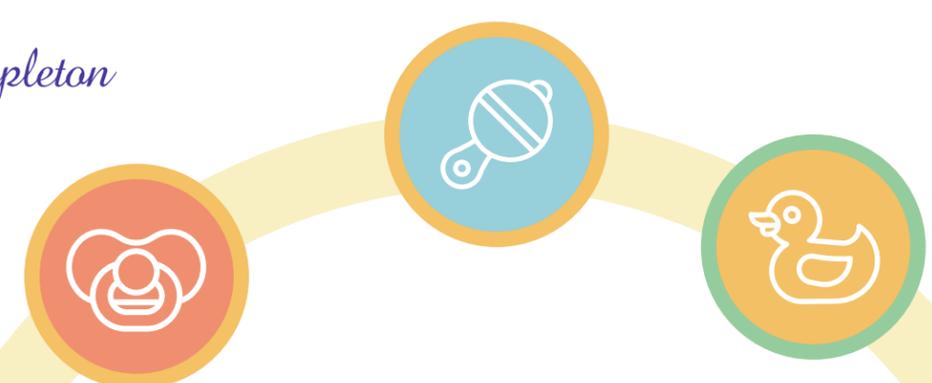
We are proud to be the backbone agency that supports the community to do whatever we can to lessen the disparity and bring healthy babies into the world. We want babies to be born healthy and keep thriving well into their infant, toddler, adolescent and adult years. And while it is more challenging than ever to reach people during a pandemic, the CelebrateOne Team and its partners are still providing support and service to Columbus and Franklin County. We are "masked-up, safe-distanced and boots on the ground" to reach as many pregnant women as we can and virtually checking in to provide medical, social and emotional support.

Thank you for how far we have come. Our team has just begun to make the impact we all want. We cannot do it without the total community and are happy to share our progress as we begin planning for CelebrateOne 2.0.

Looking Forward,

Maureen L. Stapleton

Maureen L. Stapleton



THEN AND NOW: Community Impact of CelebrateOne

Since its inception, CelebrateOne and its 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.

The environment around us continues to be more volatile over the last few years, but it doesn't mean our mission, vision or values have changed. Grounded in the recommendations brought forward by the Greater Columbus Infant Mortality Task Force in 2014, the work of CelebrateOne remains as critical as ever.

CelebrateOne is a community-wide, collaborative initiative created to reduce the Franklin County infant mortality rate (IMR) by 40% by 2020. The goal is to achieve this while we cut in half the racial disparity of non-Hispanic black babies, dying over two and a half times the rate of non-Hispanic white babies. The vision is to improve health equity in Franklin County so babies reach their first birthday and thrive.

The impact of CelebrateOne over the last six years, lies in the many partnerships and collaborations of the community. These dedicated people are reaching pregnant moms and families in the highest impacted neighborhoods in Franklin County. It's a testament to many partners working together who make the strategies work.

While progress is being made, we have more work to do.



If this last year has shown us anything, it's just how vital the work of CelebrateOne is. So many government agencies, organizations and individuals have made a difference in infant mortality by working together – but we continue to see how racial inequities and disparities harm families and their youngest children. CelebrateOne has been committed from the beginning to addressing these issues, and these efforts have never been more important.

– Tim Robinson, CEO Nationwide Children's Hospital & CelebrateOne Board of Directors

GOALS



Reduce Infant Mortality Rate in Columbus & Franklin County



40%
by
2020

Reduce Infant Mortality Rate Disparity between Non-Hispanic Blacks & Non-Hispanic Whites



50%
by
2020

ONE MOM'S STORY:

Finding out you're pregnant can be both exciting and daunting. For Raquel Turner, she was a little overwhelmed to find the right job, keep her children in a safe environment and get ready to have her fourth child.

"I was at a point where I didn't have anything to fall back on. I didn't know where I was going or what I wanted. Then all of the sudden I met the right person, at the right time," commented Raquel.

When Raquel was pregnant with her last of four children, she came to the Ohio Jobs Center on Broad Street. She needed to find a new position because her job was eliminated. As she was walking down the hall to leave the job center, she ran into a Community Health Worker, a CelebrateOne Community Connector named Delores Richardson.

They started up a brief conversation, and Delores asked how her pregnancy was going and if she had an OBGYN. As the conversation progressed, they immediately formed a bond which would – to this day – be one that connected Raquel with resources, healthcare and the support she needed to have a healthy baby boy.

"I didn't really know I needed help, until I did..." commented Raquel.



"The Help was... and is... there!"



"Ms. Delores not only immediately helped me find the doctor resource I needed for me and my unborn baby, but got me to the community places to help with diapers, formula and a pack in' play - since I had gotten rid of the one my youngest child had outgrown.

She's a wonderful woman who was even there to visit the day I had my baby and made sure I knew where to get the supplies and help I needed."

Fast forward one year later and Raquel has been in a steady, good job for over a year, living in a much safer neighborhood with her children, and is advocating for CelebrateOne and the Connectors in the community to navigate resources to have a healthy baby.

Raquel commented there are a lot of people in Columbus willing to help out, but she knew she had to be willing to help herself.

"I am a mother of four wonderful children and without Ms. Delores's guidance and overall support, I am not sure I could have figured out where to go. From day one, Delores helped me with the courage to attend a neighborhood baby shower to meet more moms and get baby resources. I am still in contact with CelebrateOne and would tell anyone who needs help, CelebrateOne is where you can find it!"

THEN: Our Evolution



2020

2019

2018

2017

2016

2015

2014

2020 – New leadership joins CelebrateOne; Work shifts to more teleconferencing and digital tools due to the impact of COVID-19.

Connecting continues and women and children are being reached through innovative methods during COVID-19. A two year study on the impact of housing instability with pregnant moms releases a policy brief with promising results.

2019 – IMR dropped to 6.9 deaths per 1,000 live births; CelebrateOne and Columbus Public Health reported 18,331 babies born in Franklin County in 2019. The number of infant deaths fell from 138 in 2018 to 127. The community's pregnancy support line, StepOne connected 3,600 women and CHWs connected with over 5,000 clients/families.

2018 – From 2011 to 2018 in Franklin County, there was a 21% decrease in deaths from 9.6 to 7.6 per 1000. The decrease in CelebrateOne zip codes / neighborhoods from 2011 to 2018 was 13.1 to 10.6, a 19% decrease; StepOne scheduled 3,558 women for prenatal care in 2018 (60% in CelebrateOne zip codes); Since 2016, 95 residents have been trained as Community Health Workers (CHWs) through CelebrateOne; Connectors referred 3,323 residents to 4,546 resources, including prenatal care and related services; Created new Safe Sleep Ambassador training for grandparents and teens/siblings. A research initiative begins to understand the impact of insecure housing on pregnancy and maternal and infant health.

2017 – As part of the Social Determinants of Health scorecard started in 2016, racial disparities were tracked to reflect the impact of policies and resource allocation; Initiated interventions that reinforced infant safe sleep practices - resulted in annual record low number of sleep-related deaths; Supported expansion of Moms2B into eight priority neighborhoods and doubled support for smoking cessation resources for pregnant and parenting women; StepOne and our team of community health workers connected over 4,000 women to prenatal care, health insurance and resources. 1,450 Cribs were distributed through Cribs For Kids.

2016 – Mayor Ginther prioritized Phase II CelebrateOne neighborhoods – Franklinton and Hilltop; A series of community conversations were held in each neighborhood; Expanded tools were created to service multiple languages (Spanish and Somali are first languages for many in Franklin County); Community Connector Corps was launched - trained 24 residents from eight neighborhoods as Community Health Workers; Partnered with 11 Community Based Organizations to increase organizational capacity; Secured support for additional Moms2B sites; Identified metrics that represent the Social Determinants of Health-to focus on programs within the C1-8 areas; City provided operation support to the Community Shelter Board to evaluate the correlation between the high percentage of homeless African Americans (many being families), racism and how infant mortality is impacted by insecure housing.

2015 – Established City of Columbus Infant Mortality Work Group; Created three neighborhood teams and three community workgroups in the Near South, Near East and Linden communities; Held 66 meetings convened by CelebrateOne, reaching over 400 persons in Phase-I neighborhoods (Near East, Near South, Linden); Secured a three year, \$1.7M grant to support a citywide resident engagement program (Connector Corps) to connect pregnant women to medical and social support. 790 Cribs distributed through Cribs For Kids.

2014 – The Greater Columbus Infant Mortality Task Force convenes and puts forth their recommendations to reduce Infant Mortality in Franklin County. CPH establishes the Fetal Infant Mortality Review program to review of fetal and infant deaths under a unified process, allowing for a more comprehensive assessment of and strategic planning for infant mortality reduction in a community.

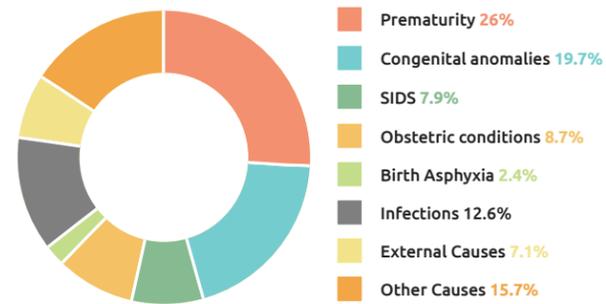
NOW: Infant Mortality Rate Results

In 2019, more Franklin County babies lived to celebrate their first birthdays than the previous years. The IMR dropped to 6.9 deaths per 1,000 live births and the data for the CelebrateOne zip codes decreased as well.

CelebrateOne and Columbus Public Health reported 18,331 babies born in Franklin County in 2019, and 127 died before reaching the age of one, 11 fewer deaths than in 2018. Through September 2020 the infant mortality rate remains at 6.9 per 1,000 live births.

The Fetal Infant Mortality Review (FIMR) program reviews a subset of fetal and infant mortality cases to better understand the circumstances contributing to these deaths. Recommendations are developed and shared to improve service systems and community resources for women, infants and families. See: [Columbus.gov/celebrate-one/](https://columbus.gov/celebrate-one/) for link to FIMR report.

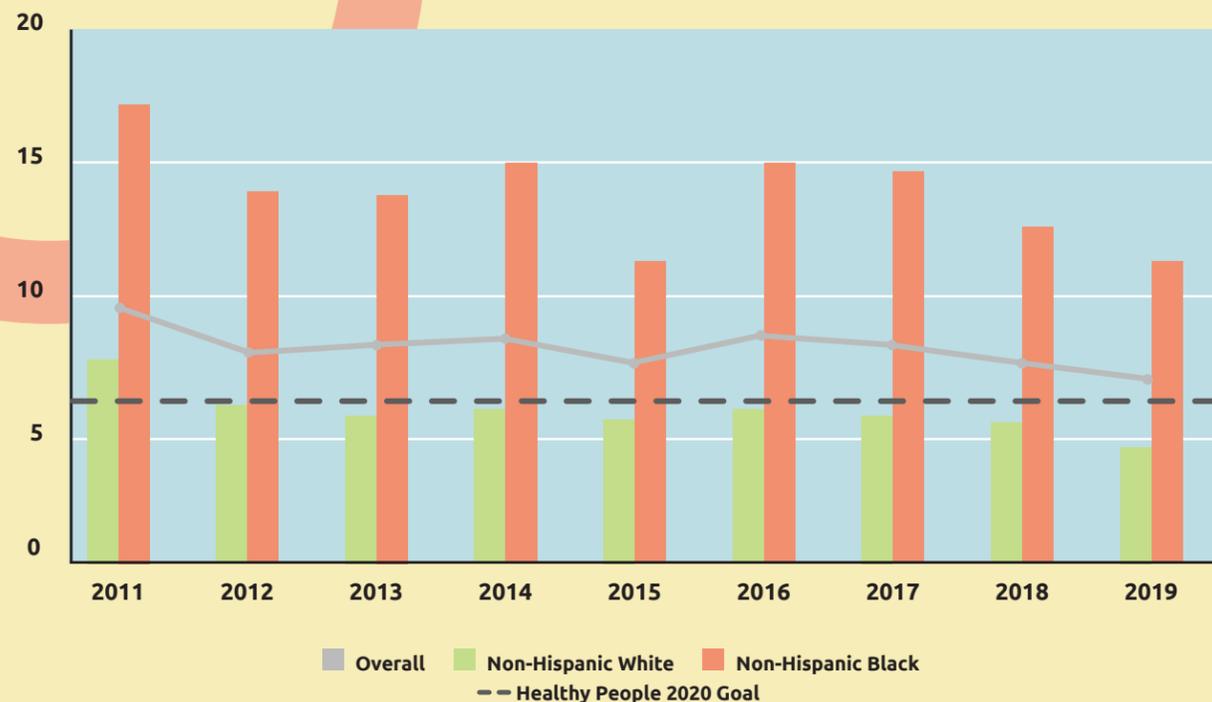
Causes of Infant Deaths in Franklin County (2019)



In 2019 more than one-quarter of all infant deaths were caused by prematurity.

Data Tableau report: <https://public.tableau.com/views/InfantMortalityReport/IMReport>

Infant Mortality Rate | Franklin County | 2011–2019

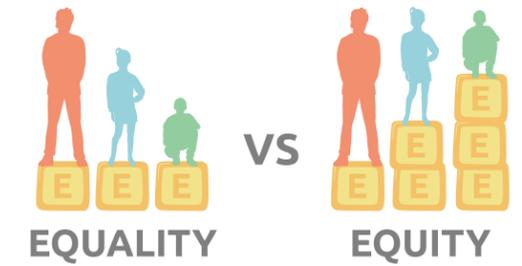


Infant mortality has dropped overall and for both NHB and NHW babies since 2011. There has been a decrease for NHW babies, but we still have a gap in the racial disparity.

NOW: Closing the Gap in Racial Disparity

Another key measurement is the IMR by race and ensuring the disparity between non-Hispanic white and non-Hispanic black babies becomes nonexistent. In 2019, the IMR for non-Hispanic white babies born in Columbus was 4.3, below the national goal of 6.0 and a slight improvement from 2018 data.

For non-Hispanic black babies the 2019 rate saw improvement with a drop to 11.4, but it remains 2.6 times higher than the non-Hispanic white babies. Through September 2020, it remains unchanged at 2.7 times higher than the non-Hispanic white babies. It is the racial disparity which requires much of our attention going forward.



Expanding Our Reach

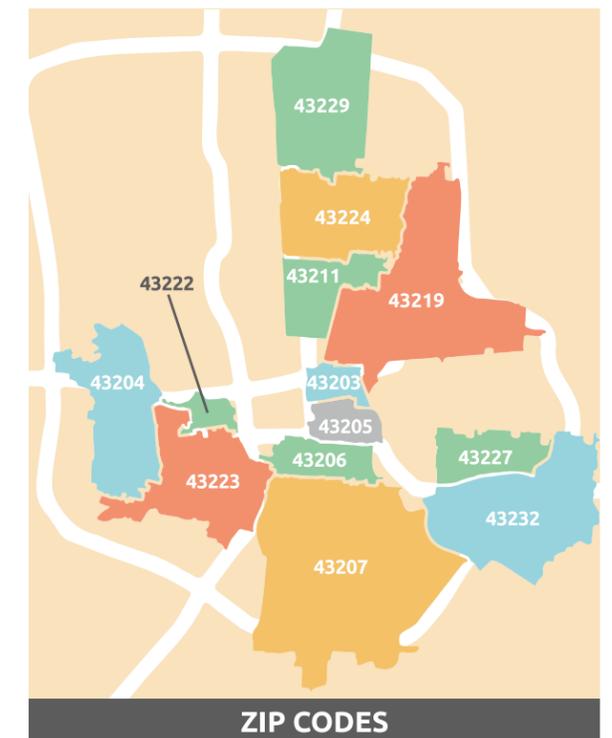
A major factor in reducing infant mortality is addressing issues impacting a community's overall health.

We know our infant mortality rate, and our persistent disparities, are largely affected by the unjust distribution of conditions that support health - the social determinants of health. Things such as education level, food insecurity, eviction rate, lack of health insurance, employment and high crime rates, can result in poor maternal health outcomes, premature births and infant deaths.

To make the most significant impact, CelebrateOne focuses its work in eight Columbus neighborhoods where the infant mortality rate is three times higher than county, state and national averages. These high priority areas include the Hilltop, Linden, Franklinton, South Side, Near East, Southeast, Northeast and Northland neighborhoods.

In 2019, CelebrateOne began to expand the Community Connector Corps' services to outside the eight priority zip codes. The positive impact of this strategy has begun to reach more pregnant moms and moms in need in the county.

We expect to increase the number of women getting prenatal and early baby care in the next five years. Our goal remains to save babies and help them ALL thrive to their first birthday and beyond.



- Linden (43211)
- South Side (43206, 43207)
- Near East (43203, 43205)
- Hilltop (43204)
- Franklinton (43222, 43223)
- Northeast (43219)
- Southeast (43227, 43232)
- Northland (43224, 43229)

NOW: Reducing the Rate of Premature Births

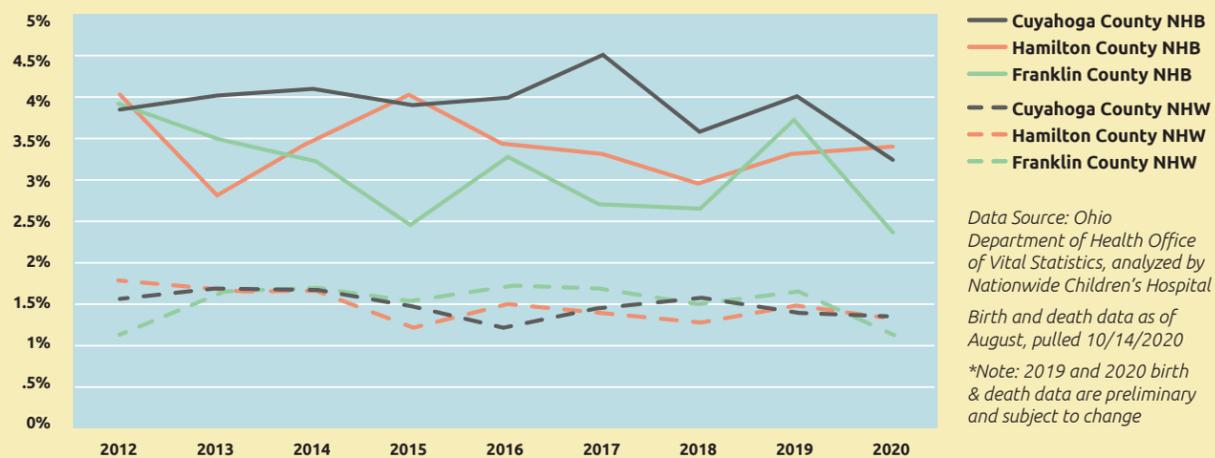
The 2019 data shows a consistent percentage of pregnant women accessing prenatal care during the first trimester, an important step in ensuring a healthy pregnancy and reducing preterm births. The number of very preterm births (before 32 weeks of gestation) increased slightly, but the focus is to get more women enrolled into StepOne and Moms2B in 2021. Through September 2020, the rate decreased to 2.1%.



The percentage of very preterm births rate decreased to **1.5%** by 2020

By reaching more women in the CelebrateOne zip codes, we expect the trend to move down each year.

Percent of Births Less than 32 Weeks Gestational Age, Cuyahoga, Franklin and Hamilton Counties by Race 2012 - 2020



Growth of CelebrateOne:



The Progress to Core Strategies (Recommendations from the 2014 Greater Columbus Infant Mortality Task Force) are based on CelebrateOne serving as the backbone or umbrella organization for the partner collaborations.

CelebrateOne began when Greater Columbus Infant Mortality Task Force (GCIMTF) was convened and put forth eight recommendations to reduce infant mortality in Franklin County. These strategies were developed to address factors that cause babies to die before reaching their first birthday. The recommendations were meant to provide prenatal care to reduce preterm births, eliminate preventable sleep-related infant deaths through education and connect the disconnected with services.

So, how did it get done? Key interventions and initiatives, deployed through dozens of community partners. CelebrateOne successfully leveraged public and private resources to take an urgent, multidisciplinary approach focused on these proven strategies.

Along with the GCIMTF, Columbus Public Health established the Fetal Infant Mortality Review program to review of fetal and infant deaths under a unified process. This allowed for a more comprehensive assessment of and strategic planning for infant mortality reduction in a community.

The following pages of this report will tell the progress of each recommendation put forth by the GCIMTF in 2014. It will set the stage for the next phase of CelebrateOne and how Franklin County will continue to provide services that will support how we will continue to reduce the infant mortality rate in Columbus.

Core CelebrateOne Strategies (recommendations):

1. Address Disparities in High Risk Neighborhoods
2. Improve Women's Health before Pregnancy
3. Improve Reproductive Health Planning
4. Improve Prenatal Care Systems and Support
5. Ensure Highest Standards of Quality for Perinatal Care
6. Reduce Maternal and Household Smoking
7. Promote Infant Safe Sleep
8. Create a Collective Impact and Accountability Structure

Recommendation #1:

IMPROVE SOCIAL AND ECONOMIC CONDITIONS THAT DRIVE DISPARITIES ACROSS OUR COMMUNITY AND IN HIGHEST RISK NEIGHBORHOODS

As referenced in the opening letter from Mayor Ginther and Dr. Roberts, research shows health outcomes are influenced by a "neighborhood effect" in which health outcomes vary based on where a person lives. The neighborhoods most affected by housing, education, hunger and food insecurity, poverty, and employment issues are also those most affected by infant mortality.

Neighborhood Focus

CelebrateOne focuses its work in the eight highest infant mortality rate neighborhoods in Columbus - Hilltop, Linden, Franklinton, South Side, Near East, Southeast, Northeast and Northland. These are the neighborhoods where the infant mortality rate is three times higher than the county, state and national averages.

The work of CelebrateOne keeps the highest impacted neighborhoods in mind when partnering with many organizations; The services have been expanded to include just outside of the eight original neighborhoods with parts of additional zip codes, 43068, 43228 and 43213.





Healthy Beginnings at Home (HBAH) is a CelebrateOne initiative designed to improve perinatal outcomes among women experiencing housing instability. With funding from the Ohio Housing Finance Agency and other public and private partners, CelebrateOne developed the HBAH pilot study to demonstrate the impact of safe, stable and quality housing on maternal health and birth outcomes.

In partnership with the Columbus Metropolitan Housing Authority (CMHA) and the Homeless Families Foundation (HFF), 100 pregnant moms were entered into a study to provide rental assistance and wrap-around services. A group of 50 Medicaid-enrolled pregnant women, who were experiencing housing instability, received financial support and integrated care coordination from a team of providers. This included a housing stability specialist (master-level social worker), CelebrateOne community health worker and CareSource nurse case manager. An additional 50 women went through the normal channels of assistance offers within the local community, but did not receive the monetary rental subsidy or additional case managers.

The study examined the impact of rental assistance and housing stabilization services on maternal health and birth outcomes. The findings, from HBAH research partner Nationwide Children's Hospital, indicated developing and nurturing relationships with implementing partners is vital to driving cross-sector work.

BIRTH OUTCOMES

To date, **42 of 51 babies** in the intervention group were born full-term and at a healthy birth weight in comparison to **23 of 46 babies** in the usual care group. The intervention group has successfully seen all **51 babies** reach their first birthday.

For more information on HBAH and the complete Policy Brief, go to the CelebrateOne website: www.columbus.gov/celebrate-one/



The work of the Healthy Beginnings at Home initiative brings to light the impact of social determinants on neighborhoods and the importance stable housing has on reducing infant mortality.

We believe HBAH is an intervention model that is replicable and has major implications for strengthening the evidence base to inform policy decisions.

– Mayor Andrew J. Ginther.

Recommendation #2-5:

PRENATAL CARE AND IMPROVING WOMEN'S HEALTH

Community Health Workers (CHW) Connectors:

Community Health Workers / OEI Grant CelebrateOne Connector Corps connected with more than 5,000 pregnant women and families in 2019. During COVID-19, the Connectors were able to support pregnant moms and families by connecting them with needed clinical and social services, like prenatal care, health insurance, home visiting, baby supplies, and reproductive health counseling through virtual and safe-distancing, non-contact methods.

Many of the CHWs who work for CelebrateOne have been through the program themselves. The advantage of hiring women who have experienced some of the challenges of having a healthy pregnancy, bring relatable insight and understanding to those moms who need support or simply help finding resources.

Hundreds of people have been trained as Community Health Workers (CHW) since CelebrateOne began in 2015. Several of the women trained as a CHW, continued their education and went on to help moms and families throughout the impacted Columbus neighborhoods. We have been able to hire bi-lingual CHWs to expand the reach to women who do not use English as their first language. One key to success is our team's ability to relate with our moms and help them navigate our community's available resources.

Esri Hub for Community Connectors and Moms:

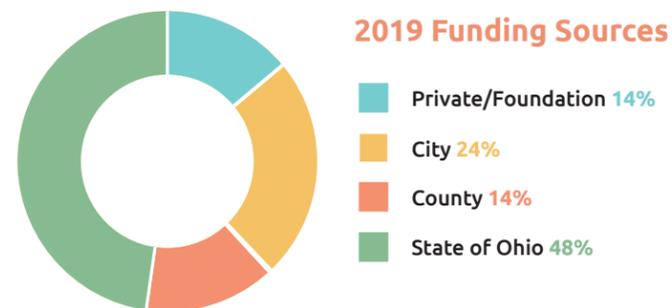
At the end of 2019 into 2020, the Department of Technology's GIS team continued to evolve the Resource or Esri Hub, for CelebrateOne. The Esri Hub includes mapping applications to allow users to locate primary care doctors, pediatricians, child care, OB/GYN, CelebrateOne community health workers, baby needs, and rental and utility assistance resources within their neighborhood. The Esri Hub includes surveys and a search component linked to CelebrateOne's website.

If you are interested or need to use these resources, the link is www.columbus.gov/celebrate-one and search for resources by location.

Lead Entity Partnerships:

Some of our lead partners in our collective work to reduce infant mortality include:

- 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
- Moms2B
- Ohio Better Birth Outcomes Collaborative
- Ohio Department of Health
- Ohio Department of Medicaid
- PrimaryOne Health
- Smart Columbus: Rides 4 Baby
- Physicians Care Connection



These partners have been increasing annually and are dedicated resources for pregnant moms and for the care needs of women, children and families.



STEP ONE

For a Healthy Pregnancy

StepOne was created as an early CelebrateOne initiative to provide a central call-in system for pregnant women to schedule prenatal appointments. The focus is the first trimester of pregnancy as it's a critical factor in reducing infant mortality.

With the leadership of Physicians Care Connection and funding from the Ohio Better Birth Outcomes Collaborative and the Ohio Department of Medicaid, 3,602 women were enrolled in prenatal care through StepOne in 2019; And in 2020 through November 30th, 3,504 women reached out to StepOne and over 3,100 women participated in StepOne.

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.



 **3,602**
women enrolled
in prenatal care through StepOne
in 2019, 55% in C1 zipcodes



The Ohio Better Birth Outcomes (OBBO) collaboration is dedicated to reducing the infant mortality rate by improving delivery care services for women. OBBO's priority project is focused on the prevention of premature babies or <32 weeks being born.

Tactics used in 2020 to help reduce the risk of premature births included expansion to home visiting. The expansion included adding all three birthing hospital systems, as well as two federally qualified health centers: Heart of Ohio and Lower Lights. It allowed for a total of six new hires which increased capacity by 150.

174 eligible women accepted progesterone and 865 women received LARC at their maternity stay in 2019. In 2019, the number of infant deaths in Ohio per 1,000 was 7.3 as reported from OBBO. Of the three large counties, Franklin remained the lowest at 6.9, with Cuyahoga at 8.6 and Hamilton at 9.3.



In 2019, CelebrateOne partner Moms2B served 793 pregnant and parenting women in Columbus; Of those served, 597 were newly enrolled women. This exceeded the annual goal by 47%. For 2020, with the impact of COVID-19, meetings moved to a Teleconference meeting model.

With assistance from the Ohio Department of Medicaid, Moms2B expanded its pregnancy education and support services into additional neighborhoods for a total of eight. They offer weekly sessions for women at high risk for pregnancy complications and preterm birth.

“We have had success in reaching over 3,000 women in high risk neighborhoods and have done this in collaboration with CelebrateOne. We have the same mission. We trust each other. We know we are forging ahead to eliminate disparities in infant mortality and promote better birth outcomes. I am proud of the impact we have all made.”

– Dr. Pat Gabbe,
Founder Moms2B



Community resources were aligned to transform mobility for pregnant women in Columbus with the Smart Columbus and Prenatal Trip Assistance initiative know as Rides 4 Baby.

The project was a public-private partnership among CelebrateOne, Smart Columbus, StepOne, CareSource, Molina, Kaizen Health and The Ohio State University to create a pilot where non-emergency medical transportation services are on-demand, providing better, more efficient access to prenatal care. In 2019 there were 98 participants in the program supporting healthy births.

Pregnant moms were able to participate through June of 2020. A complete report on the impact of providing transportation is under way to determine the successful pieces of the program and what could be replicated in the future.

Home Visiting: Baby Bump and Beyond

CelebrateOne has invested in the growth of evidence based prenatal and early childhood visiting, a key intervention to improve preterm birth rates and birth outcomes. Through a robust partnership with the Ohio Better Birth Outcomes, which included financial investment from the City of Columbus, evidence based home visiting services are now being provided by all four of our city's hospital systems and the majority of our city's health centers.

In 2019, CelebrateOne provided funding to assist four community agencies in beginning or expanding evidence based home visiting programs. There were 1,042 families newly enrolled in home visiting services in 2019. 66% were Black/African American, 73% enrolled prenatally, and 65% were from CelebrateOne priority zip codes. Overall, 2,124 families received home visiting services in 2019. Through October 2020, there were more than 2,100 families who enrolled in Health Home Visits.

In 2020, the partners in home visiting collaborated and combined resources to develop an umbrella name of Baby Bump and Beyond for all home visiting services in Franklin county. The annual goal of this collaboration is to reach at least 5,000 women, with 90% at the prenatal stage, to ensure they and their child receive proper health care before, during and after birth. Our resources help pregnant women maintain a healthy and safe pregnancy, and provide education and resources to help their babies thrive.

Teen Reproductive Health Education

Teen pregnancy is a significant contributor to prematurity, a leading cause of infant mortality, because pregnant teens have a higher risk of having a baby born too small or too soon. Currently, without any state health education standards, many teens in Ohio and Franklin County do not have access to comprehensive, medically-accurate sex education.

With the Mayor's leadership in 2019, the CelebrateOne Teen Reproductive Health Education Committee partnered with Columbus City Schools to implement an evidence based, comprehensive, medically-accurate reproductive health education curriculum, called Get Real. By the end of 2022, all middle schools in Columbus City Schools will have set sexual health core curriculum with the goal to reduce unintended pregnancy among teens.

Another factor contributing to the success of expanding school-based adolescent healthcare services within Columbus City Schools is a grant from The Office of Population Affairs at the U.S. Department of Health and Human Services. In August 2020, a 2.5M grant was awarded to Nationwide Children's Hospital and will allow for implementation of an evidence based, comprehensive reproductive health and teen pregnancy prevention curriculum. The grant will provide creation of a peer ambassador program for students, parent and summer programs, expansion of mobile health services to the districts' middle schools and an additional school-based health clinic, bringing the total to 12 clinics in the district.

Partners for this grant implementation include Columbus City Schools, Planned Parenthood, Columbus Public Health, OhioHealth, The Ohio State University, and CelebrateOne. Nationwide Children's leads the initiative which will result in measurable change in adolescent health equity and access across Franklin County.



Recommendation #7:

PROMOTE INFANT SAFE SLEEP

In 2019, CelebrateOne and its partners continued expanding education and resources about the ABCs of safe sleep to ensure babies sleep alone, on their backs, and in an empty crib. With expansion just outside of the CelebrateOne zip codes, the number of safe sleep trainings and people trained has increased.

In 2017-2018, 95% of sleep-related infant deaths occurred in infants who were not following all three of the ABCs of safe sleep. Unsafe sleep environments continue to contribute to infant mortality in our community.

Our goal is no sleep-related deaths caused by unsafe sleep practices. In partnership with Columbus Public Health in 2019, 990 safe sleep ambassadors were trained and 50 safe sleep information sessions were held in all eight CelebrateOne neighborhoods. In 2020, we trained 977 safe sleep ambassadors through 47 trainings adapted for virtual platforms due to COVID-19. We also distributed over 1,600 cribs in a safe, socially distant manner.

The goal of providing cribs to families in need was exceeded by 4% with distributing 1,722 pack n' plays through the Cribs 4 Kids network. And in 2020, we reached 94% of our goal for crib distribution, even with the reduction of in-person contact due to COVID-19. This resource ensures more babies can sleep safely.

In early 2020, a new Safe Sleep video was developed and each hospital shows the video to new parents to reinforce the ABC's of Safe Sleep. The Central Ohio birthing hospitals also partnered with CelebrateOne for a third and fourth year to ensure every infant born from November to March leaves the hospital with a Halo sleep sack to help them sleep safely without blankets during cold weather.

Safe Sleep Awareness Campaigns have been a successful strategy in educating new moms and families with infants in their care. A new safe sleep campaign was launched in fall 2019 with messaging from a Sweet Dreams Team made of fathers and grandfathers, previously with The Ohio State Buckeye Football team. The messages focused on not co-sleeping with babies and knowing the ABC's of Safe Sleep.

Three 60 second videos were created: Traveling with a pack-n-play, Barbershop Talk addressing the ABC's of Safe Sleep, and a "Conversation with Grandma". Each video was shared on the website to increase awareness with fathers, siblings, and grandparents. The Barber, Beauty and Nail initiative "A Healthy Baby is a Beautiful Thing" has more than doubled the number of barber shops and salons in CelebrateOne neighborhoods partnering to share messages about healthy pregnancies, babies, and homes with their clients.

The goal in 2020 of the Safe Sleep Campaign evolved to remind families and care givers of the ABC's of Safe Sleep and ensure everyone is actually practicing the ABC's every single time a baby falls asleep.

Additional videos and digital tools were put together, and in 2021, a CelebrateOne App will be launched to support safe sleep tools, best practices and immediate resources for infant care givers. All these tools are meant to educate and ensure moms and caregivers have everything they need — at their fingertips - to ensure no baby dies through unsafe sleep practices.



Recommendation #6:

STOP SMOKING

In 2019, Baby and Me Tobacco Free program was ranked number one in Ohio for enrollment. 56% of those participating in Baby and Me Tobacco Free were in a CelebrateOne zip code.

The campaign for Baby and Me Tobacco Free proved to heighten awareness about the dangers of smoking while pregnant. Enrollment in the program increased over the previous year and additional nurses were hired to handle the increase in enrolled moms.

Pregnant moms are incentivized with baby supplies and gift cards for diapers to stop and remain non-smoking with an infant in the house. Of the women reached after completing the Tobacco Free program, currently 100% of participants remain smoke free for one year after baby's birth.



Looking ahead to 2021 and beyond:

CelebrateOne, OBBO, Community Leaders, Community Agency cross-representation

WOMEN'S HEALTH, PRENATAL & PERINATAL

- Prenatal care
- Perinatal supports (Doula care, Baby Bump & Beyond, centering pregnancy)
- Teen Reproductive Health Education
- Contraceptive access, reproductive life planning

INFANT HEALTH, SAFETY & DEVELOPMENT

- Safe sleep
- In home safety
- 0-5 connection
- Baby Bump & Beyond
- Tobacco Cessation

ACCOUNTABILITY STRUCTURE & SUPPORT

- Lead Entities – divide labor
- Measurement and reporting –emphasis on racial disparity analysis
- Annual reflection and refinement

ANTI-RACISM

- Address racial bias
- Re-examine and address/correct policies
- Consistently operationalize anti-racism strategies

SOCIAL DETERMINANTS AND HEALTH EQUITY

- Economic Mobility
- Housing
- Transportation
- Advocacy and Education
- Cultural Sensitivity and Humility
- Neighborhoods

GOALS



ELEMENTS

- RE-ESTABLISH MOMENTUM & COMMITMENT**
 - Celebrate progress/success
- EMPOWER THE COMMUNITY AS A DRIVER**
 - Incorporate voices of black women and families
 - Involve ALL who do the work
- ESTABLISH 3-5 YEAR PLAN OF ACTION**
 - Incorporate new evidence based priorities
 - Annual reflection and refinement
- REFINE ACCOUNTABILITY STRUCTURE**
 - Dividing the work
 - Measure and report outcomes

MANY OF OUR PARTNERS



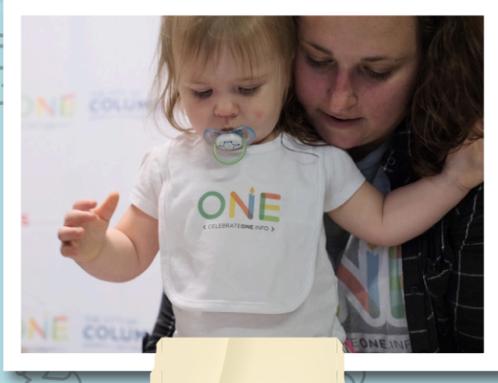
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IN 2019, ALMOST
1,500
WOMEN / FAMILIES
were celebrated with
baby showers & a 1st
birthday party



THRU OCT 2020,
750
WOMEN / FAMILIES
were celebrated



THRU OCT 2020,
9,200
VIEWED
STROLLER
SOCIAL





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