

The Getting Healthy Zone Initiative

“A Place-Based Approach to Reducing Health Disparities & Racial Inequities In Birth Outcomes”

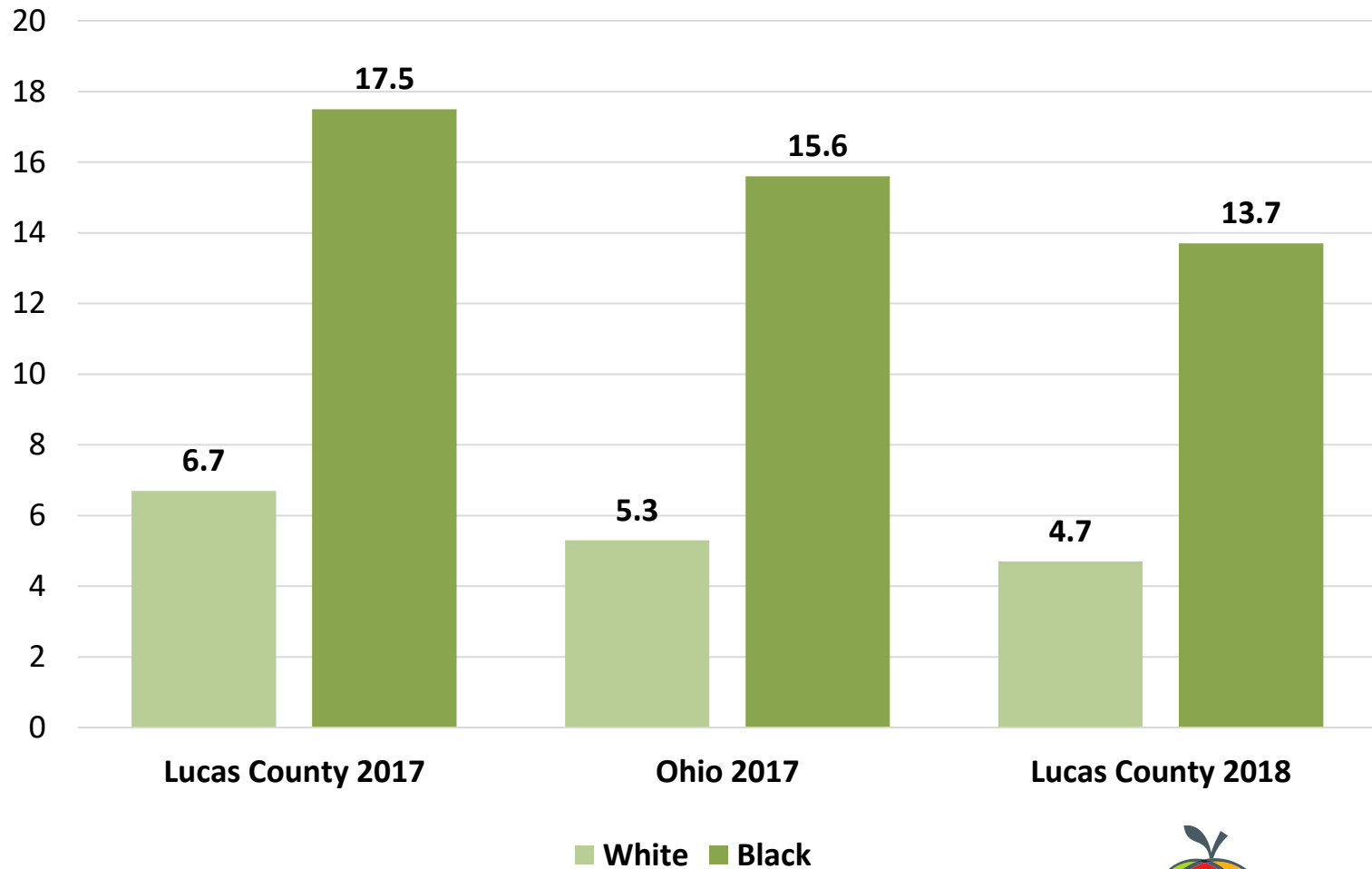
Selena Coley, MPH

Project Coordinator, Northwest Ohio Pathways HUB

Hospital Council of Northwest Ohio



Infant Mortality Rate by Race, Lucas County and Ohio, 2017-2018

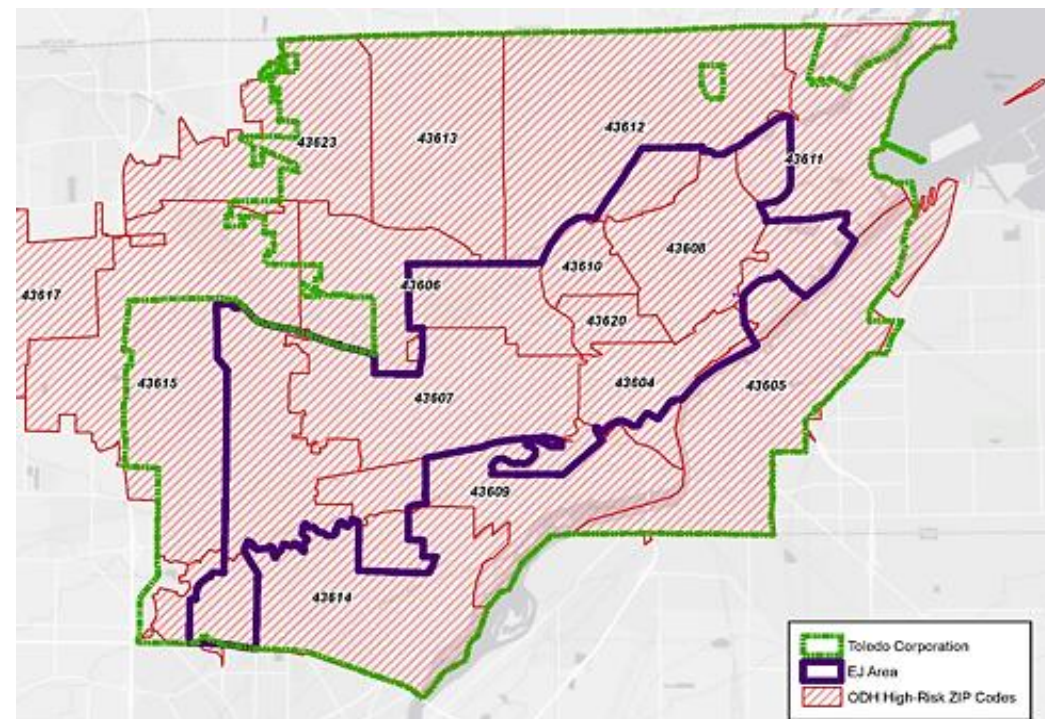


Place Matters!

- The Zone is comprised of 7 census tracts **22, 23, 27, 28, 29, 30** and **103** – that are part of five ZIP codes: **43604, 43608, 43609, 43611** and **43620**
- Estimated population 11,372
- Median income \$13,761
- 43604 & 43609 Zip codes had **75%** of total births to African American mothers
- These 7 census tracts had low birth weight and pre-term birth rates over **20%**
- These 7 census tracts accounted for **20%** of ALL infant deaths in Lucas County in 2017.



Why These Zip Codes?



All **5** Zip codes of the Zone are among the top 10 high risk areas for infant mortality in Toledo, OH.

Over **27%** of the African American population in Toledo reside in these high risk Zip codes – which is higher than the City of Toledo overall.

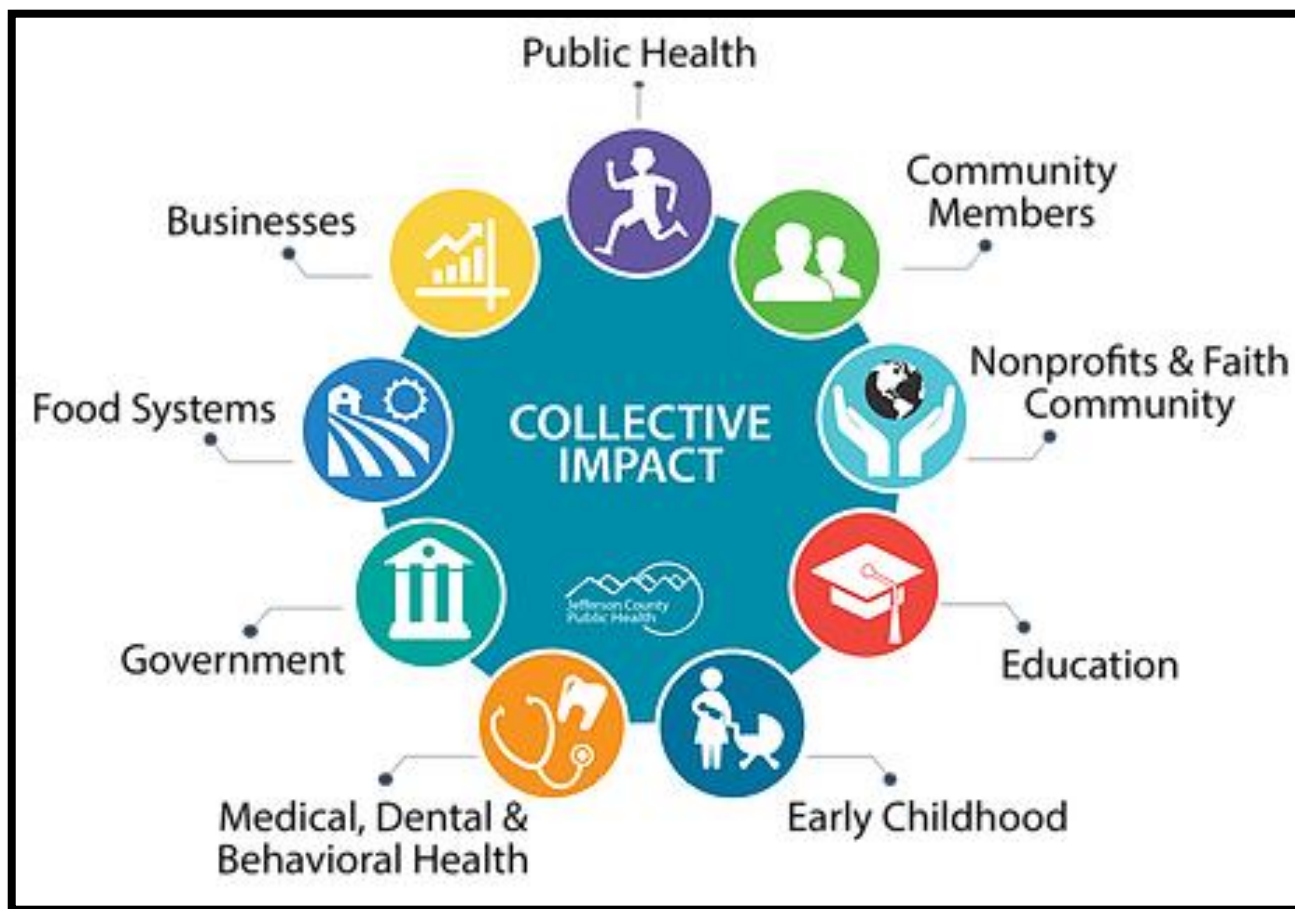
Some of the highest rates of positive lead test results are within these Zip codes.

Best Babies Zone Approach

The **Best Babies Zone (BBZ)** is a place-based, multi-sector, community-driven approach to reducing racial inequities in birth outcomes by mobilizing community residents and organizational partners to address the social, structural, and economic determinants of health and promote health equity.



Anchor Institutions Approach



northwest ohio



pathways **HUB**



MOMS & BABIES FIRST
Ohio's Black Infant Vitality Program

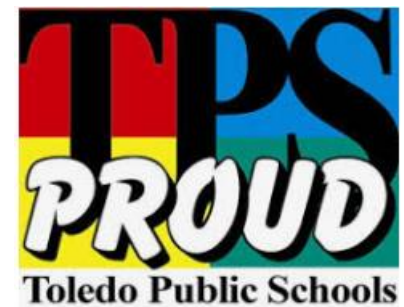
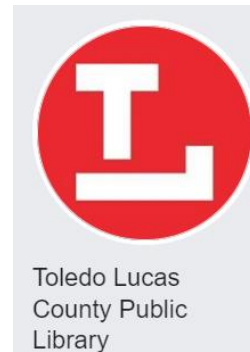
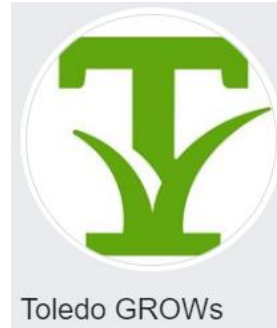


↑ Community Engagement

- **192** pregnant moms connected to HV in the zone, since April 2018
- **7** community conversations hosted
- **28** community events hosted
- **13** Community planning meetings
- **3** Neighborhood clean-ups



Building Community Partnerships

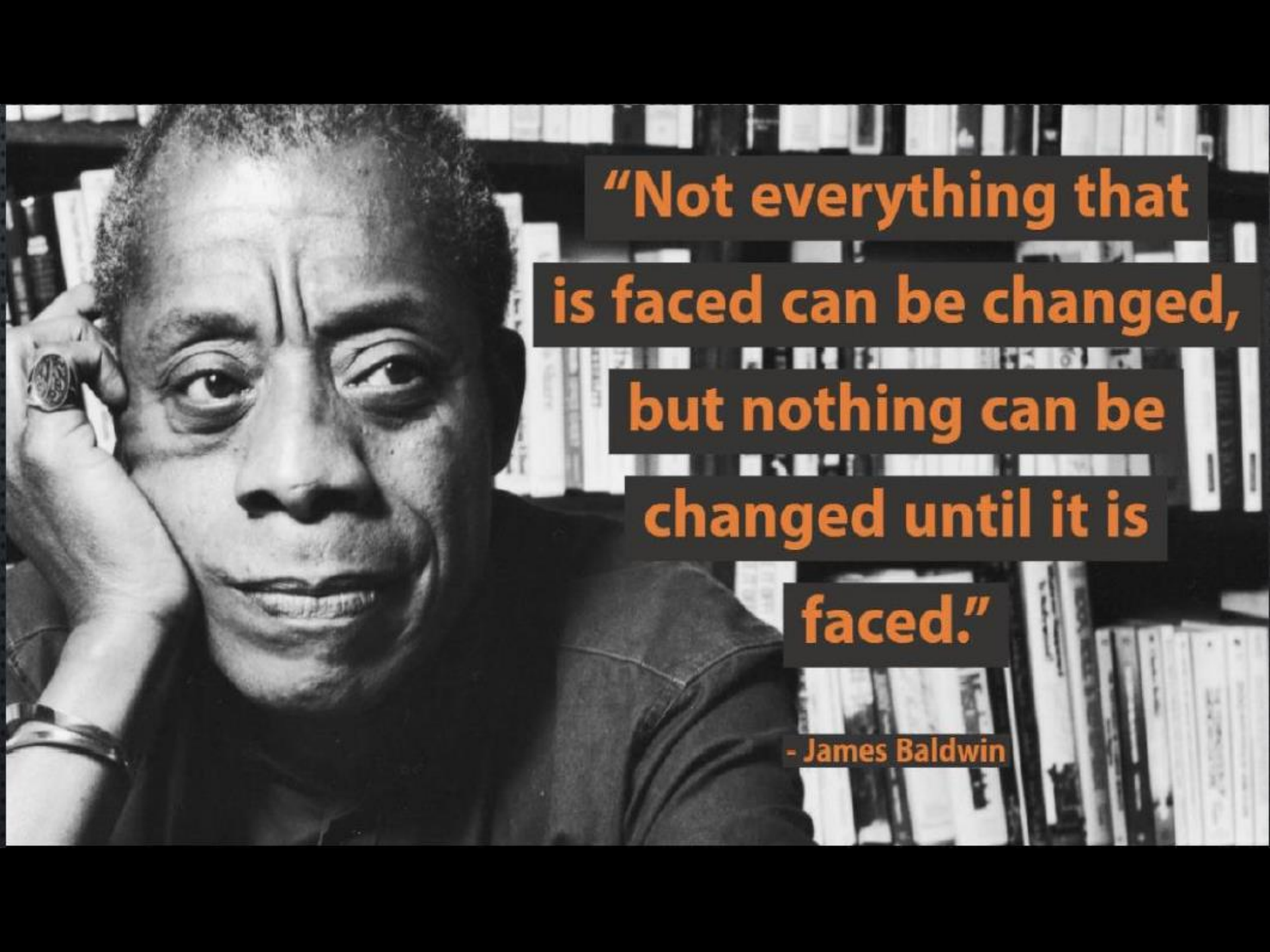


Resident-Driven Neighborhood Improvement Plans

NEIGHBORHOOD IMPROVEMENT PLANS



Anchor Team	Corresponding Neighborhoods	Neighborhood Priorities Selected
Mercy Health	Cherry Legacy, Warren Sherman, OWENI, Old West End, Old Towne, Bronson Place, and <u>Birkhead Place</u>	<ol style="list-style-type: none"> 1. Increase infant vitality and the health of the community. 2. Increase quality of life through streetscaping and well-maintained green spaces. 3. Stabilize & enhance the neighborhood through home ownership & repair. 4. Increase income through living wage jobs, job training and entrepreneur support.
Neighborhood Health Association	North End/Vistula	<ol style="list-style-type: none"> 1. Improve physical environment. 2. Increase awareness & enhancement of community resources & strengths. 3. Improving health through increased access to physical & mental health care & fresh healthy foods.
ProMedica	Uptown/Downtown	<ol style="list-style-type: none"> 1. Heal the Block – promote health literacy by enhancing knowledge, awareness & access to resources related to chronic disease conditions. 2. Engage the Block – Empower community members to take an active ownership of their community & increase knowledge of current resources in to create more job, volunteer, social, & recreational opportunities within the neighborhood.
Toledo-Lucas County Health Department	Old South End and Broadway Corridor	<ol style="list-style-type: none"> 1. Increase awareness of available resources & services in the community. 2. Increase opportunities for youth engagement in the community.

A black and white photograph of James Baldwin. He is an older Black man with a thoughtful expression, resting his head on his right hand. He is wearing a ring on his finger and a bracelet on his wrist. The background is a bookshelf filled with books.

**"Not everything that
is faced can be changed,
but nothing can be
changed until it is
faced."**

- James Baldwin

Thank You. Questions?

Selena Coley, MPH

Project Coordinator

Hospital Council of Northwest Ohio, Pathways HUB

Email: scoley@hcno.org

Phone: (419)-842-0800

