The Getting Healthy Zone Initiative

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

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

Lucas County 2017: 6.7
Ohio 2017: 5.3
Lucas County 2018: 4.7

White
Black

Healthy Lucas County
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.
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

COLLECTIVE IMPACT

Public Health

Community Members

Nonprofits & Faith Community

Education

Early Childhood

Medical, Dental & Behavioral Health

Government

Food Systems

Businesses

northwest ohio

pathways HUB

TOLEDO-LEWIS COUNTY HEALTH DEPARTMENT
Stay informed. Stay healthy.

MOMS & BABIES FIRST
Ohio's Black Infant Vitality Program

PROMEDICA

MERCYHEALTH

NEIGHBORHOOD HEALTH ASSOCIATION

healthy start

Healthy women. Healthy families.
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

The Arts Commission
Old South End
Broadway Corridor Coalition
Baby University
Believe Center
Toledo GROWs
United Way of Greater Toledo
First Federal Bank
Seaway Marketplace
Salem Lutheran Church
Saline County Healthcare
The Friendly Center
Toledo Lucas County Public Library
TPS
Toledo Public Schools
LLSC
Proud
## Resident-Driven Neighborhood Improvement Plans

### Neighborhood Improvement Plans

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<th>Anchor Team</th>
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| Mercy Health                 | Cherry Legacy, Warren Sherman, OWENI, Old West End, Old Towne, Bronson Place, and Birkhead Place | 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                                               | 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                                                 | 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 | 1. Increase awareness of available resources & services in the community.  
2. Increase opportunities for youth engagement in the community. |
“Not everything that is faced can be changed, but nothing can be changed until it is faced.”

- James Baldwin
Thank You.
Questions?

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