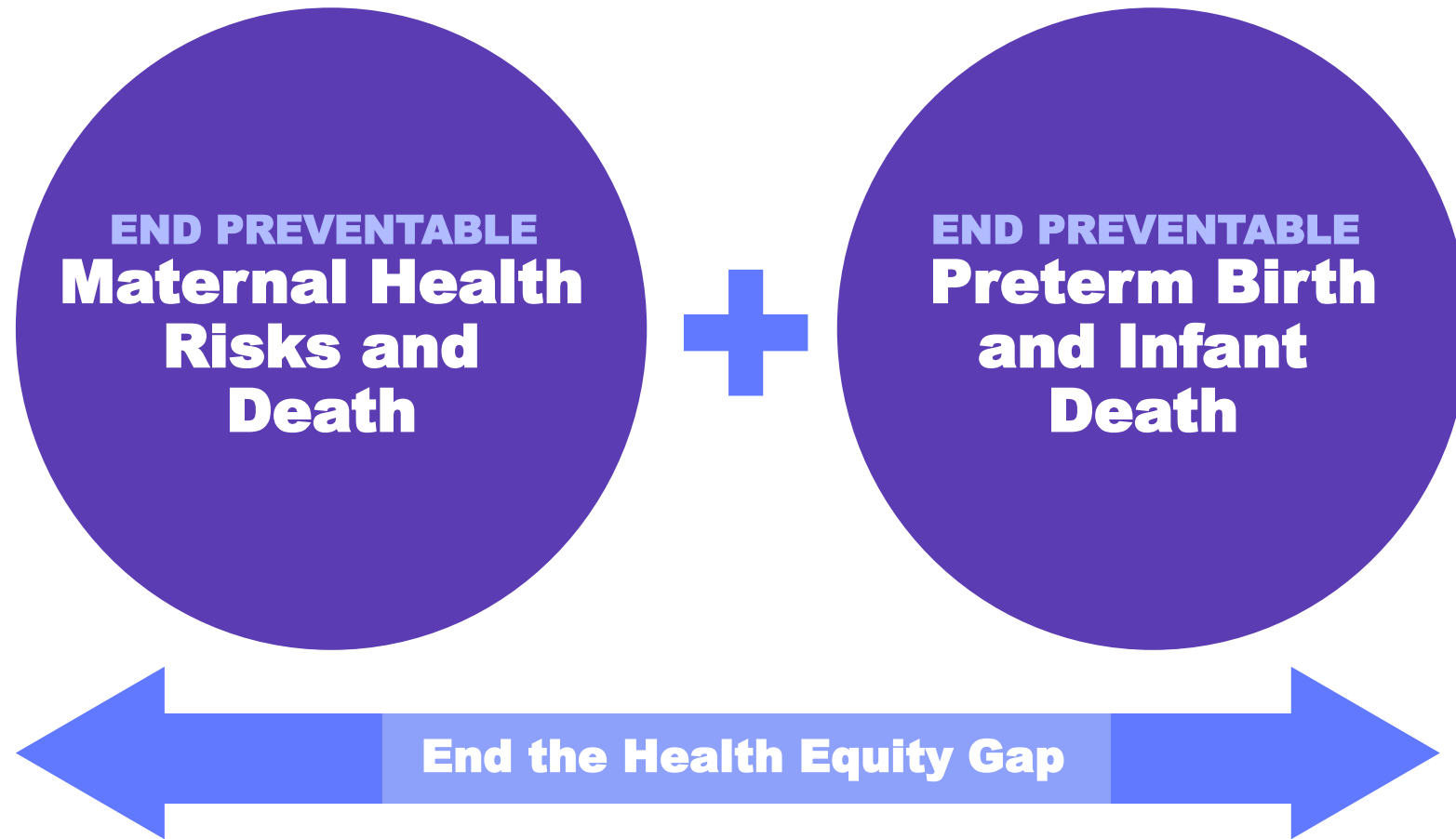


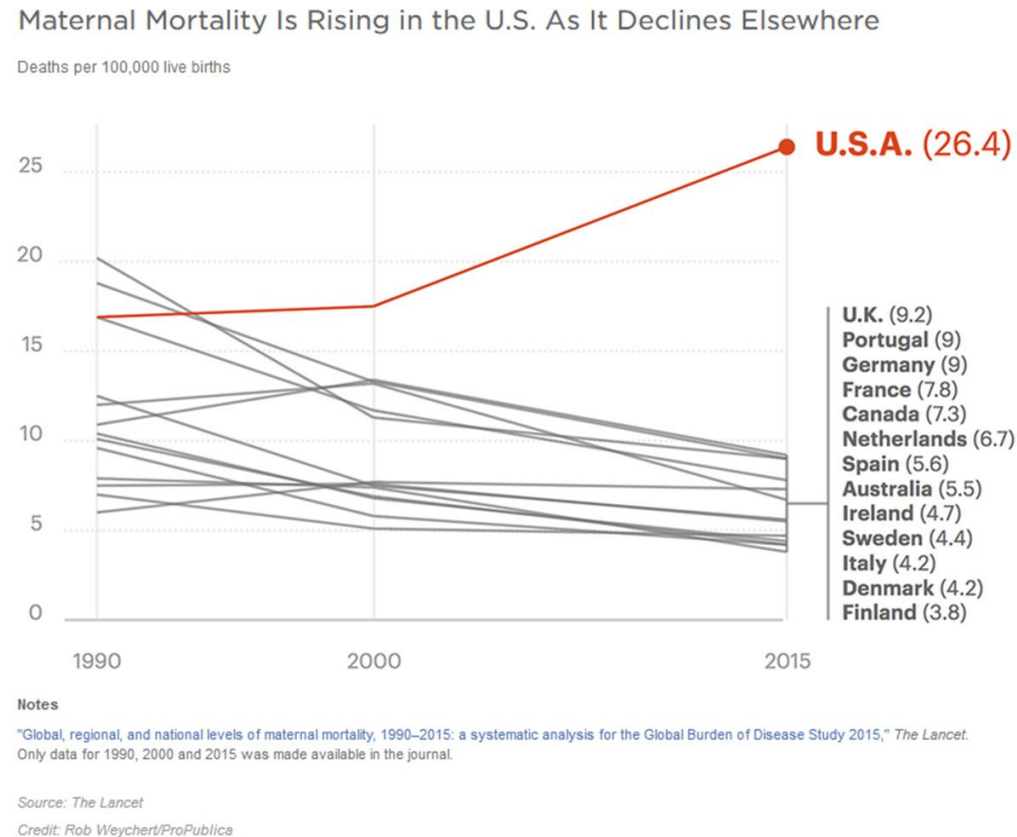
MARCH OF DIMES & FIRST YEAR CLEVELAND
HEALTH EQUITY
PARTNERSHIP

MOD GOALS

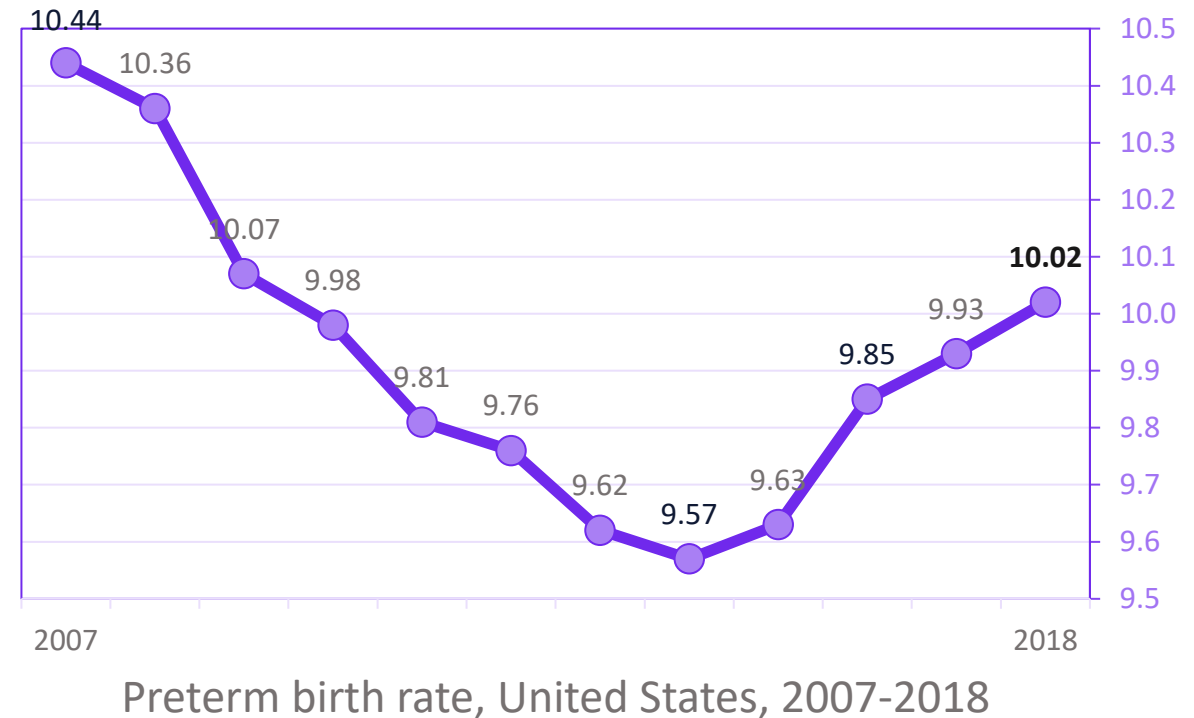


FOR HEALTHY MOMS. STRONG BABIES.

MATERNAL MORTALITY IS RISING IN THE U.S. AS IT DECLINES ELSEWHERE*



THE U.S. PRETERM BIRTH RATE INCREASED IN 2018 – FOR THE FOURTH YEAR IN A ROW



*Study Co-author: March of Dimes Chief Medical and Health Officer, Dr. Rahul Gupta



THERE IS A HIGHER CHANCE OF MATERNAL DEATH OR A PREMATURE BIRTH BASED ON RACE/ETHNICITY

**Women of color have an up to
50 percent rate of preterm birth
than white women**

**Their children can face a 130
percent higher infant death rate**

**In the U.S. black
women have maternal
death rates 3x higher
than woman of other
ethnicities**

**American Indian/Alaska
Native women experienced
the second highest rates
of pregnancy related
deaths**

NATIONAL EQUITY FRAMEWORK = COMMON AGENDA

R All people are healthy before during and after pregnancy and if they give birth, they have healthy outcomes.

I % of live births born preterm (before 37 weeks) Preterm birth disparity ratio for United States Maternal mortality rate Severe maternal morbidity Chronic hypertension in women aged 15-44 Chronic diabetes in women aged 15-44

S

Dismantle racism and address unequal treatment

A

Increase access to high quality, healthcare

B

Promote environmental justice

C

Disrupt lifelong economic insecurity

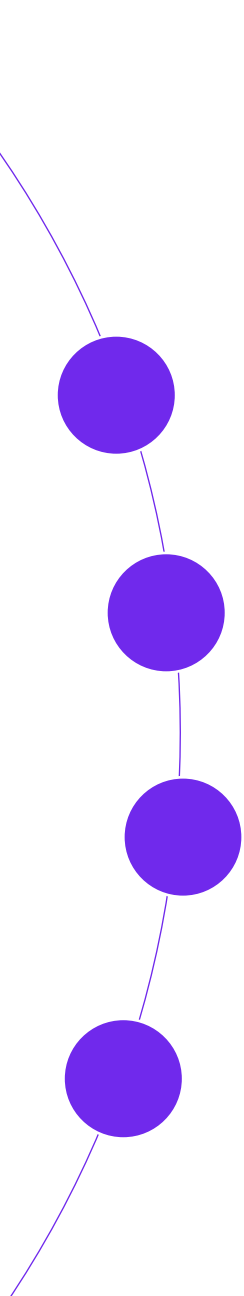
D

Build safe & connected communities

E

To Join the Mom and Baby Action Network

<https://www.marchofdimes.org/ActionNetwork>



Transforming from the **National Prematurity Collaborative**, which was launched by March of Dimes in 2016.

Engaging **cross-sector partners** to invest in, influence, and leverage **collective action** to address the **root causes of inequities** in maternal and infant health.

Addressing complex, systemic and multi-layered issues with solutions that are carefully orchestrated to **ensure high alignment**.

Leading broad **measurable changes in policy, research, funding and systems**. Together we can achieve what we cannot achieve alone.

To Join the Mom and Baby Action Network
<https://www.marchofdimes.org/ActionNetwork>



IMPLICIT BIAS TRAINING BREAKING THROUGH BIAS IN MATERNITY CARE

OBJECTIVE

Increase awareness of implicit bias and stimulate action among maternity care providers to address and remedy impact.

IMPACT

Greater awareness and action to address implicit and explicit bias in maternity care settings.

COMPONENTS

- ✓ Implicit Bias in Maternal Healthcare
- ✓ Structural Racism in the U.S.
- ✓ Strategies to Mitigate Implicit Bias
- ✓ Creating a Culture of Equity

IN-PERSON
Live or Zoom

E-LEARNING MODULE

Includes CME, CNE credits

MARCH OF DIMES & FIRST YEAR CLEVELAND HEALTH EQUITY PARTNERSHIP

BACKGROUND

Partnership with Anthem

National scale

Target areas/partners

PROJECT

5 Components

- Implicit Bias Training, Live and e-learning
- Professional Education
- Consumer Education/PPE kits
- Baby Shower
- Evaluation

December 2020 – January 2022

THE CRISIS IN CLEVELAND

- 1 in 10 Babies is born prematurely in Cleveland
- Cleveland was named the worst city in the nation for preterm birth (2019)(of 100 U.S. cities with the highest live birth volume)
- As the county seat of Cuyahoga, Cleveland earned an “F” letter grade on the 2020 March of Dimes Premature Birth Report Card for its preterm birth rate, which is a key indicator of maternal and infant health



First Year Cleveland

A data-informed community collaborative

- Established in December 2015 by 13 civic leaders from Cuyahoga County
- Advisory council of 400+ community representatives & 90+ organizations
- Grass roots, bottom-up approach
- FYC draws on the experience and wisdom of our community



First Year Cleveland

Goals for our 3 top priorities...

1. Reduce racial disparities.

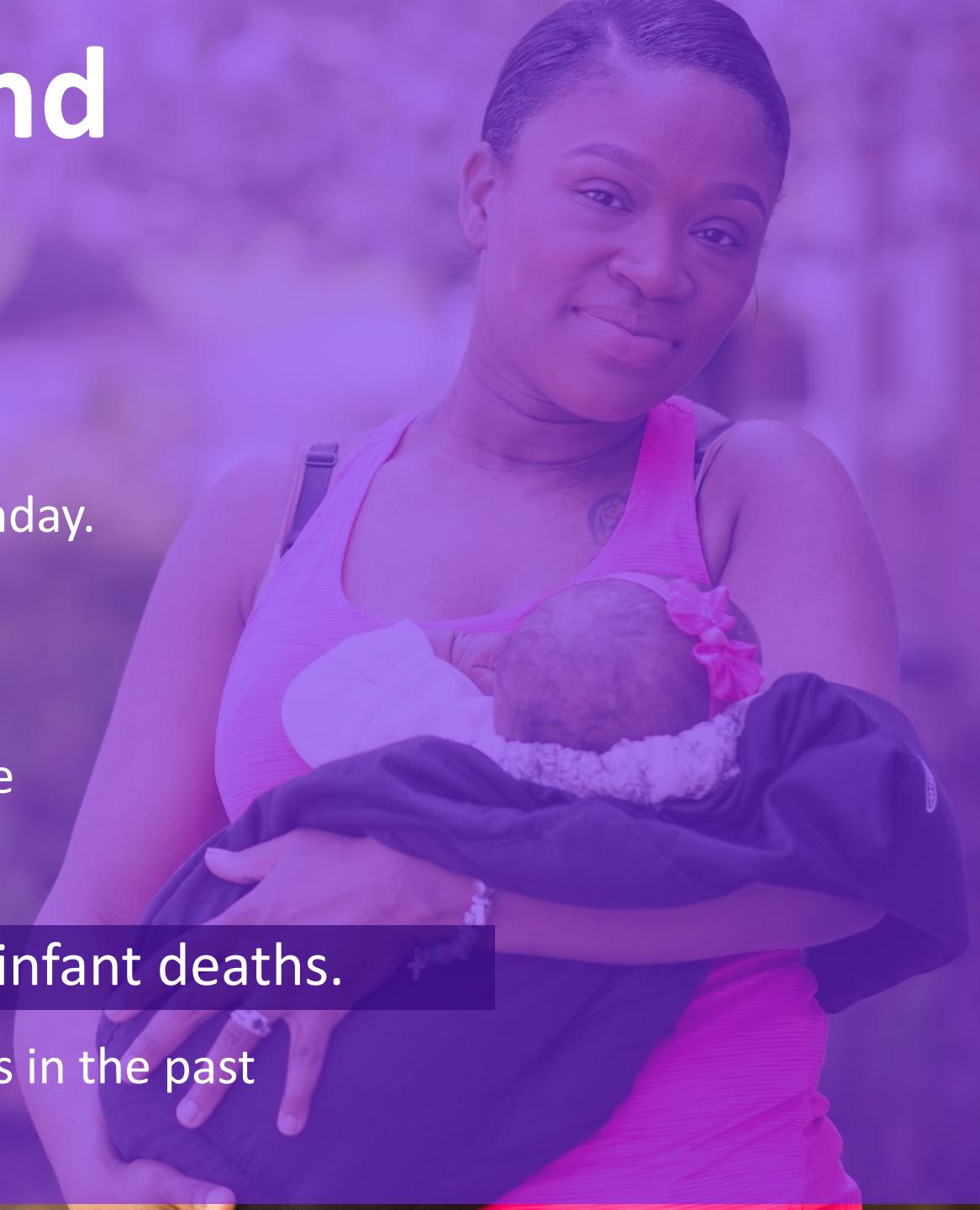
- All babies deserve to reach their first birthday.

2. Reduce extreme prematurity.

- Reducing stress in the environment is one key

3. Reduce preventable sleep-related infant deaths.

- Almost all of the 203 sleep-related deaths in the past 10 years were accidental suffocation.



What We Know...

For more than 50 years, Cuyahoga County has had one of the highest infant death rates in the country.

Black women at every socio-economic level have higher rates of infant mortality than white women with less than a GED.

City Lab Study (January 2020): Cleveland is the worst large city in the United States for Black women's livability.

Racism is a Public Health Crisis.

Cuyahoga County & Cleveland Data

Black-White Racial Inequity in Infant Mortality

USA (2017)	2x
Ohio (2017)	3x
Cuyahoga County*	4x
Cleveland*	7x

(*Preliminary 2021 data)

FYC Action Teams

Reduce Racial Disparities

2020 GOALS

By the end of 2020, our community will reduce the baseline African American to Caucasian infant death disparity rate of 6.7 by 50 percent. This will be accomplished through an action plan addressing structural racism. The plan will be developed through a better understanding of the roles race and maternal stress play in infant deaths and learning from families who have experienced pregnancy and infant loss. Our community is striving with urgency that there be no racial disparities in infant deaths by 2025.

Action Team 1: Launch a system wide Roundtable to execute an awareness campaign and employee training campaign to address biases in the workplace that are negatively impacting maternal and child health outcomes (include leaders and Diversity and Inclusion Officers from health, education, employment, housing, and public safety).

Action Team 2: Gain a further understanding from African American families that have experienced a loss.

Action Team 3: Lead research efforts to better understand the roles race and maternal stress play in infant deaths.

Margaret Larkins-Pettigrew,
University Hospitals &
Marilyn Mobley, CWRU

Funded: \$197,170

Sabrina Roberts, Cuyahoga
County, & Tracy Carter,
The MetroHealth System

Funded: \$168,000

Angela Neal Barnett, Kent State
University & Christin Farmer,
Birthing Beautiful Communities

Funded: \$10,000

FYC Action Team 1: Structural Racism & Bias

Intervention within Health Care Systems

- Increase understanding of inequities in care among African American, Latina, and White women navigating the healthcare system.
- Implement 12-month workplace anti-racism and bias intervention and assess, train, and offer ongoing support to hold hospital leaders, clinicians, and staff accountable to change behaviors negatively impacting maternal and infant health outcomes.
- Leverage existing and new training tools to address racism and biases on maternal and infant health outcomes.
- Improve organizational culture and transform Human Resources and department policies within participating healthcare systems and settings to address racism and bias.

Bias Awareness Poster Campaign

 University Hospitals



INFANT MORTALITY AWARENESS JOURNEYS

**"WHEN IT COMES TO DELIVERING HEALTHY BABIES,
THE COLOR OF SKIN SHOULD NOT MATTER...BUT IT DOES"**

The number of black infants who do not see their first birthday is six times that of white infants.

Are your biases impacting patient care?

Coming in 2020, educational sessions for providers discussing the impact of unconscious bias on patient care in Cuyahoga county's high infant mortality rate.

Let's work harder to save all of our babies and mothers.

Scan here to view a video for an important message



A collaboration between:



 University Hospitals



INFANT MORTALITY AWARENESS JOURNEYS

**"A SMILE, KINDNESS & RESPECT GOES A LONG WAY...
FOR ALL MOMS"**

The number of black infants who do not see their first birthday is six times that of white infants.

Are your biases impacting patient care?

Coming in 2020, educational sessions for providers discussing the impact of unconscious bias on patient care in Cuyahoga county's high infant mortality rate.

Let's work harder to save all of our babies and mothers.

Scan here to view a video for an important message



A collaboration between:



Bias Training

Health Care System Leaders, Clinicians & Staff

All Patient Point of Contact

HR Transformation

Practices, Policies, Programs & People

Toxic: A Black Woman's Story



- Partnership between FYC Pregnancy and Infant Loss (PAIL) Committee & Healthy Neighborhoods Committee of the Healthy Cleveland Initiative.
- Partnered with National Geographic to create film discussion guide.
- Screenings during Medical Grand Rounds

<https://toxicshortfilm.com>



THANK YOU