For the last four years, B’more for Healthy Babies (BHB) has helped to reduce infant mortality and improve birth outcomes for Baltimore’s families. Since this initiative was formally launched in 2010, the infant mortality rate has dropped consistently. In 2012, the rate reached a significant milestone — 9.7 deaths per 1,000 live births, the lowest in recorded history. The disparity between the number of deaths of white and black infants decreased by almost 40 percent during this time period. BHB works to improve policy, increase access to services, and engage communities and families in healthier behaviors. BHB partners with more than 100 organizations to implement the following:

**Home Visiting** programs have transitioned to evidence-based models and a process for improved triage through HealthCare Access of Maryland as the single point of entry for all referrals. In 2012 BHB re-introduced the Nurse-Family Partnership model to Baltimore to provide quality services to low-income first-time pregnant women. Other models implemented in Baltimore City are Healthy Families America, Healthy Start Inc., and Nurse Home Visiting.

**The SLEEP SAFE Initiative** ensures that families receive consistent messages about safe sleep practices for infants. BHB has worked with health providers and birthing hospitals to standardize sleep education and improve counseling. A series of citywide campaigns and community outreach further consolidate the initiative as a promising best practice. Infant sleep deaths have dropped 40% since the launch of the initiative.

**Baby Basics** is a prenatal health literacy program implemented in a variety of settings: medical clinics and community-based, home visiting, and social service programs. Each year more than 1,000 women join Baby Basics Moms Clubs in Baltimore City.

**B’more Fit for Healthy Babies** offers free, group-based Weight Watchers counseling and exercise classes for women with young children. Participants lost a total of 2,500 pounds during the first year of program implementation. The 5-year program is funded by the Office on Women’s Health, U.S. Department of Health and Human Services, and The Leonard and Helen R. Stulman Charitable Foundation.

**The Teen Pregnancy Prevention Initiative (TPPI)** improves young people’s access to age-appropriate and evidence-based health education and quality clinical services. A teen-friendly website helps users make informed choices about birth control and reproductive health. The Initiative is funded by several foundations. TPPI relies upon the Youth Advisory Council of 12 young adults to design program activities.

**BHB’s Family Planning Initiative** has partnered with the State of Maryland to promote the expanded family planning benefits available under the Maryland Family Works Act both in Baltimore City and throughout Maryland. BHB also works to improve access by placing nurse practitioners in home visiting programs to dispense contraceptives and by improving contraceptive access and counseling at postpartum discharge.

**The Family Literacy Coalition** has received funding from the Barbara Bush Foundation on Family Literacy and The Annie E. Casey Foundation to integrate family literacy education into home visiting programs, WIC programs, and the Baltimore Infants and Toddlers program. The coalition is a lead partner on citywide initiatives to improve school readiness.

**The Preventing Substance-Exposed Pregnancies (PSEP) Collaborative** is a CityMatCH award designed to reduce the impact of tobacco, alcohol, and drug abuse on infant health. The strategy focuses on 1) screening for risky substance abuse during preconception and pregnancy at federally qualified health centers and Title X clinics, 2) integrating family planning into drug treatment programs, 3) preventing maternal and infant exposure to secondhand tobacco smoke, and 4) advocating for improved policy. Under PSEP, BHB launched the ‘Just Hold Off’ campaign to promote smoke-free environments.

**Trauma-Informed Care** is a way of designing services to be sensitive to the needs of women who have experienced trauma during childhood – abuse, neglect, witnessing intimate partner violence or having parents who had mental illness or were incarcerated. Common symptoms of unresolved trauma—depression, anxiety, substance use, avoidance — put pregnant women at higher risk for poor birth outcomes. BHB will train service providers to incorporate practices that help clients strengthen their ability to cope with trauma and create healthy relationships with their babies.

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The BHB Initiative is sponsored by the Office of Mayor Stephanie Rawlings-Blake, the Baltimore City Health Department, and the Family League of Baltimore City, Inc. Generous funding from CareFirst BlueCross BlueShield has provided the catalyst for implementation and made infant mortality a major health priority for Baltimore City. We invite all interested parties to join the BHB network of organizations and individuals who are committed to giving each Baltimore baby the best start possible. For more information, please contact: Rebecca Dineen, Assistant Commissioner, Bureau of Maternal and Child Health, Baltimore City Health Department, 410-396-1834, or Gena O’Keefe, Director of Healthy Community Initiatives, Family League of Baltimore City, Inc., 410-662-5500.

### Donors
- Annie E. Casey Foundation
- CareFirst BlueCross BlueShield
- City of Baltimore
- The David and Barbara B. Hirschhorn Foundation
- Governor’s Office for Children
- Leonard and Helen R. Stulman Charitable Foundation
- Kennedy Krieger Institute
- Maryland Department of Health and Mental Hygiene
- Quality Health Foundation
- The Aaron and Lillie Straus Foundation
- The Abell Foundation
- The Rosenberg Foundation
- The Barbara Bush Foundation for Family Literacy
- The Blaustein Philanthropic Group
- The Quality Health Foundation
- U.S. Department of Health and Human Services, Office on Women’s Health

### Public Agencies
- Baltimore City Department of Recreation and Parks
- Baltimore City Department of Social Services
- Baltimore City Public Schools
- HealthCare Access Maryland
- Baltimore Infants and Toddlers Program (BCHD)
- Baltimore Mental Health Services
- Baltimore Substance Abuse Systems
- Circuit Court for Baltimore City
- Housing Authority of Baltimore City
- Maryland Department of Education
- Maryland Department of Health and Mental Hygiene
- Maryland Department of Labor, Licensing, and Regulation, Adult Education and Literacy Services
- Maryland Department of Public Safety and Correctional Services
- Needle Exchange Program (BCHD)
- Women, Infants and Children (WIC)

### Home Visiting Programs
- Baltimore Healthy Start
- Baltimore Medical System
- Bon Secours Baltimore Health System
- DRU/Mondawmin Healthy Families
- Maternal and Infant Care/BCHD
- The Family Tree
- The M. Peter Moser Community Initiatives Program/Sinai Hospital

### Health Providers
- Baltimore Medical System
- Chase Brexton Health Services
- Family Health Centers of Baltimore
- Harbor Hospital
- Health Care for the Homeless, Inc.
- Health Leads
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Bayview Medical Center Community Care-a-Van
- Johns Hopkins Priority Partners
- Johns Hopkins WIC Program
- Linden Medical Group Women’s Healthcare Associates
- Maryland General Hospital
- Mercy Medical Center
- Park West Medical Center, Inc.
- Planned Parenthood of Maryland
- Sinai Hospital of Baltimore
- St. Agnes Hospital
- The Johns Hopkins Hospital
- Total Health Care, Inc.
- University of Maryland Medical Center
- University of Maryland Women’s Health at Western Penn and Edmondson

### Community Partners
- Baltimore Interfaith Coalition
- Baltimore Reads
- Bethel AME Church
- Carson Research Consulting, Inc.
- Douglas Memorial Community Church
- Druid Heights Community Development Corporation
- Enoch Pratt Free Library
- Furman L. Templeton Preparatory Academy
- House of Ruth Maryland
- Jewel House, Inc.
- Kennedy Krieger Southeast Baltimore Early Head Start
- Lynne Brick’s Women’s Health and Fitness
- Maryland Family Network
- Michele’s Haven
- Muslim Community Cultural Center of Baltimore
- Park Heights Community Health Alliance
- Pennsylvania Avenue A.M.E. Zion Church
- Providence Baptist Church, Inc.
- Save-A-Lot Food Stores
- St. Vincent de Paul Head Start – Southeast Patterson Park Public Charter School
- The Coalition to End Childhood Lead Poisoning
- The Y of Central Maryland
- Union Baptist Church of Baltimore

### Academic and National Partners
- Johns Hopkins Center for Communication Programs
- Morgan State University
- Reach Out and Read
- University of Maryland Medical System Foundation
- University of Maryland School of Medicine
- University of Maryland School of Social Work
- Towson University
- Weight Watchers of North America
- The What to Expect Foundation