B’more for Healthy Babies Celebrates **Five Years of Success!**

healthbabiesbaltimore.com
We’ve Come a Long Way!

Five years ago, Baltimore had one of the worst rates of infant mortality in the country—127 babies died before their first birthdays in 2009 alone. Black babies were five times more likely to die than white babies. The city struggled to address the two leading causes of infant mortality—babies born too soon and too small, and babies dying in their sleep.

In response to this public health crisis, leaders from the corporate, nonprofit, academic and government sectors came together to launch B’more for Healthy Babies. This groundbreaking initiative, led by the Baltimore City Health Department with Family League of Baltimore and HealthCare Access Maryland, works to improve policies and services that support mothers, babies and families.

Today, the gap between black and white infant deaths is closing. B’more for Healthy Babies made history by bringing infant mortality in Baltimore to its lowest point ever (9.7) in 2012 and reducing the teen birth rate by 32 percent from 2009 to 2013.

We are committed to doing much more. With everyone’s support, Baltimore can and will become a city where every baby thrives. Remember, every baby counts on you!

Our Vision:

All Baltimore babies are born at a healthy weight, full term and ready to thrive in healthy families.

Community partners, like Angela T. Burden, MA, RN, HealthCare Access Maryland (above) and Dr. Robert Atlas, Mercy Medical Center, (right) are key to our success.
B’more for Healthy Babies is a model for citywide collaboration. Mayor Stephanie Rawlings-Blake chairs the Steering Committee, which is composed of city cabinet members and key health and community stakeholders.

A Strategic Approach

B’more for Healthy Babies’ underlying strategy is derived from social behavior change theory. We rely on the simple fact that simultaneous and integrated action on several levels is more powerful at changing health outcomes than action on one level alone.

We work at the policy, service, community and individual levels. We focus on high-impact areas—health behaviors, practices and services—where intervention will result in better birth outcomes. Everything we do is driven by data, grounded in best practices and guided by the families B’more for Healthy Babies was founded to serve. Publicly-available data from Baltimore’s Fetal and Infant Mortality Review and Child Fatality Review, as well as vital statistics, provide a structure for strategic decision-making.

We bring all key partners to the table, including community members and youth, to review data and create action plans for each high-impact area. We collaborate with citywide initiatives, such as Baltimore’s Promise and Baltimore Grade Level Reading, to align key outcomes and goals.

The B’more for Healthy Babies approach:

• Champions the voice of community members and clients in program planning.
• Builds cross-sector coalitions for strategic planning and implementation.
• Strengthens systems and streamlines interventions.
• Addresses social, economic and racial inequities that affect health over a lifetime.
• Aims for sustainable, evidence-based solutions and funding.

High-Impact Areas

Safe sleep
Smoking cessation
Substance use treatment
Family planning
Home visiting
Family literacy
Nutrition
Breastfeeding
Primary health care
Prenatal care
Mental health care
Domestic violence intervention
Healthy Neighborhoods, Healthy Families

Babies thrive in healthy communities. In a city where life expectancy can vary by 20 years depending upon where you live, B’more for Healthy Babies recognizes the importance of investing in communities to give babies the best start possible.

Neighborhood Action Teams in Upton/Druid Heights and Patterson Park North and East are inspired to act because of community-level data and what’s happening in their neighborhoods. We partner with businesses, churches and schools to spread the word about B’more for Healthy Babies community programs.

In Upton/Druid Heights, the University of Maryland Schools of Social Work and Medicine tap into the community’s assets to build a network of resources for women before, during and after pregnancy. Trained Resource Moms seek out pregnant women and provide individualized support.

One of the community champions for B’More for Healthy Babies, Antoine Dow, shares the safe sleep for babies message with other fathers. “I knew there were a lot of dads out there like me, who didn’t know anything about safe sleep,” Antoine said. He screens the SLEEP SAFE videos in his barbershop and discusses a range of other parenting and health topics.
In Patterson Park North and East, Baltimore Medical System’s community health workers and partner agencies work to lessen the cultural, language and economic barriers facing neighborhood families. Community-based programs flourish here as Hispanic families—many of them newly immigrated—are drawn to opportunities for social support, education and connections to key services.
At the heart of a healthy community, you’ll find its youngest members safely asleep—alone, on their backs and in a crib.

Of the leading causes of infant mortality in Baltimore City, an unsafe sleep environment is the most preventable. Safe sleep for infants quickly became our first priority.

Families have learned safe sleep basics on television, radio and billboards; from doctors, ministers, teachers and neighbors; in barbershops, hair salons and libraries; and in the waiting room at social services, central booking and even jury duty. We have trained more than 3,500 health care and social services providers to teach parents and caregivers the basics of safe sleep.

SLEEP SAFE features a powerful video, in which three mothers whose babies died in unsafe sleep environments share their stories. It’s shown to all women who deliver a baby at one of Baltimore’s birthing hospitals. Other campaign materials, including videos for fathers, caregivers and Spanish-speaking families, feature safe sleep advocates from Baltimore communities.

SLEEP SAFE: An Early Success

Lowest number of sleep-related infant deaths ever recorded.

27 13

2009 2014

The SLEEP SAFE media campaign was designed by the Johns Hopkins Center for Communication Programs and Mission Media, LLC of Baltimore City.
Baltimore City Teen Birth Rate

The birth rate for women ages 15 to 19 in the city of Baltimore (per 1,000 female teens)

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<th>Year</th>
<th>Birth Rate</th>
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<td>2009</td>
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U Choose: Teen Pregnancy Prevention

The Teen Pregnancy Prevention Initiative (TPPI) works to make sure that reproductive health services meet young people’s needs. TPPI has trained 150 clinicians, social workers, health educators and clinic administrators to create a youth-friendly system of care. The KnowWhatUWant/U Choose Campaign, created by teens for teens, increases their access to appropriate information, decision-making tools and improved services.

The KnowWhatUWant/U Choose campaign was designed by the Maryland Institute College of Art.
Family Support for a Healthy Pregnancy

Home visiting provides personal support to pregnant women and new moms. We have unified the city’s home visiting programs under a shared framework that uses only evidence-based models of care. A single point of entry operated by HealthCare Access Maryland has increased enrollment from 60 percent to 90 percent. The Pew Center on the States has documented our successful transition so it can be used as a model across the country. We are expanding our peer-led grief support services through an additional home visiting program for mothers who have experienced a fetal or infant loss.

The Preventing Substance-Exposed Pregnancies Collaborative promotes smoking cessation among pregnant women and smoke-free homes for families with young children. We ensure that all pregnant women are screened for tobacco use and exposure to secondhand smoke during their prenatal visits. We are successfully integrating substance use and family planning services. We are scaling up evidence-based screening on substance and tobacco use at federally qualified health centers and family planning clinics. At drug treatment programs, we are making reproductive health counseling part of the standard of care.

Our Just Hold Off campaign reminds people to avoid smoking around young children and pregnant women. Messages are featured on bus shelters, billboards, bus interiors and other outdoor media.
The **Family Literacy Coalition** integrates activities to improve parent-infant interaction into home visiting, WIC, Early Head Start and social services. Parents are encouraged to talk, play, read, sing and write with their babies. We want all Baltimore babies to be ready to succeed in school.
Supportive Communities
Before and After Pregnancy

Pregnant women and mothers support each other in our community-based programs. B’more Fit for Healthy Babies offers nutrition counseling and fitness classes to help new mothers lose weight, get in shape and build healthy eating habits for their families. Participants have lost a total of 5,000 pounds in three years!

Literacy, Empowerment, Community

B’more for Healthy Babies adapted the What to Expect Foundation’s Baby Basics prenatal education program—a comprehensive approach that includes a pregnancy book, planner and Moms Clubs for pregnant women to meet, learn and discuss prenatal and parenting issues. Over 100 providers are involved, and there are 10 Moms Clubs throughout the city.
What’s Next for B’more for Healthy Babies?

Although fewer infants are dying in Baltimore City, far too many babies still do not live to see their first birthday. Our goal is to reduce infant mortality even further by:

• Working with youth to develop a health and wellness strategy that ensures a healthy population from birth onward.
• Eliminating sleep-related infant deaths.
• Reducing prenatal smoking rates and promoting smoke-free homes.
• Decreasing teen pregnancy and poor birth spacing by ensuring all women and teens have access to effective contraception.
• Increasing use of services and eliminating racial disparities through neighborhood input and trauma-informed strategies.
• Supporting mothers who have experienced a fetal or infant loss.

By the Numbers (2010-2014)

100+ Partners of B’more for Healthy Babies programs
26 Donors who have funded our programs
2,284 Fans of B’more for Healthy Babies Facebook page
50 million Impressions of media messages on safe sleep and smoke-free environments

12 Cities and states replicating our strategies or materials
$13.5M Funds donated by foundations, corporate giving and government
7,000 Families served by home visiting programs
10,000 Baby Basics books distributed to pregnant women
Partners

Donors
- CareFirst BlueCross BlueShield
- Centers for Disease Control and Prevention
- City of Baltimore
- CVS Health
- de Beaumont Foundation
- Governor’s Office for Children
- Leonard and Helen R. Stulman Charitable Foundation
- Lockhart Vaughan Foundation, Inc.
- March of Dimes
- Maryland Department of Health and Mental Hygiene
- Maryland State Department of Education
- National Fetal and Infant Mortality Review Program
- Share Our Strength
- The Aaron Strauss and Lillie Strauss Foundation, Inc.
- The Abell Foundation
- The Annie E. Casey Foundation
- The Barbara Bush Foundation for Family Literacy
- The Blaustein Philanthropic Group
- The David and Barbara B. Hirschl Foundation
- The Harry and Jeanette Weinberg Foundation, Inc.
- The National Association of County and City Health Officials
- The Rosenberg Foundation
- The United Way of Central Maryland
- U.S. Department of Health and Human Services, Office on Women’s Health
- Wright Family Foundation
- Zarvel and Isabelle Krieger Fund

Public Agencies
- Baltimore City Department of Recreation and Parks
- Baltimore City Department of Social Services
- Baltimore City Fire Department
- Baltimore City Public Schools
- Baltimore City State’s Attorney’s Office
- Baltimore City Department of Education
- Baltimore Infants and Toddlers Program (BCHD)
- Baltimore Police Department
- Behavioral Health System Baltimore
- Bureau of HIV/STD Services (BCHD)
- Bureau of Maternal and Child Health (BCHD)
- Bureau of School Health (BCHD)
- Circuit Court for Baltimore City
- Housing Authority of Baltimore City
- Maryland Department of Education
- Maryland Department of Health and Mental Hygiene
- Maryland Department of Human Resources
- Maryland Department of Juvenile Services
- Maryland Department of Labor, Licensing and Regulation’s Adult Education and Literacy Services Program
- Maryland Department of Public Safety and Correctional Services
- Maryland State Department of Education
- Mayor’s Office of Criminal Justice
- Mayor’s Office of Human Services
- Needle Exchange Program (BCHD)
- Office of Chronic Disease Prevention (BCHD)
- Office of the Chief Medical Examiner
- Office of Youth Violence Prevention (BCHD)
- OneBaltimore
- Women, Infants and Children (WIC) Program (BCHD and Johns Hopkins)

Health Care and Home Visiting Partners
- Amegroup
- Baltimore Healthy Start, Inc.
- Baltimore Medical System, Inc.
- Bon Secours Baltimore Health System
- Chase Brexton Health Services, Inc.
- DRI/Mondawmin Healthy Families, Inc.
- Early Head Start
- Family Health Centers of Baltimore
- Gaudenzia
- Health Care for the Homeless, Inc.
- Health Leads
- Institute for Behavior Resources, Inc.
- Jai Medical Systems
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Bayview Medical Center Community Care-a-Van
- Johns Hopkins Center for Addiction and Pregnancy
- Johns Hopkins Children’s Center
- Johns Hopkins Community Physicians
- Johns Hopkins Hospital
- Johns Hopkins Outpatient Center
- Maternal and Infant Care Program (BCHD)
- MedStar Franklin Square Medical Center
- MedStar Harbor Hospital
- Mercy Medical Center
- Park West Medical Center, Inc.
- Planned Parenthood of Maryland
- Priority Partners MCO
- Recovery Network
- Riverside Health, Inc.
- Sinai Hospital / W. Peter Moser Community Initiatives
- St. Agnes Hospital
- The Family Tree
- Total Health Care, Inc.
- University of Maryland Medical Center
- University of Maryland Women’s Health at Western-Penn and Edmondson

Community Partners
- Abilities Network
- Baltimore Child Abuse Center
- Baltimore City Child Care Resource Center
- Baltimore City Early Childhood Advisory Council
- Baltimore Grade Level Reading Campaign
- Baltimore Interfaith Coalition
- Baltimore Orioles
- Baltimore’s Promise
- Baltimore Ravens
- Bethel AME Church
- Brick Bodies Health Clubs
- Caron Research Consulting, Inc.
- Center for Infant and Child Loss
- Community Connections
- Douglass Memorial Community Church
- Druid Heights Community Development Corporation
- Elevate Baltimore
- Enoch Pratt Free Library
- Family League of Baltimore
- Furman L. Templeton Preparatory Academy
- Gay, Lesbian, and Straight Education Network Baltimore
- Gold Apple Services
- Grand Historic Venue
- Green and Healthy Homes Initiative
- Group Ministries
- Head Start
- HealthCare Access Maryland, Inc.
- House of Ruth Maryland
- Jewell House, Inc.
- Judy Centers
- Kennedy Krieger Southeast Baltimore Early Head Start
- Maryland Family Network
- Metropolitan United Methodist Church
- Michele’s Haven
- Mission Media
- Mother Goose on the Loose, Inc.
- Muslim Community Cultural Center of Baltimore
- New Vision House of Hope, Inc.
- Operation PULS
- Park Heights Community Health Alliance
- Patterson Park Public Charter School
- Pennsylvania Avenue A.M.E. Zion Church
- Port Discovery Children’s Museum
- Providence Baptist Church, Inc.
- Radio One, Inc.
- Raising a Reader, Baltimore
- Reach Out and Read, Baltimore
- Ready at Five
- Roberta’s House
- Save-A-Lot Food Stores
- Safe Kids Baltimore
- Southeast Community Development Corporation
- St. James Episcopal Church
- St. Vincent de Paul Head Start
- The Center for Mindful Awareness
- The Fund for Educational Excellence
- The Y of Central Maryland
- Union Baptist Church of Baltimore
- West Baltimore CARE

Academic and National Partners
- American Academy of Pediatrics
- American Heart Association, Maryland
- Baltimore Education Research Consortium
- Bixby Center for Global Reproductive Health
- CityMatCH
- Cribs for Kids
- Healthy Teen Network
- Johns Hopkins Center for Adolescent Health
- Johns Hopkins Center for Communication Programs
- Johns Hopkins Center for Salud/Health and Opportunity for Latinos
- Johns Hopkins Center for Urban Environmental Health and the Environmental Justice Partnership, Inc.
- Johns Hopkins School of Nursing
- Johns Hopkins School of Public Health
- Johns Hopkins Strong Start
- Maryland Institute and College of Art
- Morgan State University
- National Center for Trauma-Informed Care/SAMHSA
- Tamarack Institute
- The What to Expect Foundation, Inc.
- TOPS, Inc.
- Towson University
- University of Maryland Baltimore County
- University of Maryland Baltimore/UMB Foundation
- University of Maryland Family-Informed Trauma Treatment Center
- University of Maryland School of Medicine
- University of Maryland School of Social Work
- Weight Watchers International, Inc.

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