

Office of Minority Health

Primary Activities Related to Preterm Birth Prevention

Chazeman S. Jackson, PhD, MA
Health Science Advisor
Office of Minority Health
U.S. Department of Health and Human Services

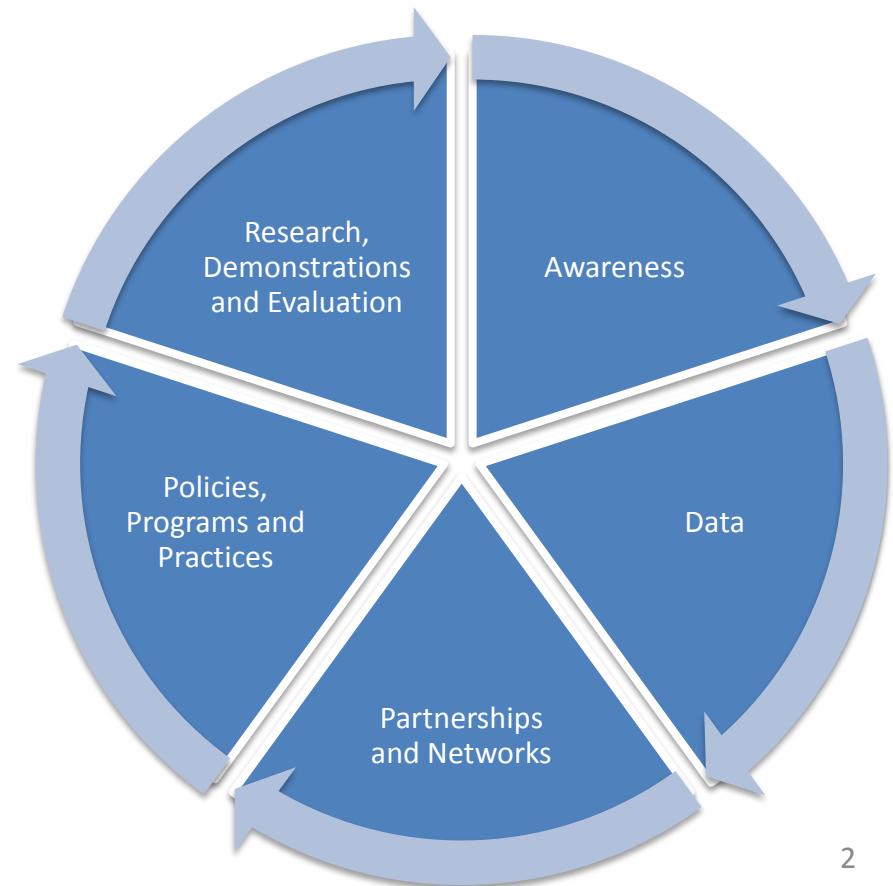
Secretary's Advisory Committee on Infant Mortality
August 10, 2015

About the Office of Minority Health (OMH)

OMH Mission

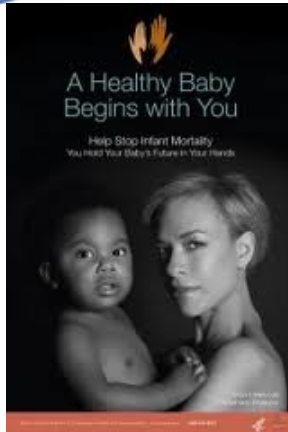
To improve the health of racial and ethnic minority populations through the development of health policies and programs that will help eliminate health disparities.

OMH Functions



OMH's Role in Improving Birth Outcomes

- Promote preconception health by supporting programs that address racial and ethnic disparities.
 - Encouraging healthy behavior across the lifespan.
 - Increasing public awareness of the importance of preconception health behaviors and preconception care services by using information and tools appropriate across various ages; literacy; and cultural and linguistic contexts.
 - Preterm birth prevention – increase awareness and education among individuals of childbearing age.
- Partner and collaborate with community-based, health and health care organizations with aligned objectives.



A Healthy Baby Begins with You

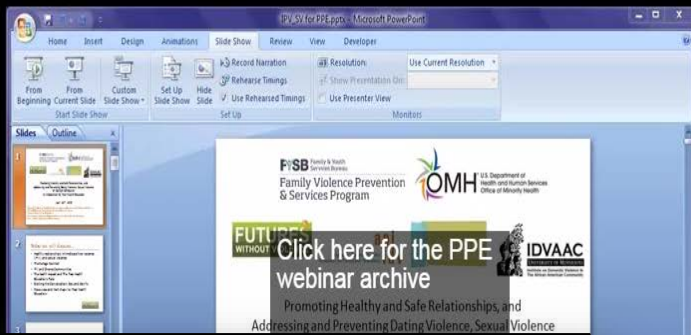
- National campaign to raise awareness about infant mortality with an emphasis on the African American community

Preconception Peer Educators (PPE) Program






- Reach the college-age populations with targeted health messages emphasizing preconception health and health care
- Train college students as peer educators to educate peers and community at-large
- Since 2008, nearly 2,400 undergraduate students have been trained at over 90 colleges and universities across the country



PPE Training & Certifications



Preconception Peer Educators Webinar Series by HHS Office of Minority Health • 1/6 videos

- 1  Promoting Healthy and Safe Relationships Addressing and Preventing Dating Violence (May) HHS Office of Minority Health
- 2  Text4Baby - #NMHM15 Resources and Materials (April 2015) HHS Office of Minority Health
- 3  Fathers Matter (January 2015) HHS Office of Minority Health
- 4  Text4Baby: A Resource in Your Community (December 2014) HHS Office of Minority Health
- 5  Preconception Peer Educators Program Social Media Overview (September 2014) HHS Office of Minority Health

CERTIFICATE OF COMPLETION PRECONCEPTION PEER EDUCATOR TRAINING



CERTIFICATE OF RECOGNITION PRECONCEPTION PEER EDUCATOR PROGRAM



LEVEL 1

- PPE Training

LEVEL 2

- One (1) Recruitment Event
- One (1) Training Event
- Two (2) Campus Activities
- One (1) Community Activity
- Webinars: must attend a minimum of 6 live or 8 archived sessions

Current PPE Site Models

	State	Campus	Community
Lead	State funded/partially funded position	Volunteer Faculty Advisor	CBO staff – often former PPE
Funding	Funds for training and materials from state	In-kind donations or small campus funding	Minimal funding through similar program (e.g., Healthy Start)
Key to Success	Strong state lead for guidance and training – consistent support to faculty advisor	Committed, self-motivated campus advisor	Committed CBO staff and good relations with partner school

Partnership Highlights

The Office of Minority Health Resource Center partners with the National Healthy Start Association on the “Baby Buggy Walk in the Park”, an infant mortality awareness initiative targeting low-income women of color and their families.

Goals of Baby Buggy Walk in the Park:

- Raise awareness in communities about disparities in infant mortality rates and what can be done at individual, family and community levels to reduce infant mortality;
- Influence positive health behaviors among target populations and reinforce the connection between preconception health and better birth outcomes;
- Build local, regional and national support for Healthy Start's infant mortality prevention initiatives across sectors and across cities;
- Promote exercise and personal achievement of health and fitness goals by coordinating a walk for event attendees of all ages and abilities.



Preterm Birth Prevention Strategies

- Promote preconception health as a key intervention to improve birth outcomes.
 - Improve the knowledge, attitudes and behaviors of women and men of childbearing age.
- Partner strategically with community, health and health care organizations to eliminate the disproportionate burden of infant mortality among racial and ethnic minority groups.



Office of Minority Health

U.S. Department of Health and Human Services

1101 Wootton Parkway, Suite 600

Rockville, MD 20852

(240) 453-2882 or (800) 444-6472

www.minorityhealth.hhs.gov

Connect with OMH on social media:



[@MinorityHealth](https://twitter.com/MinorityHealth) (English); [@SaluddeMinorias](https://twitter.com/SaluddeMinorias) (Spanish)



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