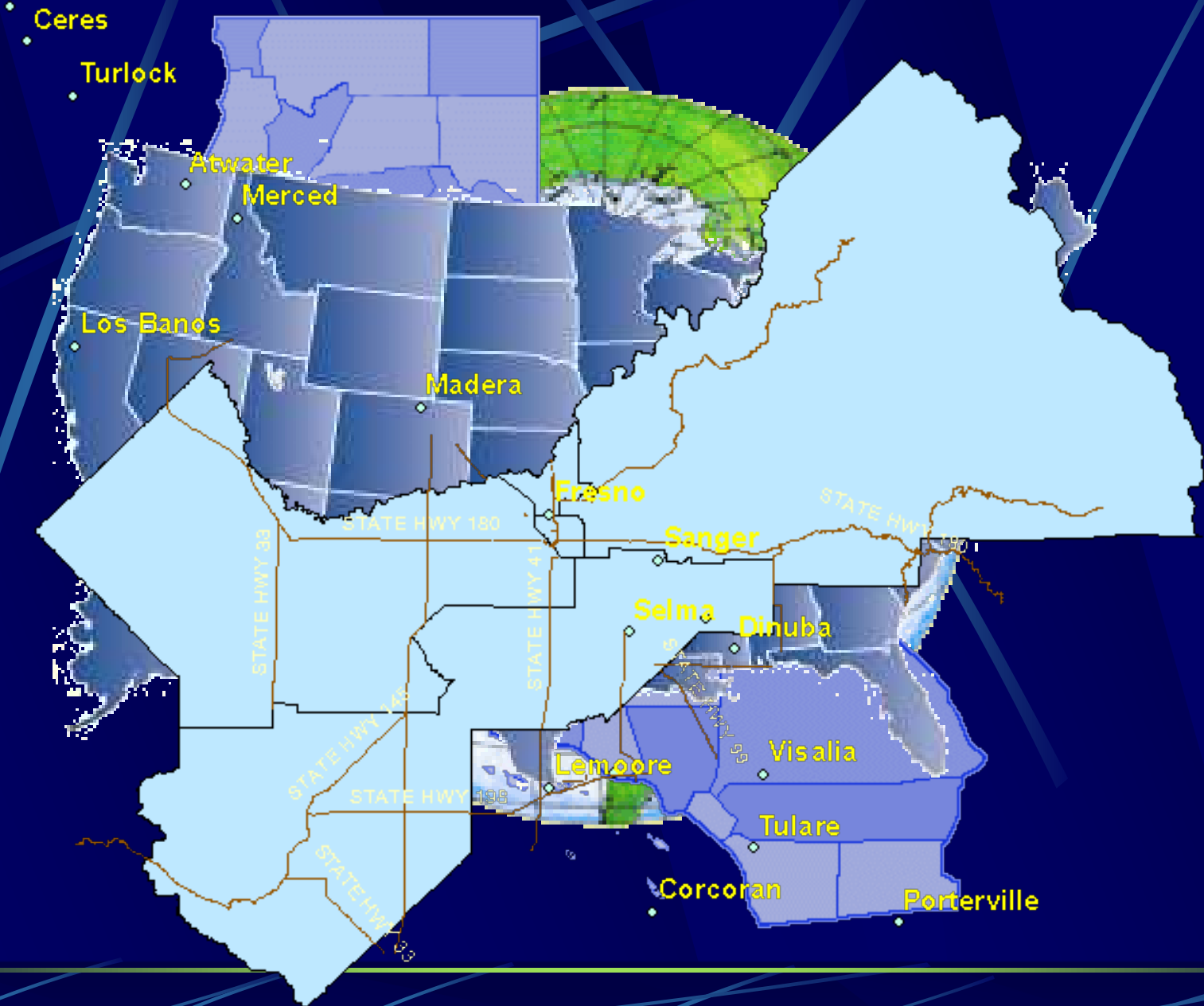


Successful Perinatal Outreach Strategies in Fresno County

Rebecca Carabez, PhD, RN
Interim Director
Maternal, Child and Adolescent Health
County Of Fresno

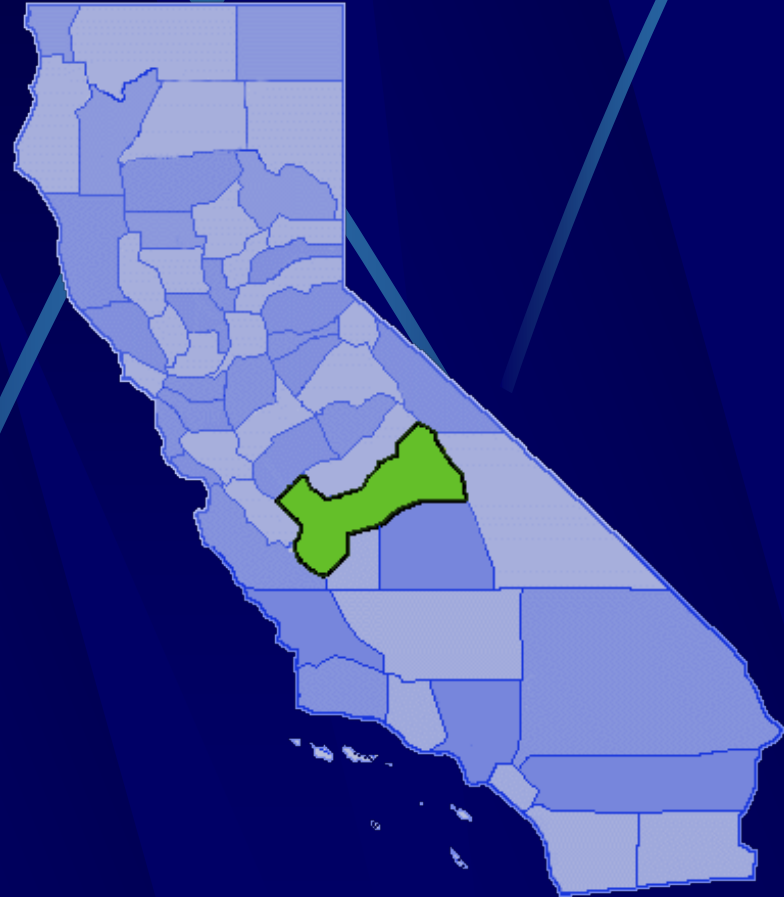




Fresno County, California

Fresno County is one of the most fertile, agricultural regions in the nation.

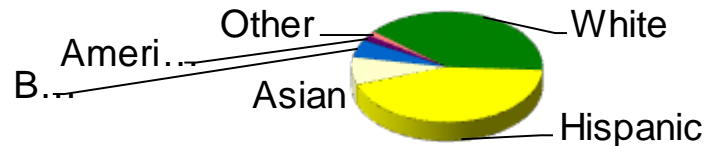
Fresno County is one of 58 counties in California. In 2002, Fresno County grossed over three billion dollars from the production of over 250 different commercial crops. Fresno County encompasses rural, suburban, and urban environments.



Fresno County Population

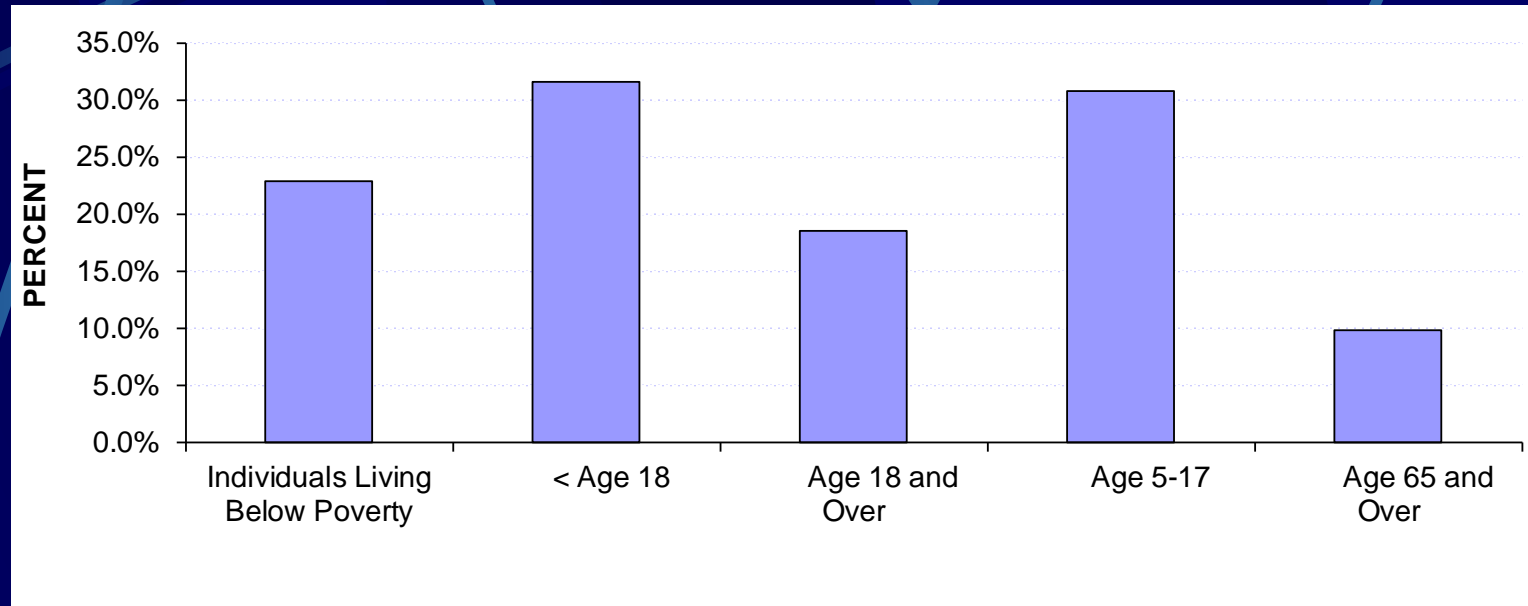
2000 census reflects that there were 799,407 in Fresno County as follows:

- White (39.7%)
- African American (5.3%)
- Asian (8.1%)
- Hispanic (44.0%)
- American Native (1.6%)
- other (1.3%)



Source: U.S. Census Bureau, Census 2000

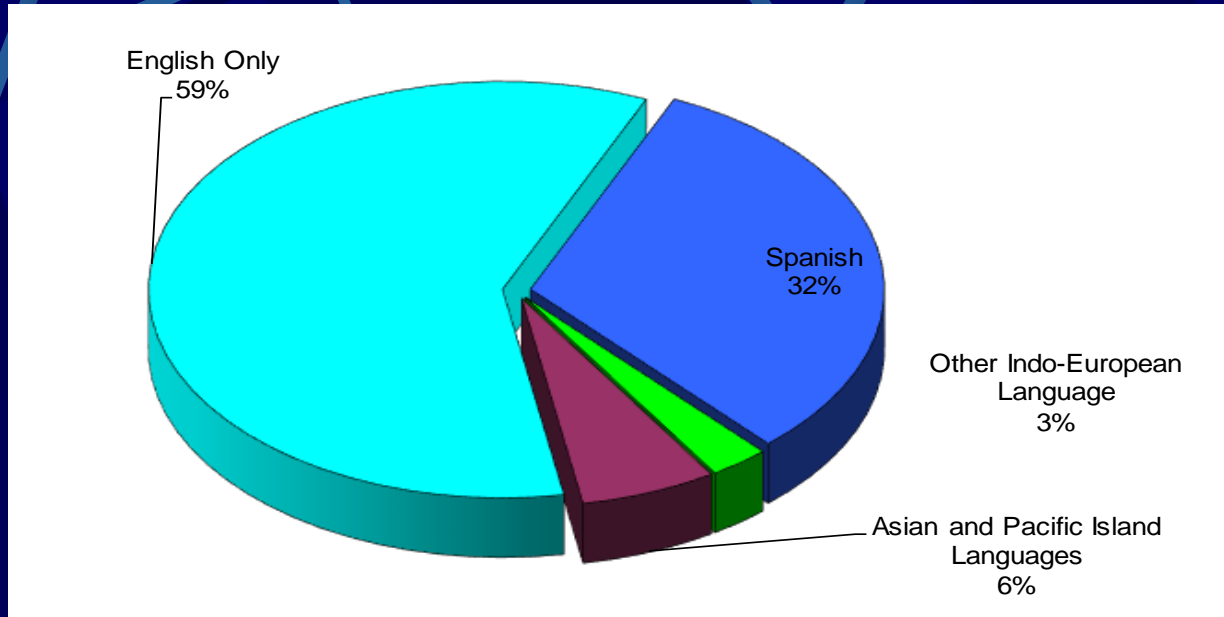
Individuals In Fresno County Living In Poverty By Age (%)



Fresno County is one of the poorest counties in California.

32% of children under age 18 in Fresno County live in poverty.

Language Spoken at Home

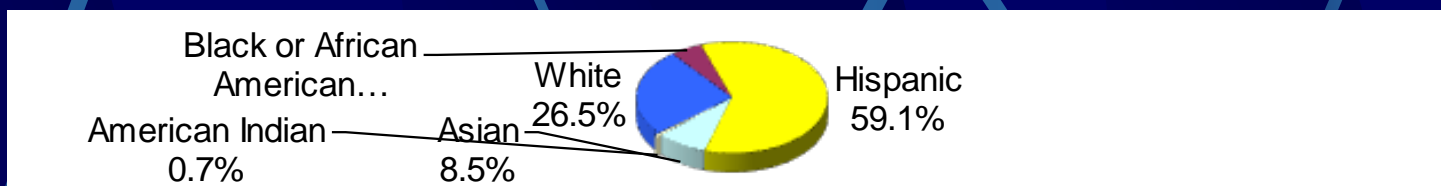


41% speak English as a second language (ESL) and 20.7% speak English less than "very well"

5 threshold languages English, Spanish, Hmong, Lao, Khmer

Source: U.S. Census Bureau, Census 2000 Fresno County

Fresno County Births by Race of Mother, 2001



Women of reproductive age make up 21.9% of the population.

Medi-Cal was the payor source for 71% of deliveries.

Source: U.S. Census Bureau, Census 2000

Low Birth Weight Births (<2500 Grams) in California and Fresno County, 1991 – 2001 (%)

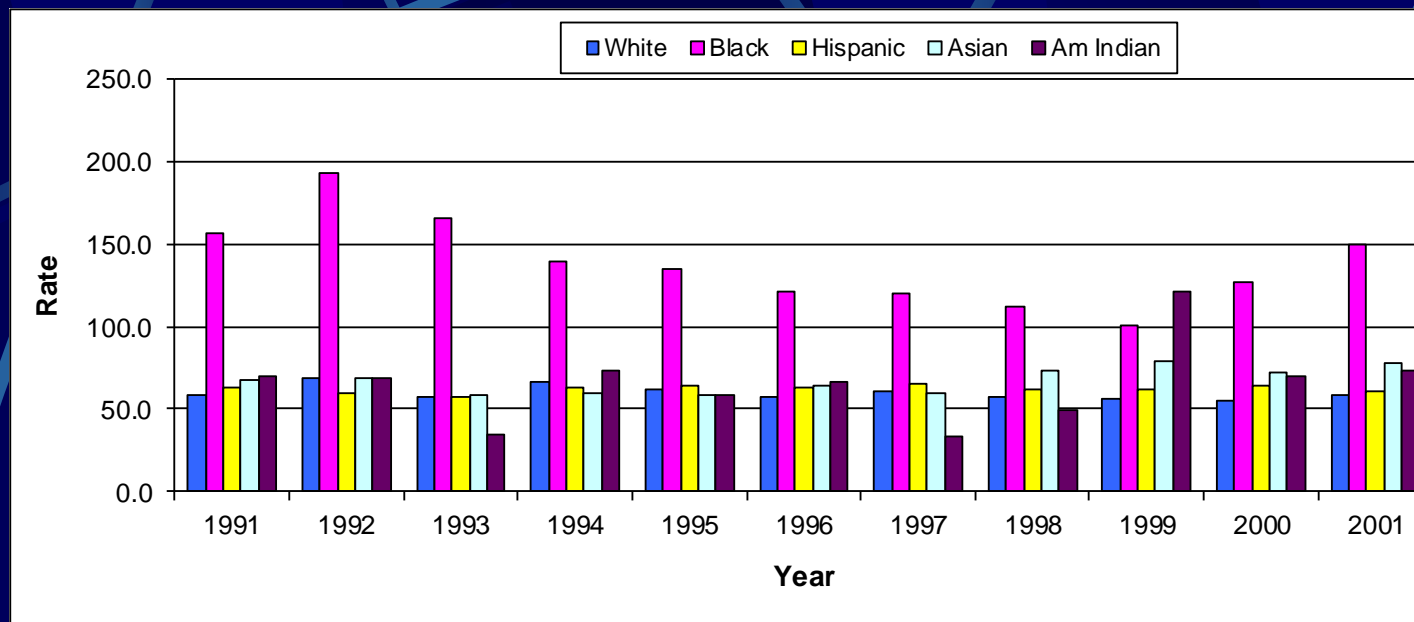
Over a three year average from 1999-2001, Fresno County ranked 47th in the state for infants born with low birthweight.

	California	Fresno County	African American	
Year	%	%	%	
1991	5.8	6.8	15.7	5.0
1996	6.1	6.5	12.2	
2001	6.3	6.6	14.9	

Source: [http://www.ucsf.edu/fhop/dataport/perinatal/fresno/DB0110FR COUNTY](http://www.ucsf.edu/fhop/dataport/perinatal/fresno/DB0110FR_COUNTY)

Healthy People 2010 objective is to reduce low birth weight births to 5.0 percent.

Low Birth Weight Race/Ethnicity by Rate Per 1,000 Live Births, Fresno County, 1991 - 2001



2001, low birth weight rate per 1,000 live births distribute among racial/ethnic groups as follows:

- African-American (149.2)
- Asian (77.5)
- Hispanic (60.5)
- American Indian (73.7).
- White (58.6)

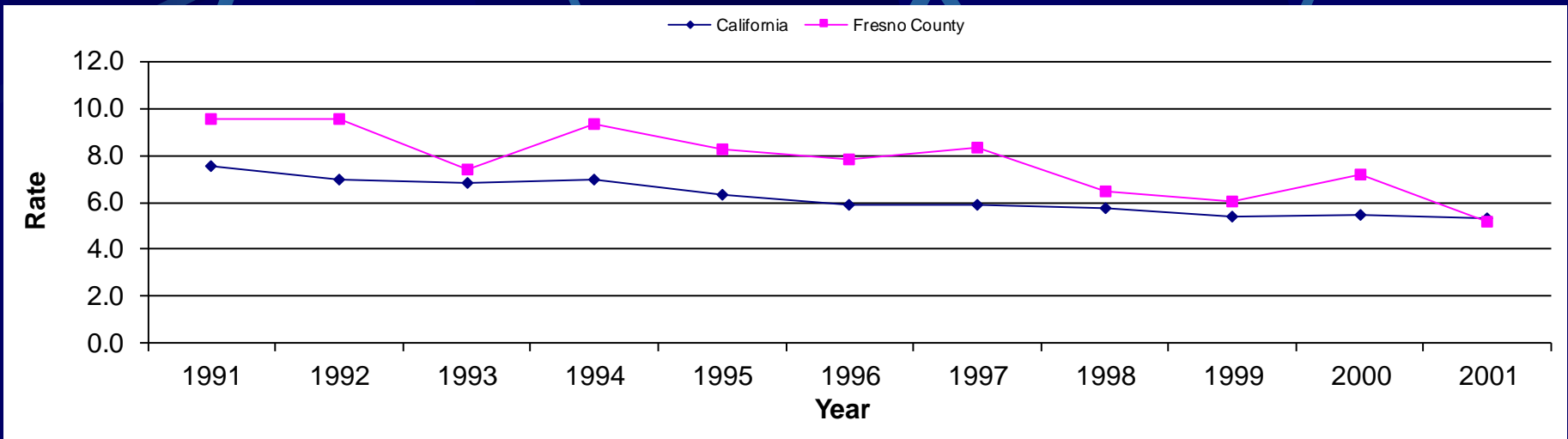
Infant Deaths (Age Less Than 1 Year) and Infant Mortality Rates per 1,000 Live Births by Year, California and Fresno County, 1991-2001

			California	Fresno County	African American
Year			Rate	Rate	Rate
1991			7.5	9.6	21.2
1996			5.9	7.9	20.5
2001			5.3	5.2	13.0

Source: <http://www.ucsf.edu/fhop/dataport/perinatal/fresno/DB0110FR> COUNTY

* Healthy People 2010 aims to reduce the annual infant mortality rate per 1,000 live births to 4.5.

Infant Mortality Rate Per 1,000 Live Births by Year, California and Fresno County, 1991-2001



Source: <http://www.ucsf.edu/fhop/dataport/perinatal/fresno/DB0110FR> COUNTY

The infant mortality rate per 1,000 live births in Fresno County has consistently been higher than the California rate within the last decade.

Infant Mortality Rate Per 1,000 Live Births in Fresno County by Race/Ethnicity, 1991-2001



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Infant Mortality Rate Per 1,000 Live Births in Fresno County by Race/Ethnicity, 1991-2001

(Continued from previous slide)

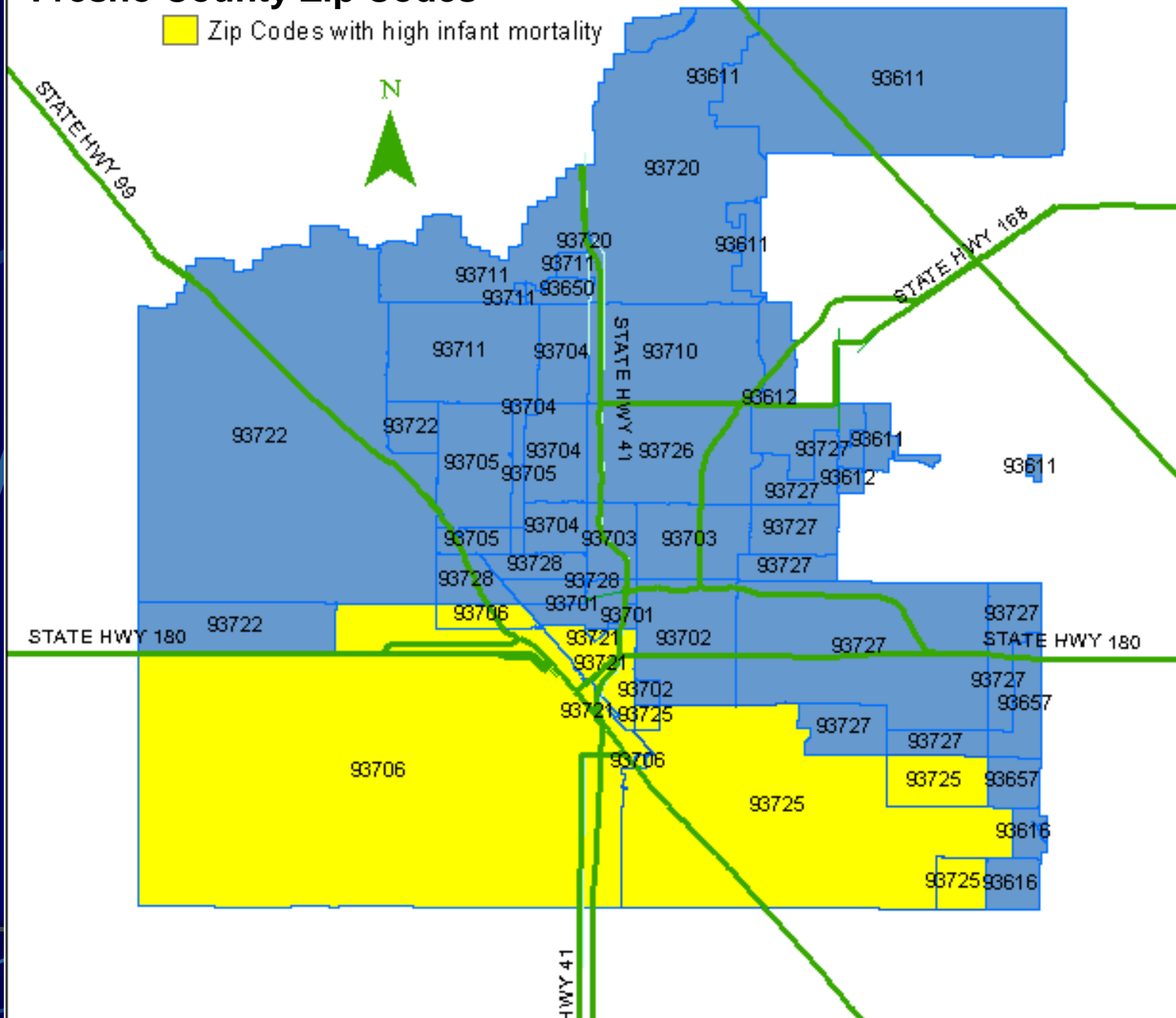
Year 2001 infant mortality rates:

- African American (13.0)
- Whites (5.5)
- Hispanics (4.4)
- Asians (4.9)

From 1992-2001, the infant mortality rate among African Americans fell from 40.3 per 1,000 to 13.0 per 1,000, a 46% reduction.

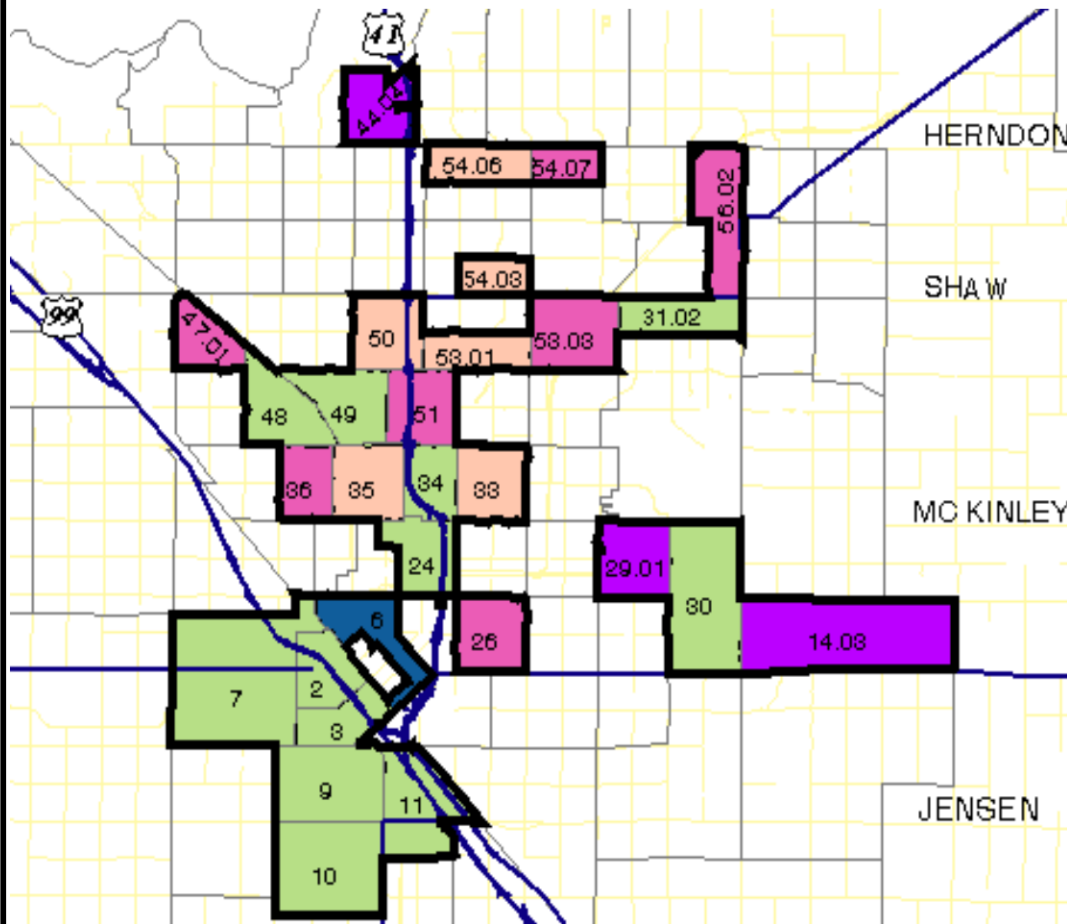
Fresno County Zip Codes

Zip Codes with high infant mortality



Healthy Start Project

By Racial/Ethnic Disparities in Infant Mortality Rates: 1996 - 1998



Infant Mortality Rate 1996 - 1998

Project Area: 12.4 deaths/1000 births

Fresno County: 7.4 deaths/1000 births

- White IMR over 10.8
- Hispanic IMR over 10.8
- African American IMR over 10.8
- White and Hispanic IMR over 10.8
- White, African American, and Hispanic IMR over 10.8
- Proposed Project Area

Census tracts are colored by specific group or groups meeting or exceeding the IMR cutoff value of 10.8 deaths/1000 births 1996 - 1998.

Source: Automated Vital Statistics System, Fresno County Department of Community Health, Maternal, Child and Adolescent Health Division 03/23/2001

Neighborhood Outreach Characteristics

- **Metro Fresno lacks single ethnic neighborhoods**
- **Poverty is the common factor**
- **Families live where they can find/afford low-income housing**

Outreach Locations

Street outreach canvasses a variety of locations, including:

- Apartments and houses
- Laundromats
- Grocery stores
- Adult education classes
- Child care centers
- Head Start centers

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Outreach Locations

(Continued from previous slide)

- **Migrant camps**
- **Schools when parent meetings are scheduled**
- **Community activities involving children and families**
- **Block parties/health fairs**
- **Fresno Community College**
- **Fresno Zoo**



Branding a Name in Fresno

Multimedia Outreach Efforts

Multimedia outreach efforts to sustain Babies First identity and message in the community and advertise program services include:

- TV/radio PSAs
- Billboards
- Posters
- Movie theater advertising
- Mall posters
- Brochures
- Bus Advertising (Interior and Exterior)

Stay alcohol and drug free during pregnancy



children
suffer the
most



Fresno County Human Services System,
Department of Community Health,
Maternal, Child & Adolescent Health



Uniting Fresno for Healthy Communities



Moms & Kids Hotline
1-800-640-0333

- Pregnancy Services
- Help Find a Doctor
- Getting Medi-Cal
- Breastfeeding Support
- Health Check-Ups for Children
- Domestic Violence Hotline
- Drug and Alcohol Support Services
- Immunizations
- Family Planning
- WIC



Fresno County Human Services System
Department of Community Health, Maternal, Child & Adolescent Health
MCH Allocation No. 200110



Línea de servicios para madres y niños
1-800-640-0333

- Servicios para embarazadas
 - Ayudamos a encontrar un doctor
 - Ayudamos con Medi-Cal
 - Información sobre amamantar
- Exámenes para niños
- Línea de emergencia de violencia doméstica
- Servicios de apoyo a problemas de drogas y alcohol
- Vacunas
- Planificación familiar
- WIC

Giving Babies Only The Best

Why We Must Help New Mothers Make The Breastfeeding Choice



*Uniting Fresno for
Healthy Communities*

People Who Care. People Who Help. People You Can Trust.

WE NEED YOUR HELP

Please help us our efforts to give more babies a healthy beginning. There is how you, your church or your organization can get involved.

- Encourage women to see a doctor as soon as they know they are pregnant.
- Help pregnant women or mothers and their babies get to their medical appointments.
- Help women not to use tobacco, alcohol or other drugs during and after pregnancy and to avoid second-hand smoke.
- Encourage teens to stay in school and delay becoming parents before they are ready.
- Tell pregnant and parenting women and their families about the Black Infant Health program. They can call the Baby First Moms and Baby Mothers, 1-800-441-0033, to get the care they need.
- Join the Program RMI Leadership Coalition. Call 445-8515 to find out more.



"My nurse helped me be a good mother."



CONTACT INFORMATION

The staff of Black Infant Health can be reached Monday through Friday from 9 a.m. to 4 p.m. including holidays at [404-441-0033](tel:404-441-0033).

BLACK INFANT HEALTH MISSION

"To provide coordinated, caring leadership to improve infant mortality and communication and to build self-esteem through education, collaboration, and partnership, mobilize resources, build capacity, disseminate information to promote healthy families and reduce infant mortality."



State of Georgia
Department of Community Health
Division of Child & Adolescent Health

1285 6th Street
Atlanta, GA 30303
Phone: (404) 441-0033; Fax: (404) 441-0049
Atlanta and Out-Of-State: 1-800-441-0033
www.blackinfanthealth.org

Division of Child Health
Division of Community Health
Division of Adolescent Health



People Who Care,
People Who Help,
People You Can Trust.

HEALTHY BEGINNINGS

FOR
AFRICAN-AMERICAN
BABIES, MOTHERS & FAMILIES



BLACK INFANT HEALTH
A program of Special County Public Health

Don't risk your baby's life.

STOP SMOKING NOW!

1-800-640-0333

Moms' & Kids' Hotline



Leading Parents For Healthy Communities



Preston County Human Services System, Department of Community Health, Maternal, Child & Adolescent Health

Part of the California Department of Health Services, Maternal and Child Health Branch, Allocation No. 200700





You don't have to feel so sad.

LEARN ABOUT DEPRESSION.

www.BabiesFirstFresno.com



Working Together For Healthy Communities

Fresno County Department of Community Health, Maternal, Child & Adolescent Health | Funded under the California Department of Health Services, Maternal and Child Health Branch, Allocation # 1-1-0000





I'm so glad I found Babies First.

Babies First will help.
1-800-640-0333



Using Public, No-Money-Commitment



Fresno County Human Services System, Department of Community Health, Maternal, Child & Adolescent Health
Funded under the California Department of Health Services, Maternal and Child Health Branch, Allocation No. 2001.10

crank a

los niños
son los que
más sufren

llame a Babies First
1-800-640-0333



Fresno County Human Services System, Department of Community Health, Maternal, Child & Adolescent Health
Funded under the California Department of Health Services, Maternal and Child Health Branch, Allocation No. 200110



Early Intervention in Perinatal Substance Abuse

*A Community Wide Approach to Improve
the Health of Infants and Children*



*Uniting Fresno for
Healthy Communities*

*People Who Care.
People Who Help.
People You Can Trust.*

Physicians Are the Key to Success

- Physicians have the most influence over women using tobacco, alcohol and other drugs in their acceptance of treatment.
- Screening using the 4 P's Plus[®] is most successful when it is integrated into the context of primary care during the perinatal period.
- The Fresno County Department of Community Health, Maternal Child and Adolescent Health provides technical assistance and consultation to perinatal providers in implementing this simple screening into their regular maternal case program including staff inservice opportunities and billing options for Medi-Cal's Comprehensive Perinatal Services Program (CPSP).



"Eliminating maternal smoking may lead to a 10% reduction in all infant deaths and a 12% reduction in deaths from perinatal conditions."

*"Women and Smoking,"
A Report of the Surgeon General, 2001.*



Photo: Kelly Patterson



Scared Pregnant Need help?

Call Babies First
1-800-640-0333

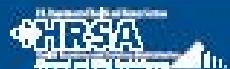


Babies First

Using Funds For Healthy Communities



Fresno County Human Services System, Department of Community Health, Maternal, Child & Adolescent Health
Funded under the California Department of Health Services, Maternal and Child Health Block, Allocation No. 200110





I'm so glad I found Babies First.

Babies First will help.
1-800-640-0333




Using Public for Healthy Communities



Fresno County Human Services System, Department of Community Health, Maternal, Child & Adolescent Health
Funded under the California Department of Health Services, Maternal and Child Health Branch, Allocation No. 2001.10





You don't have to feel so sad.

LEARN ABOUT DEPRESSION.

www.BabiesFirstFresno.com



Making Pregnancy For Healthy Babies®

Produced with the Department of Community Health, National, CHM & Maternal Health | Funded under the Cal State Department of Health Services, Maternal and Child Health Program, & Bureau No. 30004



Media advertising in 2003

■ TV	1933
■ Radio	4199
■ Billboards	45
■ Malls	6
■ Movie	26460
■ Bus	40
■ Interiors	100

Black Infant Health

Additional sources of outreach to find Black Infant Health clients:

- **African-American churches**
- **Beauty shops**
- **Health fairs (often held on Sundays)**

Moms and Kids Toll-Free Hotline

- Title V funded and required
- 1-800 number (1-800-640-0333)
- 24 hours a day
- Available in English, Spanish, and Hmong
- Advertised in TV/radio PSAs, on brochures, billboards and posters, and on business cards distributed at community events
- 111 calls received between July 1 thru September 30, 2004

Continues on to next slide ►

Menu options:

(Continued from previous slide)

- **Domestic violence emergency shelter**
- **Pregnancy services (finding a doctor, getting Medi-Cal)**
- **Babies and children (health checkups, immunizations)**
- **Breastfeeding information**
- **Drug and alcohol support services**
- **Family planning**
- **WIC**

Street Outreach

Street outreach is conducted by a team of six Community Health Outreach Workers (CHOWs) who speak the languages of the target population. The CHOWs follow one another through the Healthy Start project area using a designated route. Languages spoken are:

- Spanish
- English
- Hmong

Community Health Outreach Workers (CHOWs)

- One African American
- Two Hmong
- Three Hispanic

The CHOWs are very visible in Healthy Start project areas

Community Health Outreach Workers (CHOWs)

CHOWs provide enabling services:

- **Transport clients to medical appointments**
- **Use cell phones to make appointments/find a provider**
- **Serve as translators**

Care Coordination

Care Coordination is part of the Perinatal Outreach and Education Unit

- Perinatal education, including antepartum, postpartum, well woman and infant care
- Linkage to pregnancy-related services
- Transportation to medical appointments
- Interpreting assistance
- Nutrition education

Continues on to next slide ►

Care Coordination

(Continued from previous slide)

- **Breastfeeding education and support**
- **Child injury prevention, including car safety**
- **Awareness for perinatal depression, substance abuse, tobacco education, domestic violence**
- **Parenting education**
- **Well-woman health education**

Issues found through outreach:

- **Transportation**
- **Language**
- **Poverty**
- **Lack of child care**
- **Fear of the INS/fear of any government program**
- **Depression or other mental health issues**
- **Domestic violence**
- **Substance abuse issues**
- **Unstable housing**

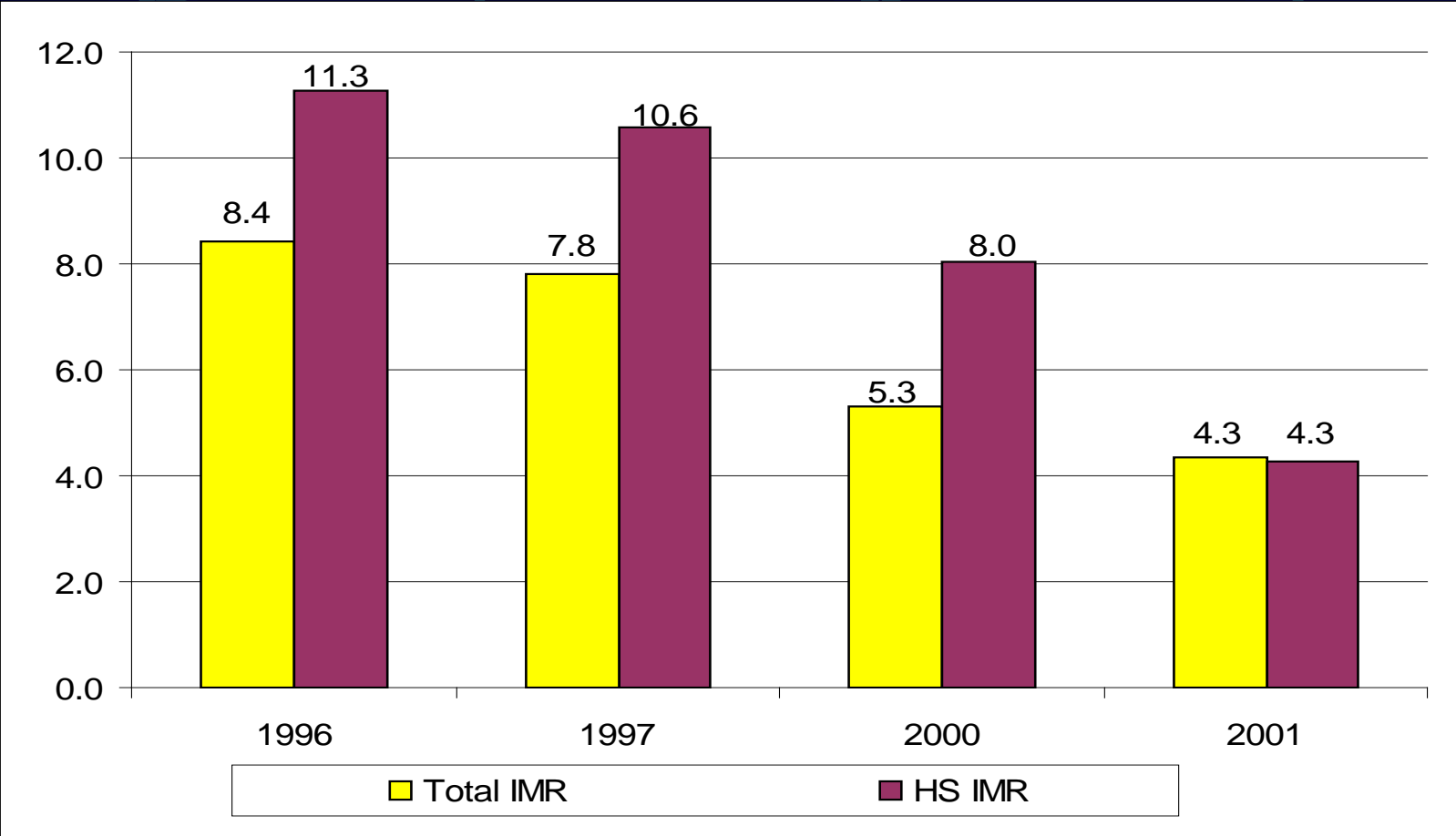
Transportation provided during period July 1 thru September 30, 2004

■ Total transportation	129
■ Rural	59
■ EOC	108
■ to OB appts	75
■ to DCC	23
■ to WIC	9
■ to Children's Hospital	4
■ to labs	6
■ to the Pediatrician	9
■ Bus tokens per month	200

Total Outreach in 2003

Babies First reached over 100,000 people through street outreach, health fairs, neighborhood block parties, Moms & Kids Hotline and media advertising.

Infant Mortality Rate Per 1,000 by Census Tract in Fresno County, Years 1996, 1997, 2000, and 2001



* The above data does not include out-of-county births to residents

Thank you for your time

Questions?

For More Information:

Rebecca Carabez, PhD, RN

Interim Director

Maternal Child and Adolescent Health

County of Fresno

PO Box 11867

Fresno, California 93775

(559) 445-3307

Email: rcarabez@co.fresno.ca.us

