



**Best Babies Zone Initiative:
A place-based, multi-sector approach to addressing
infant mortality**

**Secretary's Advisory Committee on Infant Mortality Meeting
March 26, 2015**

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THE BIG IDEA

When it comes to reducing infant mortality, health means more than health care. Health is the product of one's environment, opportunities and experiences. We believe that to address these interrelated conditions, a holistic, neighborhood-based approach is needed.





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HOW WE DO IT

We are a catalyst and a convener, bringing together resources with community vision to foster neighborhood-led initiatives that link health services, early care and education, economic development and community systems.





ATTRIBUTES

Community Voice

We engage community partners and residents to work together, bringing their voices and visions to transforming their community.

Achieving and sustaining success in a neighborhood zone requires the active participation of residents in the zone, as well as the support of local community organizations and the surrounding city.

Innovation

A bold, outside-the-box approach is needed to improve birth outcomes and eliminate health disparities.

We look at health from a broad perspective that goes beyond health services to encompass many social determinants and interrelated sectors of the community.

Collaboration

Our integrated approach draws on interrelated areas that influence community health and birth outcomes: health services, early care and education, economic development and community systems.

Neighborhood residents, community organizations and national partners learn from and collaborate with each other.

Concentrated Effort

Concentrating our efforts in a small neighborhood zone enables us to maximize our successes.

By focusing our work in these zones, we can engage residents in aligning community assets and addressing multiple factors influencing birth outcomes and people's health in the neighborhood.

Movement Building

Our intention is to foster fresh ideas in our pilot zones and use the most successful to build a model that can be replicated in communities across the country.

We aim to cultivate a broad-based, nationwide social movement to improve birth outcomes and health for all families.

Zone by zone our goal is community transformation.

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Collaboration

Our integrated approach draws on opportunities and points of intersection in four interrelated areas that influence community health and birth outcomes: health services, early care and education, economic development and community systems.

Neighborhood residents, community organizations and national partners work together side by side to learn from and collaborate with each other.

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OUR VALUES Community Equity Flexibility Integrity Optimism Respect

CINCINNATI, OHIO

PRICE HILL BEST BABIES ZONE: YEAR 1



- Establishing relationships with neighborhood partners
- Neighborhood scan
- Developing a QI Framework
- Collection of baseline data



PRICE HILL BEST BABIES ZONE: YEAR 2

- **Monthly moms' groups**
 - promote community engagement
 - build social support
 - identify resources
 - hire community liaison
- **Biweekly core team meetings**
 - develop resources and increase communication between organizations
 - engagement of community partners
- **Enhanced access to standardized prenatal care at the Cincinnati Health Department**
 - continued QI work and expanded data collection



PRICE HILL BEST BABIES ZONE YEAR 3

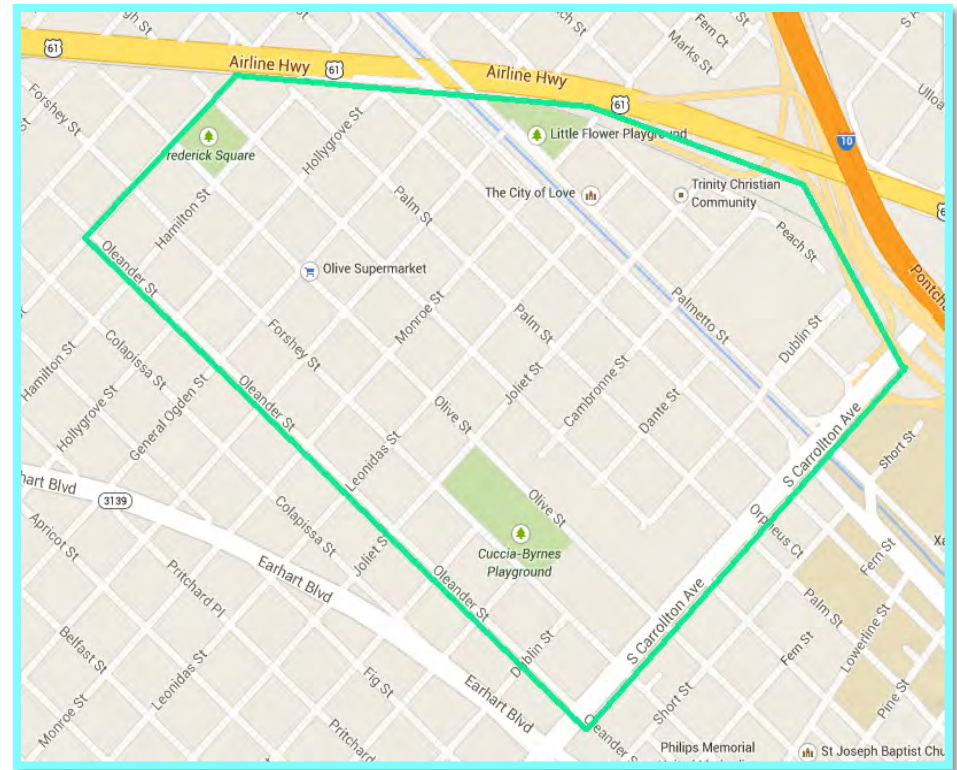
- Block by block outreach
- BBZ community mini-grants
- Community conversations
- Involvement in partnership groups
- Parenting groups
- Leadership opportunities for moms
- Pantry for community families
- Birth registry/perinatal surveillance
- Quality improvement framework



NEW ORLEANS, LA

HOLLYGROVE BEST BABIES ZONE: YEAR 1

- Identified zone
- Started door-to-door outreach



HOLLYGROVE BEST BABIES ZONE: YEAR 2

Healthy Baby Shower 11/16/2013



Play Streets Hollygrove 10/11/2013



Collective
Impact
Training
10/17-18/2013



Weekly Door-to-Door Outreach



OAKLAND, CA

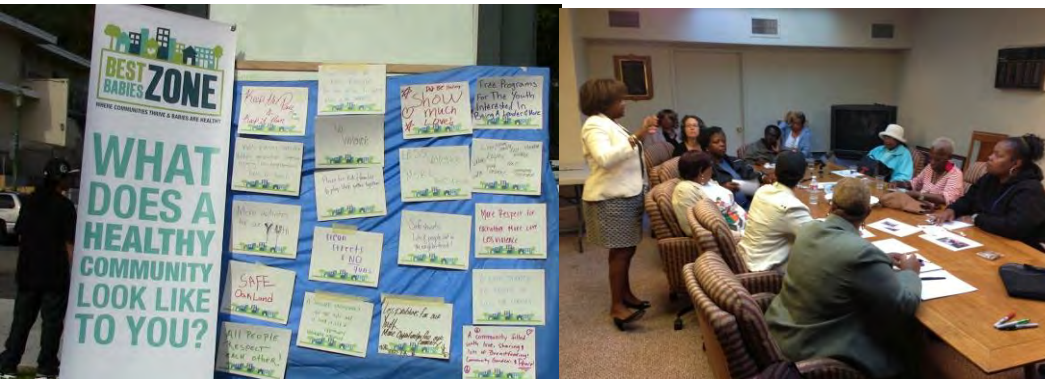
CASTLEMONT BEST BABIES ZONE: YEAR 1



- Zone identification
- Understanding the zone
 - Neighborhood walks
 - Data analysis
- Early program planning
 - Partner development
- Fundraising & communications

CASTLEMONT BEST BABIES ZONE: YEAR 2

- Early childhood hub
 - Room to Bloom
 - Home visits
- Community engagement
 - Summer block party
- Building a local economy
 - Community market
 - Vendor development
- Foundational work
 - Deeper partner engagement



CASTLEMONT BEST BABIES ZONE: YEAR 3

- **BBZ Integration**
 - Synergy between BBZ activities and direct services
- **Community Leadership**
 - East Oakland Innovators
- **Local Economy**
 - Growth of the market
 - BBZ mini-grants
- **Communication and Evaluation**





Best Babies Zone Evaluation Outcomes¹

This overview document presents the incremental outcomes that the Best Babies Zone Initiative is working towards in our efforts to address and reduce infant mortality.

Reduce Infant Mortality

BROAD OUTCOME OBJECTIVES (10-20 YEARS)

↑ Improve health outcomes across the lifespan	Reduce father absences	Reduce high school drop-out	Reduce household poverty	Reduce social and place based inequities	Reduce economic inequities	Reduce health inequities	Reduce education inequities	Paradigm shift in approach to maternal and child health in the U.S.
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LONG-TERM OUTCOMES (7-10 YEARS)

<u>Community Systems</u> <ul style="list-style-type: none"> Increase social cohesion Increase community vibrancy Increase community ownership of Best Babies Zone projects Increase residential stability 	<u>Economic Development</u> <ul style="list-style-type: none"> Meet basic needs (living wage, food, and shelter) Increase financial stability and asset development Increase and improve employment opportunities 	<u>Health Systems</u> <ul style="list-style-type: none"> Increase self-rated health (both adult and child) Reduce premature births Reduce # of low birth weight births Improve overall health care access across the lifespan 	<u>Education & Early Care</u> <ul style="list-style-type: none"> Improve child academic success 	<u>Inter-Sectoral Linkages</u> <ul style="list-style-type: none"> Strengthen collective impact (e.g., shared measurements, mutually reinforcing activities, common agenda, backbone organization) Accelerate successful development and spread of BBZ across the U.S.
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BEST BABIES ZONE EVALUATION OUTCOMES

MID-TERM OUTCOMES (5-7 YEARS)

<u>Community Systems</u>	<u>Economic Development</u>	<u>Health Systems</u>	<u>Education & Early Care</u>	<u>Inter-Sectoral Linkages</u>
<ul style="list-style-type: none">• Increase supportive family interactions and social support for families (including father involvement)• Increase community engagement• Increase safety of parks and neighborhoods• Increase access to affordable produce• Reduce experiences of racism and discrimination	<ul style="list-style-type: none">• Increase access and referrals to safety net programs• Increase job training and workforce potential• Increase financial literacy• Increase microfinance opportunities• Increase food security	<ul style="list-style-type: none">• Increase access to medical home (adult and child)• Increase insurance coverage (pre-pregnancy and child)• Increase early prenatal care• Increase postpartum care• Increase screenings for maternal depression• Increase breastfeeding initiation rates	<ul style="list-style-type: none">• Increase parent involvement with child development• Improve access to child care and preschool• Increase daily reading to children 0 to 5• Increase access to children's books	<ul style="list-style-type: none">• Increase inter-sectoral coordination• Increase shared knowledge and exchange of ideas for implementation, innovation, and evaluation• Increase understanding of systems change concepts through collaborative improvement and innovations at each site

BEST BABIES ZONE EVALUATION OUTCOMES

SHORT-TERM OUTCOMES (3-5 YEARS)

↑ Increase social capital (increase community networks, civic engagement, local identity, trust, and sense of solidarity and equity)	Increase access to quality reproductive services, home visits, and screenings	Increase access to parenting workshops and parent education	Increase awareness and use of community services in BBZ	Increase inter-sectoral collaboration
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FOUNDATION FOR SUCCESS (1-3 YEARS, ONGOING)

↑ Relationship building (with BBZ residents, between sectors, and across BBZ sites)	Incremental action oriented approach	Activities, referrals, and coordination across sectors	Site-specific strategies <ul style="list-style-type: none"> • Design thinking • Quality improvement • Environmental justice
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¹While BBZ is working to reduce infant mortality, there may not be identifiable changes in every outcome listed in this document.

Key

Item applies to all sites

Item is site-specific

Outcome is key indicator of progress toward reducing infant mortality

harder+company
community research



Planning



Childcare



Medical Care



Jobs



Healthy Food



We're in this together



Clean Air



Parks and Activities

We're in this together



Policy Makers



Education



Housing



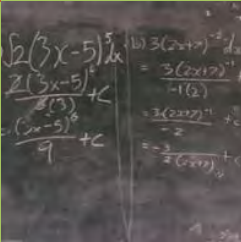
Preschool



Safe Neighborhoods



Residents



Transportation

