

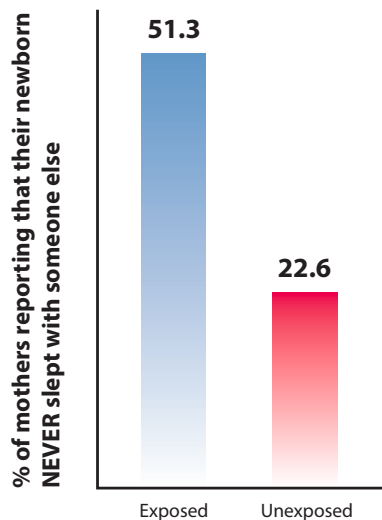
# B'more for Healthy Babies: Achievements and Results 2010-2013

B'more for Healthy Babies (BHB) works to reduce infant mortality in Baltimore City through programs emphasizing policy change, service improvements, community mobilization, and behavior change. It has helped reduce the infant mortality rate in Baltimore City to the lowest point ever.

BHB is widely recognized by State and City officials as a key partner in driving down the infant mortality rate for both Baltimore City and the State of Maryland. Infant mortality has decreased by 28% since the launch of the initiative in 2009, from 13.5 to 9.7 in 2012. The disparity between white and black infant deaths decreased by almost 40% during the same time period.

Much of the decline in infant mortality can be attributed to a reduction in sleep-related deaths and low birthweight births. Sleep-related infant deaths have dropped by 40% and the percentage of infants born with low birthweight has been reduced by 10% since the launch of the initiative. BHB has invested in policy and service improvements that link pregnant women to supportive services and ensure consistent messaging around safe sleep for infants and other key priorities via citywide media, providers, and community partners.

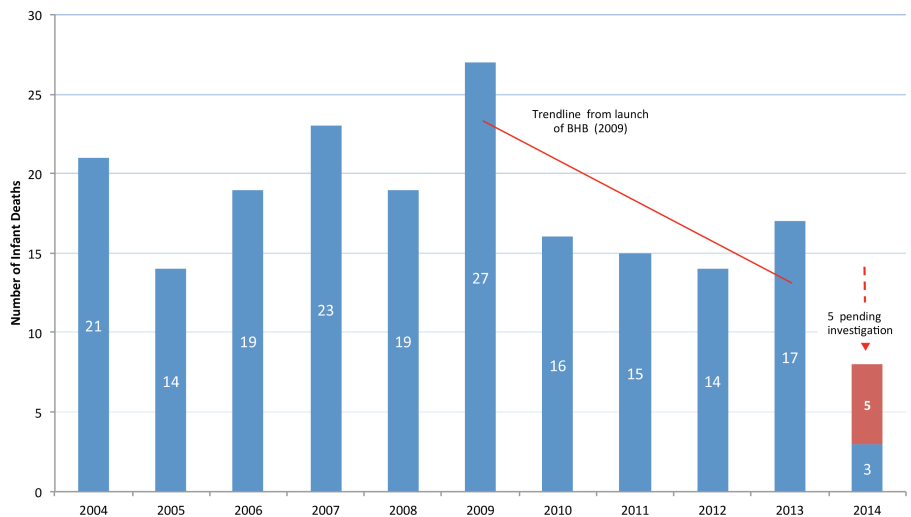
## Safe Sleep Behaviors among Exposed vs. Unexposed Mothers



Source: Pediatric Clinic Survey, 2011-2012 (p<0.05)

Mothers exposed to safe sleep messaging were twice as likely to report that their babies never slept with anyone else.

## Number of Sleep-Related Infant Deaths in Baltimore City 2000–August 2014



Since the launch of BHB in 2009, the number of sleep-related deaths occurring each year has dropped significantly and remained at low levels for consecutive years.

**B'more for  
Healthy Babies.**  
*Every baby counts on you*



[bmoreforhealthybabies](http://bmoreforhealthybabies)

[HealthyBabiesBaltimore.com](http://HealthyBabiesBaltimore.com)

## Key Achievements

### **BHB implements an integrated model of policy, service, community, and individual behavior change:**

**Policy Support:** The BHB Steering Committee brings together leaders from city agencies, medical systems, and communities to improve maternal and child health policy.

- Mayor Stephanie Rawlings-Blake's 2010 proclamation requires standardized safe sleep education for all parents upon discharge from birthing hospitals.
- HealthCare Access Maryland has improved coordination with providers, home visiting programs, and BHB community-based programs for triage, referral and follow-up of pregnant women.
- All home visiting programs in Baltimore City have transitioned to evidence-based models

**Service Improvements:** BHB equips healthcare providers with evidence-based tools, protocols, and standardized messages/materials to improve services.

- 120 clinics, social service sites and daycare centers receive door-to-door delivery of BHB materials and in-person updates each year during Rattle & Roll Day.
- 3,500 providers from 220 venues have been trained in safe sleep education.
- 11,200 Baby Basics books and planners have been distributed to pregnant women.

**Community Engagement:** BHB implements intensive community outreach and supportive programs in high-risk neighborhoods.

- Community Collaboratives in Upton/Druid Heights and Patterson Park North and East have reached more than 30,000 community members with messages, materials and support.
- Neighborhood Action Teams have been created to provide input on the City's Fetal and Infant Mortality Review process.
- Nine Baby Basics Moms Clubs provide prenatal education and support to pregnant women.
- BHB's partnership with Weight Watchers has led to the launch of a third program site and national media coverage.
- Enoch Pratt Free Library Book Buggies stop at every WIC site to provider families with first cards and books to borrow.

**Outreach for Families and Individuals:** BHB engages families with key health messages and support.

- SLEEP SAFE media messages have had 14 million views (impressions).
- 250,000 copies of posters, rack cards and other materials have been disseminated citywide for the campaigns of SLEEP SAFE, Just Hold Off (smoke-free environments), Know What U Want U Choose (teen pregnancy prevention), and other initiatives.
- BHB's Facebook page has more than 1,800 friends.

## Recognition

- 18 government agencies and private foundations have provided funding for BHB programs and activities.
- BHB has shared its strategy, materials and lessons learned with other health departments and agencies in California, Chicago, Columbus, Cleveland, Cincinnati, Delaware, New York, Pennsylvania, Virginia, South Dakota and Tennessee.
- The **GOVERNING** magazine has commended BHB for its role in reducing infant mortality in Baltimore City.
- BHB has presented at national conferences including APHA, CityMatCH, Association of Maternal and Child Health Programs, CDC's Health Communication Conference and National FIMR.

## Current Initiatives

- **BHB's Community Collaboratives** in Upton/Druid Heights and Patterson Park North and East bring together service providers, businesses, schools, faith-based groups and community members to build networks of support for women and their families. The lead agencies of Baltimore Medical System and University of Maryland's School of Social Work conduct intensive outreach and community-based programming in their respective neighborhoods.
- **Home Visiting** programs have transitioned to evidence-based models of care to help 1,500 high-risk women and infants each year stay healthy and safe. HealthCare Access Maryland works closely with healthcare providers to help link pregnant women to these programs.
- Infant sleep deaths have dropped by 40% since the launch of BHB's first **SLEEP SAFE** campaign in 2010. An ongoing coordinated campaign of mass media messages, community outreach, and provider education promotes safe sleep to fathers, mothers, caregivers and the Hispanic community.
- Participants in the **B'more Fit for Healthy Babies** program have lost 5,200 pounds through this exciting public-private initiative of more than 15 organizations, including Weight Watchers, the Y of Central Maryland, and Brick Bodies. Programs in Upton/Druid Heights and Patterson Park are tailored for postpartum women. A new program for men and women, located in Park Heights, was launched in 2013 by former Weight Watchers ambassador, Jennifer Hudson.
- **The Family Literacy Coalition** recognizes how health and learning work together to improve birth outcomes and child school readiness. The initiative focuses on pregnancy and the child's first 5 years of life to improve the health and well-being of the family and the development of the child.
- **The Baby Basics prenatal health literacy program** helps mothers read, understand and act on health information during pregnancy. Baby Basics can be implemented in clinical settings, home visiting programs or in group sessions using the Baby Basics Moms Club curriculum.
- **The Preventing Substance-Exposed Pregnancies (PSEP) Collaborative** focuses on increasing access to Screening, Brief Intervention, and Referral to Treatment (SBIRT) among women of reproductive age and reducing exposure to tobacco smoke among women and infants.
- **The Teen Pregnancy Prevention Initiative (TPPI)** improves young people's access to quality clinical services and provides opportunities for leadership development. TPPI has provided training on youth-centered services to more than 150 clinicians, social workers, health educators and clinic administrators in Baltimore City. The knowwhatuwant.org website helps users make informed decisions about birth control and life planning. BHB's Youth Advisory Council informs all aspects of program design.
- BHB's **Birth Spacing Initiative** focuses on promoting equity of access to all contraceptive methods, and improving contraceptive access at postpartum discharge.
- **The Trauma-Informed Care Initiative** addresses the unresolved trauma experienced by many women during childhood. BHB trains service providers to incorporate practices that help clients cope with trauma and develop strong relationships with their babies.
- African American infant mortality in Baltimore City is nearly 4 times the rate of White infant mortality. The **Equity Coalition** examines and makes recommendations for how BHB should address these inequities. The Healing Ourselves through Peer Empowerment (HOPE) Project supports African American women who have experienced a late miscarriage, stillbirth, or death of a baby.

# Partners

## Foundation Donors

- CareFirst BlueCross BlueShield
- de Beaumont Foundation
- Leonard and Helen R. Stulman Charitable Foundation
- March of Dimes
- Share Our Strength
- The Aaron and Lillie Straus Foundation
- The Abell Foundation
- The Annie E. Casey Foundation
- The Barbara Bush Foundation for Family Literacy
- The Blaustein Philanthropic Group
- The David and Barbara B. Hirschhorn Foundation
- The Harry and Jeanette Weinburg Foundation, Inc.
- The Rosenberg Foundation
- The United Way of Central Maryland
- Wright Family Foundation
- Zanyvl and Isabelle Krieger Fund

## Government Donors

- Centers for Disease Control and Prevention
- City of Baltimore
- Governor's Office for Children
- Maryland Department of Health and Mental Hygiene
- Maryland State Department of Education
- National Fetal and Infant Mortality Review Program
- 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 Fire Department
- Baltimore City Public Schools
- Baltimore Infants and Toddlers Program (BCHD)
- Behavioral Health System Baltimore
- Bureau of Maternal and Child 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 Labor, Licensing, and Regulation, Adult Education and Literacy Services
- Maryland Department of Public Safety and Correctional Services
- Maryland State Department of Education
- Mayor's Office of Human Services
- Needle Exchange Program (BCHD)
- Office of Chronic Disease Prevention (BCHD)
- Women, Infants and Children (WIC) Program (BCHD and Johns Hopkins)

## Health Care and Home Visiting

- Amerigroup
- Baltimore Healthy Start
- Baltimore Medical System, Inc.
- Bon Secours Baltimore Health System
- Chase Brexton Health Services, Inc.
- DRU/Mondawmin Healthy Families
- Early Head Start
- Family Health Centers of Baltimore
- Health Care for the Homeless, Inc.
- Health Leads
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Bayview Medical Center Community Care-a-Van
- Johns Hopkins Hospital
- Johns Hopkins Priority Partners
- Maternal and Infant Care (BCHD)
- MedStar Franklin Square Medical Center
- MedStar Harbor Hospital
- Mercy Medical Center
- Park West Medical Center, Inc.
- Planned Parenthood of Maryland
- Sinai Hospital of Baltimore
- 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
- West Baltimore CARES

## Community Partners

- Baltimore City Early Childhood Advisory Council
- Baltimore Interfaith Coalition
- Baltimore Orioles
- Baltimore Ravens
- Bethel AME Church
- Carson Research Consulting, Inc.
- Center for Infant and Child Loss
- Community Connections
- Douglas Memorial Community Church
- Druid Heights Community Development Corporation
- Enoch Pratt Free Library
- Furman L. Templeton Preparatory Academy
- Grade Level Reading Campaign
- Grand Historic Venue
- Green and Healthy Homes Initiative
- Head Start
- HealthCare Access Maryland, Inc.
- 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
- Mission Media
- Muslim Community Cultural Center of Baltimore
- New Vision House of Hope, Inc.
- Operation PULSE
- Park Heights Community Health Alliance
- Pennsylvania Avenue A.M.E. Zion Church
- Providence Baptist Church, Inc.
- Radio One, Inc.
- Roberta's House
- Save-A-Lot Food Stores
- Southeast Patterson Park Public Charter School
- St. Vincent de Paul Head Start
- The Center for Mindful Awareness
- The Y of Central Maryland
- Union Baptist Church of Baltimore

## Academic and National Partners

- American Academy of Pediatrics
- American Heart Association
- Baltimore Education Research Consortium
- Bixby Center for Global Reproductive Health
- Centers for Disease Control and Prevention
- CityMatCH
- Cribs for Kids
- CVS Health
- Healthy Teen Network
- Johns Hopkins Center for Communication Programs
- Johns Hopkins School of Nursing
- Morgan State University
- National Center for Trauma-Informed Care/SAMHSA
- Reach Out and Read
- Tamarack
- The Johns Hopkins Center for Adolescent Health
- The Johns Hopkins Center for Urban Environmental Health and the Environmental Justice Partnership, Inc.
- University of Maryland Baltimore County
- University of Maryland Family-Informed Trauma Treatment Center
- University of Maryland Medical System Foundation
- University of Maryland School of Medicine
- University of Maryland School of Social Work
- Towson University
- Weight Watchers International, Inc.
- The What to Expect Foundation, Inc.