

# MOBILIZATION STRATEGY

**GOAL:** By the end of 2020, Cuyahoga County's 2015 infant mortality rate (IMR) of 10.5 will decrease to a 6.0 IMR by mobilizing the community through partnerships and a unified strategy centered on reducing racial disparities, addressing extreme prematurity and eliminating sleep-related infant deaths.

## 2017-2020 FYC PRIORITIES

## FYC ACTION TEAM LEADERS

### FYC Collective Impact 2020 GOAL

By the end of 2020, Cuyahoga County's 2015 infant mortality rate (IMR) of 10.5 will decrease to a 6.0 IMR by mobilizing the community through partnerships and a unified strategy centered on reducing racial disparities, addressing extreme prematurity and eliminating sleep-related infant deaths.

Develops an overall systems view on reducing infant deaths for collective impact and priority areas. Advance shared responsibility and accountability system. Uses data to identify and prioritize efforts. Aligns work of individual agencies to FYC unified strategy. Secures funds for innovation and sustainability for collective impact and priority areas; ambassadors to FYC collective mission.

Builds public will by authentically engaging all community stakeholders to take action on unified strategy and activate policy change.

Creates communications toolkits for different audiences so the public develops a common understanding of infant deaths and the action(s) required to reduce infant deaths.

FYC Executive Committee  
FYC Community Action Council

FYC Engagement and  
Public Policy Committee

FYC Communications  
Committee

### Reduce Racial Disparities 2020 GOALS

By the end of 2020, our community will reduce the baseline African American to Caucasian infant death disparity rate of 6.7 by 50 percent. This will be accomplished through an action plan addressing structural racism. The plan will be developed through a better understanding of the roles race and maternal stress play in infant deaths and learning from families who have experienced pregnancy and infant loss. Our community is striving with urgency that there be no racial disparities in infant deaths by 2025.

**FYC Action Team 1:** Execute an awareness campaign and employee training campaign to address biases in the workplace that are negatively impacting maternal and child health outcomes (include leaders and Diversity and Inclusion Officers from health, education, employment, housing and public safety).

**FYC Action Team 2:** Gain a further understanding from African American families that have experienced a loss.

**FYC Action Team 3:** Lead research efforts to better understand the roles race and maternal stress play in infant deaths.

**FYC Action Team 11:** Coordinate an integrated equity model with housing, education, health care and public sector leaders to address the link between structural racism and infant death.

**FYC Action Team 12:** Establish an academically-driven research and development effort to gain a better understanding of systems issues impacting African American infant deaths and what must be done to remove structural racism.

Margaret Larkins-Pettigrew,  
University Hospitals,  
Adrianne M. Crawford Fletcher, CWRU, and,  
Jasmin Santana, Cleveland City Council  
*Funded: \$197,170*

Sabrina Roberts and Tracy Carter  
*Funded: \$405,000*

Angela Neal Barnett, Kent State University,  
and Christin Farmer,  
Birthing Beautiful Communities  
*Funded: \$20,000*

Dr. Arthur James, Infant & Maternal Health  
Expert; and Margaret Mitchell,  
YWCA Greater Cleveland  
*Funding TBD*

Lead TBD  
*Funding TBD*

### Address Extreme Prematurity 2020 GOAL

By the end of 2020, our community will go from a 2015 preterm birth rate of 14.9% to the March of Dimes target rate of less than 10 percent by launching Learning Circles with birth hospitals, improving access to 17-P, increasing public awareness of birth spacing guidelines and access to LARC, increasing enrollment in evidence-based CenteringPregnancy® and addressing social determinants that are impacting premature death rates and preterm birth rates. The number of expectant mothers receiving services from doula birth workers, home visiting workers and community health workers will be doubled.

**FYC Action Team 4:** Collect data and launch Learning Circles with local birth hospitals and researchers/experts to identify and resolve issues contributing to infant deaths.

**FYC Action Team 5:** Partner with Maternal and Child Health (MCH) and social service providers to identify opportunities for enhanced service delivery and engagement with MCH population. Engage Cuyahoga County families in the development and implementation of community driven strategies to improve birth outcomes for women at highest risk for infant death. Educate and engage families to improve maternal and child health outcomes through the provision of evidence based programs and interventions such as but not limited to CenteringPregnancy®, 17P, and reproductive health services.

**FYC Action Team 6:** Work with providers to increase public awareness of birth spacing guidelines, implement One Key Question, and improve access to LARC. With March of Dimes, ensure Cuyahoga County has resources to be a leader in prematurity research.

**FYC Action Team 7:** Increase the number of expectant mothers being served in a CenteringPregnancy® Model.

**FYC Action Team 8:** Address social determinants impacting expectant parents by serving over 4,000 pregnant mothers annually with results-driven interventions that address housing insecurity, employment, education, nutritional needs, and early access to prenatal care and postnatal care.

Rita Horwitz, Better Health Partnership  
*Funded: \$481,313*

Lisa Matthews and  
Angela Newman White,  
Cuyahoga-Cleveland Ohio Equity Institute  
*Funded by OEI*

Melissa Federman, Center for  
Community Solutions, and  
Lisa Holloway, March of Dimes  
*Funded: \$14,162*

Celina Cunanan and Alison Tomazic,  
Cuyahoga County  
CenteringPregnancy® Coalition  
*ODM 2017-2021 \$5.4M*

Faith-based entities, nonprofits, prenatal  
care providers, Invest in Children,  
Bright Beginnings, ODH and ODM  
*ODM 2017-2021 \$6.4M*

### Eliminate Sleep-Related Deaths 2020 GOALS

By the end of 2020, our community will reduce the number of sleep-related preventable infant deaths from 27 in 2015 to less than six by executing a Community-Wide Behavior and Culture Change Initiative that follows the ABCDs of safe sleep for infants (Alone, on their Back, in a Crib, Don't smoke). This will be driven by parents and grandparents who have lost an infant to a preventable sleep-related death leading a community-wide behavioral modification intervention and activating faith-based organizations, media outlets, neighbors and over 10,000 employee-driven community sleep ambassadors.

**FYC Action Team 9:** Model the MetroHealth employee sleep ambassador program throughout the county. Hire parents and grandparents that have experienced a sleep-related loss to drive the messaging campaign and lead training. Work in partnership with faith-based organizations.

**FYC Action Team 10:** Promote use of free State of Ohio Quit Line and Support Tobacco21, an effort to limit tobacco sales to persons age 21 and above.

Rita Andolsen, The MetroHealth System;  
KeyBank Leadership; K. Michael Benz  
*Funded: \$470,000*

Terry Allan,  
Cuyahoga County Board of Health  
*Funded: \$60,000*

## FirstYearCleveland.org

**Our Vision:** Every baby born in Cuyahoga County will celebrate a first birthday.

**Our Mission:** To mobilize the community through partnerships and a unified strategy to reduce infant deaths and racial disparities.

### FYC Staff:

Bernadette Kerrigan, Executive Director  
Katrice Cain, Racial Disparities and Health Equity  
Valerie Grace, Marketing and Communications  
Arthur James, MD, Senior Advisor  
Chris Neumann, Community Impact and Sustainability

bernadette.kerrigan@case.edu 216-368-6870  
katrice.d.cain@case.edu 216-368-5017  
valerie.grace@case.edu 216-368-4837  
ajppinapod@gmail.com 216-368-6992  
christine.weber-neumann@case.edu 216-368-0340

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