



MOBILIZATION STRATEGY

FIRST YEAR CLEVELAND

Mobilizing Community for Lasting Impact
As of 07.09.18

GOAL: By the end of 2020, our community will reduce Cuyahoga County's IMR from 10.5 in 2015 to 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 Deaths to reduce infant deaths and racial disparities.

2017 - 2019 FYC PRIORITIES

FYC ACTION TEAM LEADERS

FYC Collective Impact

2020 GOALS

By the end of 2020, our community will go from a 10.5 IMR in 2015 to a 6.0 IMR by mobilizing the community through partnership and a unified strategy centered on Reducing Racial Disparities, Addressing Extreme Prematurity and eliminating Sleep Related Deaths to reduce infant deaths and racial disparities.

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

FYC Executive Committee
FYC Community Action Council

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

FYC Engagement and Public Policy Committee

Creates communications tool kits for different audiences so the public develops a common understanding of infant deaths and the action(s) to take to reduce infant deaths

Communications Committee

Reduce Racial Disparities

2020 GOALS

By the end of 2020, our community will go from our current baseline of African American to Caucasian infant death disparity rate of 6.7 and cut it in half in 2020 by executing a structural racism plan of action, have gained a better understanding the roles race and maternal stress plays in infant deaths and give a voice to the families that have experienced the loss of an infant, and to the faith-based community. Our community is striving with urgency that there be no racial disparities in infant deaths by 2025.

\$200,000 Set Aside from FYC Operating Budget to Reduce Racial Disparities 2018

Action Team 1: Launch a system wide Roundtable to 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).

Margaret Larkins-Pettigrew, University Hospitals & Marilyn Mobley, CWRU
\$ TBD

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

Sabrina Roberts, Cuyahoga County, & Tracy Carter, The MetroHealth System
\$ TBD

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

Angela Neal Barnett, Kent State University & Christin Farmer, Birthing Beautiful Communities
Funded: \$10,000

Address Extreme Prematurity

2020 GOALS

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

\$250,000 Set Aside from FYC Operating Budget to Address Extreme Prematurity 2018

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.

Rita Horwitz, Better Health Partnership
Funded: \$238,521

Action Team 5: Work with ODM, ODH, The Academy of Medicine, Ohio Perinatal Quality Collaborative and local Ohio Equity Institute to improve access to eligible 17 P pregnant moms by educating home visitor on 17-P and link, align and coordinate home visiting and faith-based programs with Centering, prenatal care clinics and birth hospitals.

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

Action Team 6: Work with providers to increase public awareness of birth spacing guidelines and access to LARC.

Melissa Federman, Center for Community Solutions & March of Dimes
Future Ask Projected : \$11,479

Action Team 7: Increasing the number of expectant moms being served in a CenteringPregnancy Model.

Celina Cunanan & Alison Tomazic, Cuyahoga County CenteringPregnancy Coalition
ODM 2017-2019 \$2.9M

Action Team 8: Address social determinants impacting expectant parents by serving over 4000 pregnant mothers annual in result driven interventions that address housing insecurity, employment, education, nutritional needs, and early access to prenatal care and post care.

Faith-based entities, nonprofits, prenatal care providers, Invest in Children, Bright Beginnings, ODH and ODM
ODM 2017-2019 \$4.5M

Eliminate Sleep-Related Deaths

2020 GOALS

By the end of 2020, our community will go from an annual kindergarten class size of sleep related preventable deaths to less than a handful by executing a Community Wide Behavior and Culture Change Initiative that follows safe sleep practice for infants of ABCD (alone, on back, in crib, don't smoke). This will be driven by parents and grandparents who have lost an infant from a preventable sleep related death, leading a community-wide behavioral modification intervention and activating faith-based, media outlets, neighbors and over 10,000 employee driven community sleep ambassadors.

\$251,546 Set Aside from FYC Operating Budget for Sleep-Related Deaths Prevention 2018

Action Team 9: Decrease 1st and 2nd hand smoking so newborns are not exposed to smoke after birth.

Monica Webb Hooper, Office of Disparity Research, CWRU in partnership with home visitor programs
TBD

Action Team 10: 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.

Rita Andolsen, MetroHealth System; Leadership, KeyBank; K. Michael Benz
Funded: \$235,000

Action Team 11: Promote use of free State of Ohio Quit Line and Support Tobacco21, an effort to limit tobacco sales to person's age 21 and above.

Terry Allan, Cuyahoga County Board of Health
\$ TBD

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