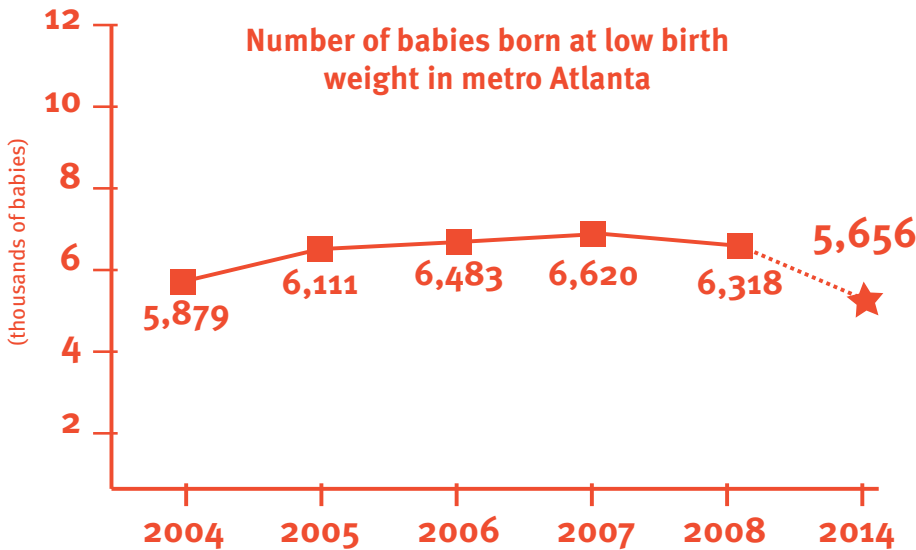
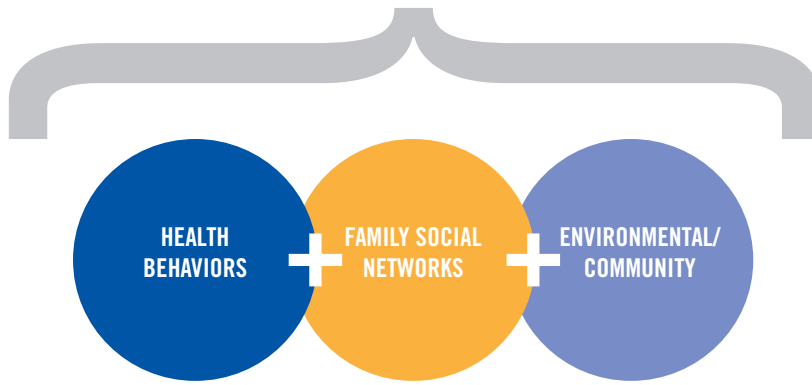


COMMUNITY ACTION PLAN OVERVIEW: HEALTH

BABIES WILL BE BORN HEALTHY



5-YEAR GOAL: By 2014, we will decrease number of babies born at low birth weight in metro Atlanta by 10%, or about 630 babies. Currently, 6,300 babies are born at low birth weight.

Anticipated pace of change:

2008 - 10: Anticipate that things will stay the same, steady at 5,600 babies born each year at low birth weight	2011 - 12: Incremental decrease that mirrors changes in past years, anticipate plateau at 5,400 babies	2012 - 13: Incremental decrease that mirrors changes in past years, plateau at 5,300 babies	2013 - 14: More significant results after building momentum, to reduce to 5,000 babies
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HEALTH BEHAVIORS

Home Visitation – trained professionals help pregnant women understand the importance of prenatal care and proper nutrition. Home visitors address the biggest factors that affect birth outcomes and help expectant mothers build a strong support network and healthy home environment.

CenteringPregnancy – a research-based approach that integrates traditional prenatal care with health education and peer support. This model delivers services in a group setting to women at similar stages of pregnancy.

FAMILY & SOCIAL NETWORKS

Case Management – pregnant mothers receive individualized assistance with coordinating services and their medical care to build their capacity during such a significant and often stressful life change. Support is individually centered, family-member focused when appropriate, culturally competent and strength-based.

ENVIRONMENTAL/COMMUNITY

Public Education & Mobilization – increase community and institutional awareness and knowledge of preconception and prenatal health, and the risk factors associated with poor pregnancy outcomes. This will lead to cross-sector mobilization for social determinants to ensure equitable birth outcomes.

Initiative for Perinatal Quality Care

– Educate physicians, establishing clear protocols and building a community of private and public health providers that consistently implement national best practices in perinatal and neonatal care.

Early wins:

We are working in partnership to expand the nationally renowned CenteringPregnancy model. In Georgia, there is considerable momentum around scaling up current efforts. This model has consistently resulted in improved birth outcomes and has become a nationally required strategy of the March of Dimes. Many local stakeholders including the Georgia Department of Community Health – Maternal and Child Health division – have included the CenteringPregnancy model as a priority in their strategic plans.

Over the past few months as the Babies Born Health Network has established its key strategies, leaders and service providers consistently articulated the challenges that Georgia has faced in ramping up this model. There is a lack of awareness among physicians and other health providers about what the model is and how to implement it.

Stakeholders from across the community agree that this is a great opportunity for the Babies Born Healthy Network to fill a gap. To realize the results our community requires, some partners will need to reach out to women at risk, and others will continue efforts to simplify billing through Medicaid. United Way is poised to lead the efforts in partnership with the Babies Born Healthy Network, and the Centering Health Institute, Maternal and Child Health division and the March of Dimes through the Georgia Children's Health Alliance to bring on 5-7 new sites within the metro Atlanta region by October 2012.

Challenges/Concerns:

- *United Way currently does not have investments in strategies focused on improving birth outcomes. Short-term wins are dependent on investing in this new body of work.*
- *The earlier we can get involved, the better. Improving birth outcomes is dependent on early identification of pregnancy and increasing preconception health awareness. We must address this barrier and identify women at risk in the earliest stages of, and before, pregnancy because they don't have a consistent place for getting medical care.*
- *Cuts in funding to social service programs have caused increased competition for funding.*
- *Without expansion in capacity among private physicians willing to implement the model, efforts for outreach and enrollment of pregnant women will not succeed. This group has to be approached with the clear benefits from a business perspective.*

This work is successful only by partnering with many people and organizations. We are fortunate to partner with excellent nonprofits, government entities, foundations and other funders, corporate supporters and local residents.