



UNIVERSITY of MARYLAND  
SCHOOL OF NURSING

# B'more for Healthy Babies: Pursuing Health Equity Through Multi-Sectoral Collaboration




Michelle R. Spencer, DNP, MS, RN  
Patricia Zimberg, JD, MS, RN



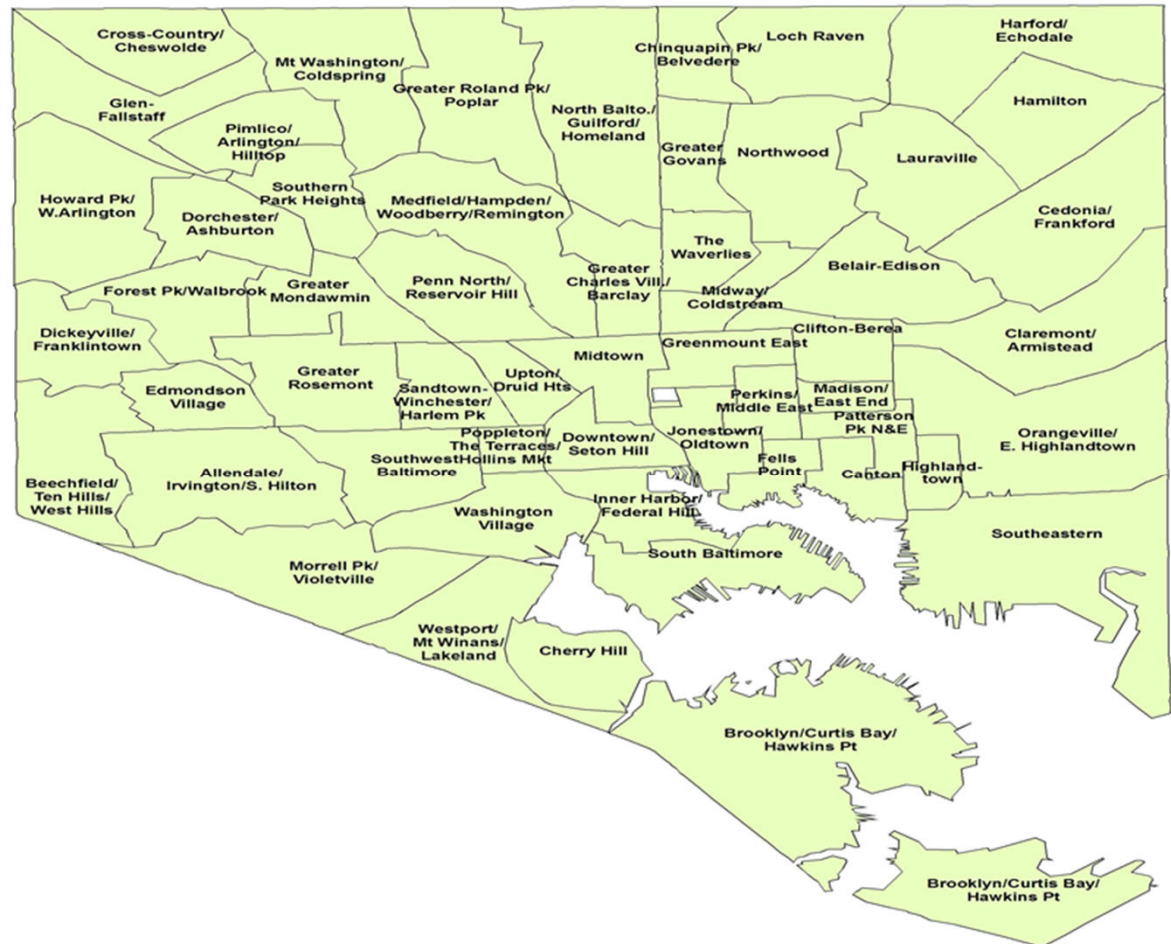
# OBJECTIVES

At the end of the presentation, attendees will be able to:

- List two strategies that B'more for Healthy Babies initiative used to decreased infant mortality (IMR) rates in Baltimore City.
  - Describe the importance of collaborative partnerships to achieve success in IMR reduction.
  - Identify two risk factors B' More for Healthy Babies Program seeks to modify.
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# BACKGROUND

- Est. Population 602,495  
(U.S. Census, 2018)
- 64% African American
- 25% of families with children live in poverty
- ~9,000 deliveries/year





## PUBLIC HEALTH CRISIS


IN 2009.....



127 babies died

102 mothers had  
stillbirths

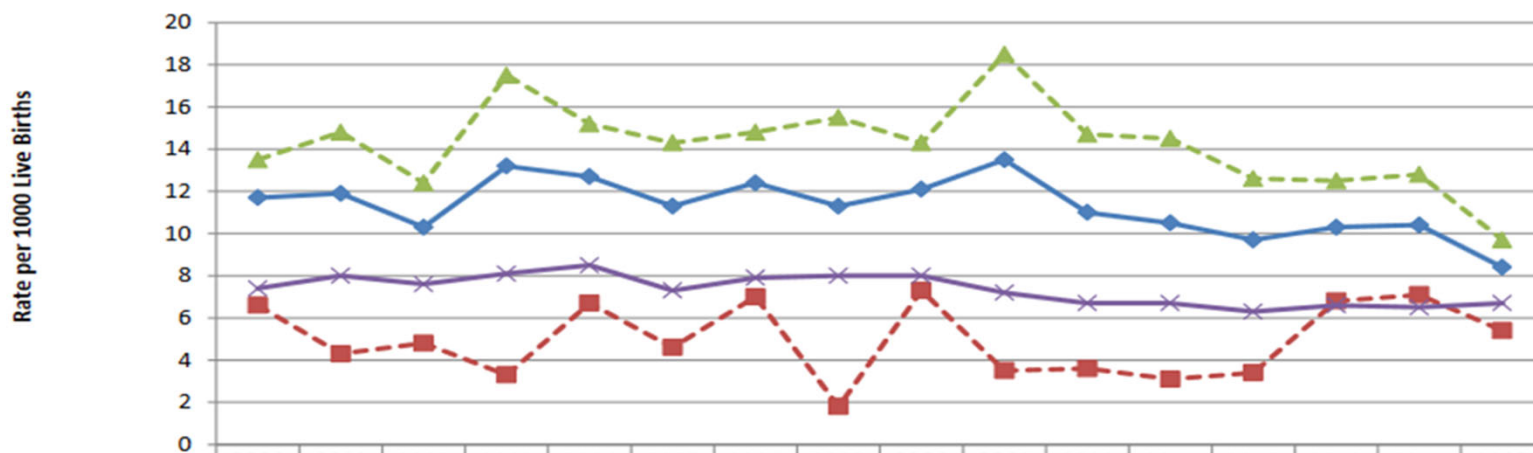
Black babies died  
5 times the rate  
of white babies



# Infant Mortality in Baltimore



**Infant Mortality  
Baltimore City and Maryland  
2000-2015**



	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
—◆— Baltimore City- All	11.7	11.9	10.3	13.2	12.7	11.3	12.4	11.3	12.1	13.5	11	10.5	9.7	10.3	10.4	8.4
-■- Baltimore City- White	6.6	4.3	4.8	3.3	6.7	4.6	7	1.8	7.3	3.5	3.6	3.1	3.4	6.8	7.1	5.4
-▲- Baltimore City- Black	13.5	14.8	12.4	17.5	15.2	14.3	14.8	15.5	14.3	18.5	14.7	14.5	12.6	12.5	12.8	9.7
-×- Maryland	7.4	8	7.6	8.1	8.5	7.3	7.9	8	8	7.2	6.7	6.7	6.3	6.6	6.5	6.7

# THREE LEADING CAUSES OF INFANT DEATH IN BALTIMORE CITY

#1-Premature Births

#2-Low-Birth Weight

#3-Unsafe sleeping practices and SIDS (Sudden Infant Death Syndrome)




## Baltimore City Vision

All of Baltimore's babies are born at a healthy weight, full term, and ready to thrive in healthy families.





## B'MORE FOR HEALTHY BABIES

- An initiative designed to decrease the infant mortality rate in Baltimore City
  - Collaboration with over 100 different organizations
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# COLLABORATIVE IMPACT APPROACH


Commitment of different individuals from different organizations to solve a specific social problem

## Five Criteria:

- ❖ Common Agenda
  - ❖ Shared Measurement
  - ❖ Mutually Reinforcing Activities
  - ❖ Continuous Communication
  - ❖ Backbone Support
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# IMPLEMENTATION PLAN

1. **Policy/Systems** –Standardized postpartum Safe Sleep education prior to discharge; MD Prenatal Risk Assessment, Crib Policy
  2. **Services** –Training of doctors, nurses, social workers to improve screening and counseling
  3. **Community** – Outreach to pregnant women and families
  4. **Family and Individuals** – Educational and social media campaigns
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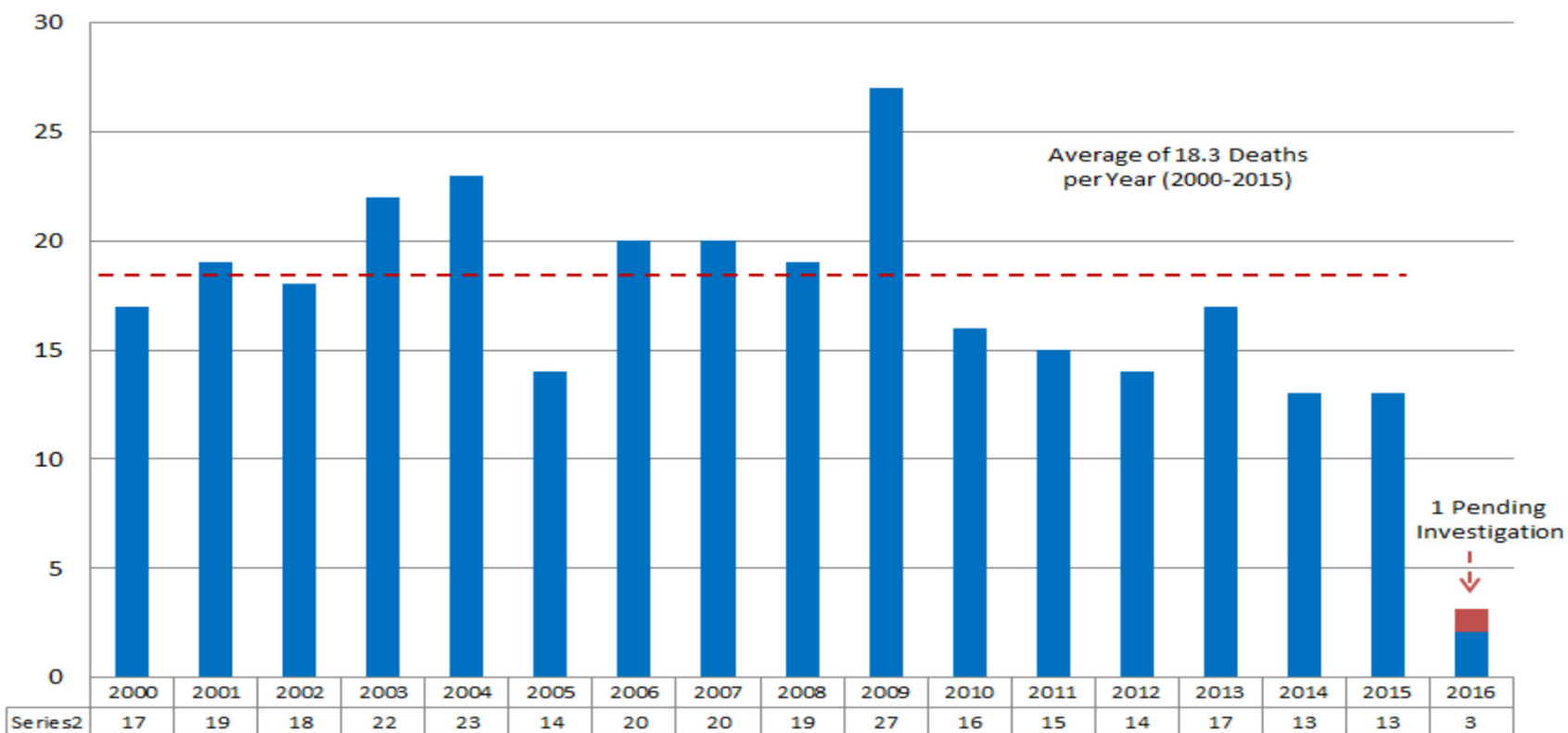
# RESULTS

- **35%** decrease in infant mortality
- **64%** decrease in the black-white disparity in infant mortality
- **49%** decrease in the teen birth rate
- **71%** decrease in sleep-related infant deaths



(Baltimore City Health Department, 2016)

## Number of Sleep-Related Infant Deaths in Baltimore City, 2000–July 2016 (290 Cases)



## Current Statistics

- In 2016, sleep related deaths reached a record low of 7
- In 2017, 17 babies in Baltimore died in their sleep
- In 2018 13 babies died
- **In 6 weeks, 6 babies died (2019)**
  - #NotOneMoreBaltimore



## Summary

- BHB is a successful model of how public-private partnerships can collaborate to effect change
  - Many positive outcomes in the health and well-being of infants and mothers in Baltimore City have been achieved since 2009
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