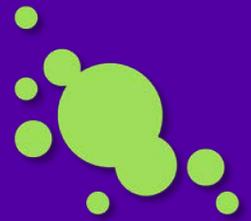




JACKSON COUNTY
Prenatal Task Force

A healthy baby starts with you...

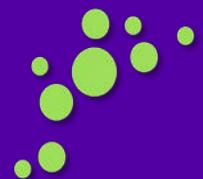


2013

Strategic Action Plan



Jackson County Prenatal Task Force
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Overview

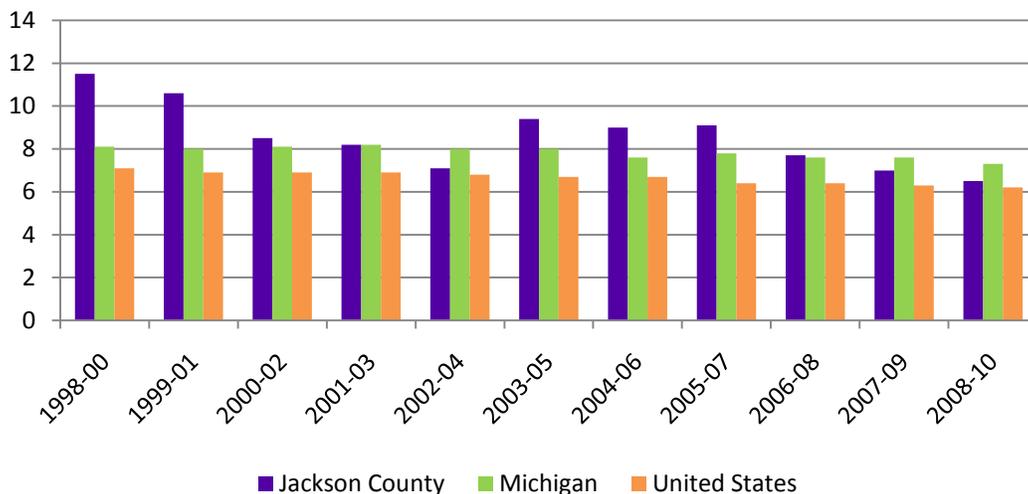
Infant death rates are often used as a measure of a community’s overall health and well-being. However, many factors play a role in infant death, including women’s access to clinical care, prenatal care, nutrition, and infant care. In 2000, Jackson County possessed an infant mortality rate of 11.5 deaths per 1,000 live births, which was 30% higher than the State of Michigan and 38% higher than the United States.

In order to improve infant health in our community, the Jackson County Prenatal Task Force (PNTF) was created. The PNTF is a collective impact model entity between local health and human services groups and individuals from the community. Led by Allegiance Health and the Jackson County Health Department, the PNTF develops prevention, education, and health care access programs based on the Fetal Infant Mortality Review findings and recommendations. The mission of the PNTF is to reduce infant mortality in Jackson County.



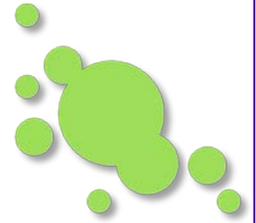
Through the continued collective effort of the community, the Jackson County infant mortality rate has incurred a steady decline. Marking a huge achievement, in 2009 and 2010 the infant mortality rate for Jackson County was less than the State of Michigan. In an effort for continual improvement, it is important to build upon our past successes, assess where the need is greatest, and continue to improve the health of our community.

**Infant Mortality Rate(s)
(1998-2010, 3 year average)**



Strategic Action Plan

Goal 1 - Improve the sexual health of women in Jackson County



The focus of this goal reflects a desire to improve the sexual health of women at all stages of life. Too often adolescents and young women are not educated about the risks associated with sexual activity and how to protect themselves from pregnancy and disease. Furthermore, Jackson County continues to experience high teen pregnancy and birth rates. Teens also experience a disproportionately high rate of infant mortality. In 2009, 13.5% of all Jackson County live births were to teens, while 27% of all Jackson County infant deaths reviewed were to teens. Therefore, it is imperative to perform outreach and educate women of all ages about the importance of sexual health.

- In 2010, the Jackson County teen pregnancy rate (females aged 15-19) was 60.3 per 1,000 females, which is 20.5% higher than the State of Michigan rate.
- Racial disparities continue to affect Jackson County birth rates. For 2010, the birth rate for White females aged 15-19 is 33.9 per 1,000 females, whereas the rate for Black females is 79.5 per 1,000 females. An astonishing 2.3 times higher.
- According to post-partum survey results, 33.1% of women reported that their pregnancy was unintended.

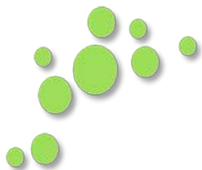
Outcome Measures

- **1.1:** Decrease the percent of unintended pregnancies in Jackson County
- **1.2:** Increase the percent of women aged 18 and older in Jackson Health Network who have been assessed for risk for unintended pregnancy in past 12 months
- **1.3:** Increase the proportion of youth between the age of 12 and 17 in JHN who have been assessed for risk of pregnancy in past 12 months
- **1.4:** Increase the percent of sexually active teenagers in Jackson Intermediate School District who report using condoms or birth control



Strategies

- **1.a:** Work with Jackson Health Network and providers to implement metrics and systems to support regular pregnancy risk assessment and intervention among adults and youth
- **1.b:** Establish informal outreach systems that connect at risk people to needed services and care such as transportation, Plan First or Medicaid, MIHP, contraception, prenatal or safe sleep education, etc





Goal 2 - Improve the experience of care among women before, during and after pregnancy

Many factors can affect a woman's pregnancy and the health of her future newborn. Therefore, it is important that women attend regular, scheduled visit to their physician. This goal is centered on improving women's experience of care surrounding their pregnancy. By improving the experience of care, women are less likely to miss their physician's appointment, which is crucial to the overall health of women before, during and after pregnancy.

- According to post-partum survey results, 5.6% of women did not receive prenatal care as early as they wanted due to the lack of transportation.
- During the last 3 months of pregnancy, 23.5% of women reported smoking during their pregnancy.



Outcome Measures

- **2.1:** Increase the percent of pregnant women who receive adequate prenatal care according to the Kessner index
- **2.2:** Increase the percent of obstetric practices in Jackson County with standardized assessment and referral practices for social needs/services
- **2.3:** Decrease the percent of women who report smoking during the last trimester of pregnancy
- **2.4:** Decrease the percent of women age 18-45 living in the City of Jackson who report having missed a medical appointment within the past year due to lack of transportation
- **2.5:** Increase the percent of women who received a postpartum visit on or between 21 and 56 days after delivery
- **2.6:** Decrease the percent of pregnant women who report delaying first prenatal visit due to lack of transportation

Strategies

- **2.a:** Work with Jackson Health Network and providers to implement systems, metrics, and provider trainings related to assessment and referral for social needs such as transportation, smoking cessation, etc.
- **2.b:** Implement outreach calls to women to make postpartum visit appointments
- **2.c:** Build awareness among women enrolled in MIHP or Medicaid about available transportation assistance
- **2.d:** Advocate for improvements to public transportation system
- **2.e:** Partner with Clinical Information Systems to get involved in design of clinical assessment and reporting systems related to perinatal admissions
- **2.f:** Support efforts to increase the proportion of live births that occur in *Baby Friendly* facilities





Goal 3 - Decrease the number of infant deaths due to positional asphyxia

While some infant deaths are unavoidable due to prematurity or congenital anomalies, positional asphyxia is completely preventable. Positional asphyxia occurs when an infant cannot get enough air to breathe due to the positioning of his/her body. Currently, the PNTF distributes Halo Sleep Sacks to all new mothers that give birth at Allegiance Health. Proven to reduce the risk of positional asphyxia, Halo Sleep Sacks promote safe sleep habits. However, prevention education and an understanding of safe sleep practices for infants among caregivers is imperative for reducing the number of deaths due to positional asphyxia.



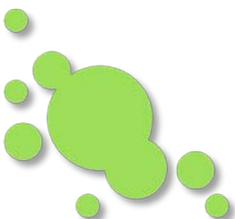
- According to the Fetal Infant Mortality Review (FIMR), from 2007-2009, 18% of all infant deaths in Jackson County were due to positional asphyxia.
- According to post-partum survey results, only 78.3% of new mothers indicated that a healthcare worker discussed how to safely lay a baby down to sleep.
- Approximately 22.8% of new mothers indicate that it is safe for babies to sleep with pillows, bumper pads, plush blankets, stuffed toys, or co-sleep.

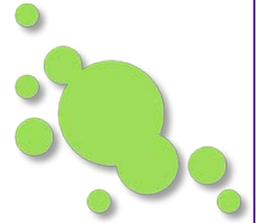
Outcome Measures

- **3.1:** Decrease the number of infant deaths due to positional asphyxia in Jackson County
- **3.2:** Increase the percent of post-partum women who understand safe sleep environments for infants
- **3.3:** Increase the percent of post-partum women who report that a provider talked to them about safe sleep

Strategies

- **3.a:** Implement standard use of sleep sacks for newborns at Allegiance Health and distribute sleep sacks to all new moms at discharge
- **3.b:** Train grandparents and other caregivers and stakeholders on safe sleep practices





Acknowledgements

Executive Committee

Megan Albertson, Allegiance Health
Sara Benedetto, Center for Family Health
Tammy Caron, Allegiance Health
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Center for Family Health
Center for the Prevention of Child Abuse & Neglect
Department of Human Services
Family Service & Children's Aid
Goodwill Industries
Jackson County Health Department
Jackson Health Network
LifeWays
Meridian Health Plan
Partnership Park Downtown Neighborhood Association
United Way of Jackson
Western School District
Women First Health Services

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Early Head Start
Meridian Health Plan
Jackson Transportation Authority
Focus Group Participants - 31
Stephanie Horning, Jackson County Health Department