

Solano County Black Infant Health Program

City MatCH Conference 2009



*STRIVING FOR POSITIVE IMPACT, HEALTHY OPTIONS, AND
IMPROVING BIRTH OUTCOMES FOR AFRICAN AMERICAN
FAMILIES OF SOLANO COUNTY COMMUNITIES*

Introduction to BIH Program



- In 1989, SB 165, Budget Act of 1989 established the Black Infant Health (BIH) program under the Maternal Child and Adolescent Health Division
- BIH is located in 17 Local Health Jurisdictions (LHJs) in California
- The 17 LHJs comprise over 90% of all California African American births and infant deaths

BIH Program Goals



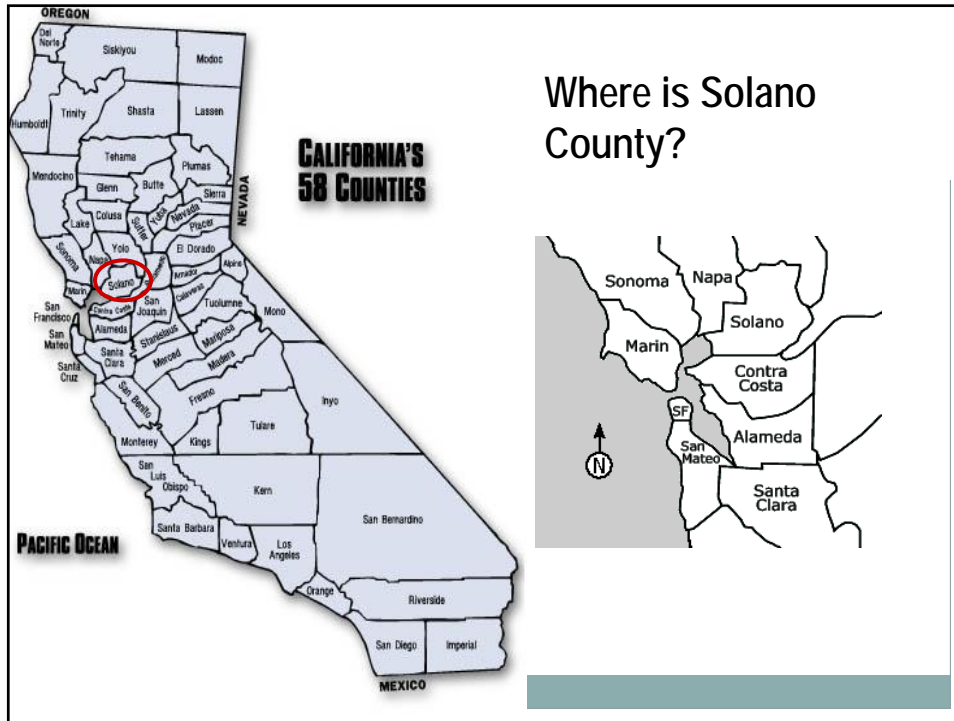
- Work with a hard-to-reach population to address social issues within the African American community
- Reduce African-American infant mortality
- Foster the continuity of health care services, during the prenatal and inter-conception periods for African American women and their infants
- Increase the number of African-American women obtaining prenatal care in the first trimester
- Connect African American families to mental health services

Why?



- Why are we doing this?
 - African Americans continue to have the highest fetal and infant mortality rates
 - This represents a black/white ratio or gap of 2.0. This means that AA babies are twice as likely to die as Caucasian babies
 - African American women are almost 4 times as likely to die from pregnancy-related causes than their Caucasian counterparts
 - Because the children are our future
 - Because...

if we don't... Who Will?



Leadership

- Collaborating with Health Care providers to improve care coordination for African-American women
- Forming other linkages—engaging the community
- Shifting with the times
- Change how we do business in Solano County by agreeing to deliver culturally competent services

Collaborating with Health Care Providers



- Established who we are, as a public health agency in Solano County
- Identified community health care providers and initiated discussion about barriers to care for African-American women
- Ongoing provider presentations
- Participated in case conferences

Forming Other Linkages



- Developed and recruited strong community advisory board members
- Formed partnerships with traditional and non-traditional partners
- Participate on local coalitions to remain connected within the African-American community
 - Media exposure: appeared on Bay area news Channel 2 Rosy Chu as spokesperson for Solano County BIH program
 - Appeared on local Bay Area radio station 106.1 KMEL: PSA about BIH program services/events

Community Engagement



- **Engage Community:**
 - Increase community awareness regarding the disproportionate African-American infant mortality rates.
 - Establish common ground
 - Identify and recommend strategies to improve the health status of African-American women, infants and their families
 - Straight talk about “Keeping it Real”!(HIV, Down low lifestyle, Hypertension, Inter-conception health, Relationships & Mental Health)
 - Engage with your heart

Community Engagement



- ▣ **Raise community awareness of the BIH program**
- ▣ **Go where Black women congregate ”GO” where they ”B”**
- ▣ **Reach out To Local Beautician, Barbershop, Street and non-traditional ”hot spots”**
 - Build alliances with community leaders
 - Build partnerships with other organizations
 - Conducting informational meetings to raise awareness
- ▣ **Mobilize community resources to support our goal**
 - Enlist organizations to become informational outlets
 - Promote attendance, participation, and sponsorship for BIH program events
 - Recruit caring members to support Black Infant Health Program families

Shifting With The Times...

- Check your own Biases
- The 80's Babies Are Having Babies...she's not her mother!
- Being mindful of family dynamic
- Mental health
- Substance abuse
- Sexuality
- Client-centered
- Facilitation of groups

Multidisciplinary Team

- BIH Manager, MPH (Commissioner of 1st Five Solano)
- Public Health Nurse, PHN
- Social Worker, MSW
- Health Educator, MPH
- Health Assistant, BA

We are Equipped to serve the women and infant within Solano County. No matter what her medical/mental issues are...we can handle it!

Staying True To Who I am!

- Deliver culturally competent services
- Maintained the fidelity to BIH intervention model
- Being accountable as a African American woman
- Model best healthy practice for clients and community members

How contagious is Leadership?

- Trickle up to State Level (Influence BIH re-design at State MCAH Division)
- Joined the CDPH/MCAH policy branch as BIH Program Liaison for the State
- Allowed opportunity for me to be here presenting at CityMatCH 2009 Conference
- Applied for MPH fellowship program at the University of Touro focusing on social justice as the framework in local & global communities

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QUESTIONS

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