Advancing Health Equity

Working for **JUSTICE** In All Communities

"Because All Babies Matter"

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2011 CityMatCH Conference
September 16-20
San Francisco, CA

Columbus Public Health
Healthier, Safer People

Presentation Objectives

- Review the Columbus/Ohio ALC project
- Describe methods used to identify and measure racism and advance healthy equity in Columbus, Ohio
- Describe the purpose and development process of the training DVD
- Describe the DVD launch
- Describe what a stakeholder group should do if they want to study racism in their community

Columbus Public Health

ALC Participants

- The Partnership to Eliminate Disparities in Infant Mortality (PEDIM) is a joint project between City**MatCH**, the Association of Maternal and Child Health Programs and the National Healthy Start Association.
- PEDIM and the ALC are funded through grants from the W.K. Kellogg Foundation.
- 6 teams participated in the initial ALC:
  - Aurora, Colorado
  - Chicago, Illinois
  - **Columbus, Ohio**
  - Los Angeles County, California
  - Milwaukee, Wisconsin
  - Pinellas County, Florida

ALC Outcome

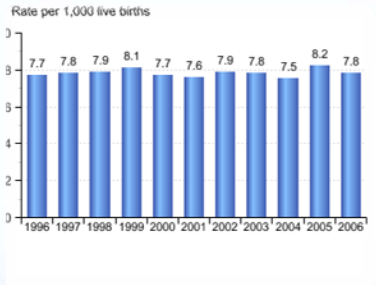
ALC provided the impetus, opportunity and framework to create a local group to begin to address racism and infant mortality

Addressing racism will change, challenge, enlighten and stimulate you as a person; it will engender not just "work" discussions, but will carry over into your relationships with family and friends

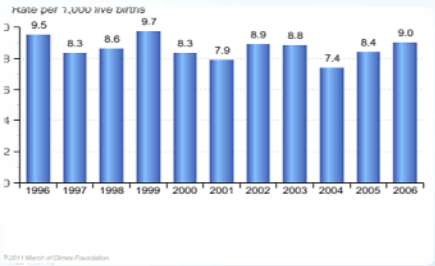
It can change, for the better, all of us as individuals community, city and country

What we know about infant mortality rates

Ohio
1996-2006



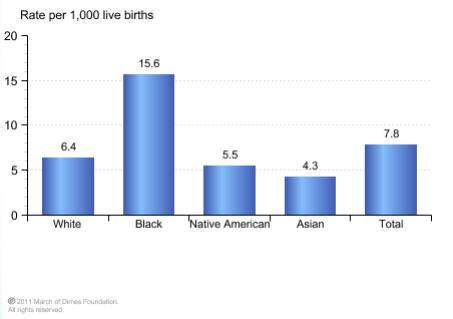
Franklin County
1996-2006



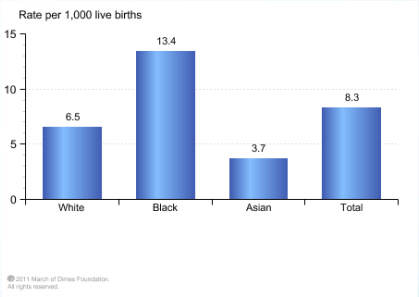
Source •National Center for Health Statistics, final mortality data, 1990-1994 and period linked birth/infant death data, 1995-present.•Retrieved August 15, 2011, from www.marchofdimes.com/peristats

Identifying Disparities

Infant mortality rates by race: Ohio, 2004-2006 Average

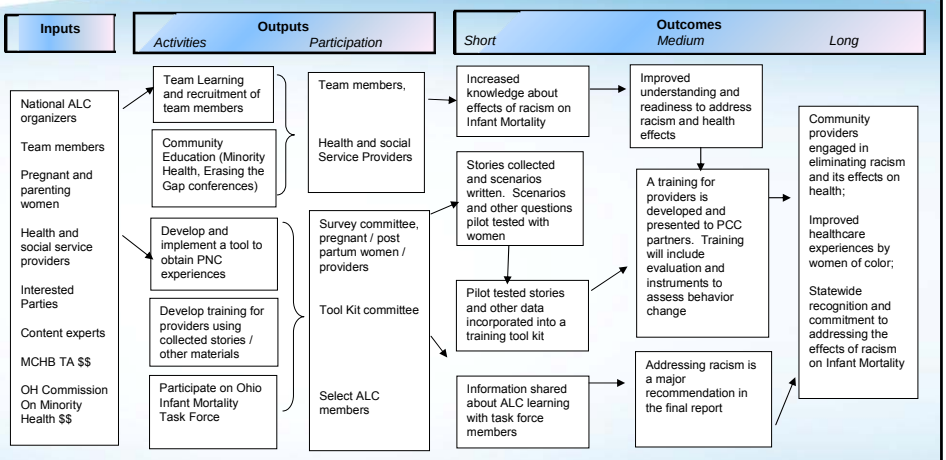


Infant mortality rates by race: Franklin, 2004-2006 Average



Mapping the Way

Columbus, Ohio ALC



Unnatural Causes: When the Bough Breaks

Researchers are circling in on a provocative explanation: the chronic stress of racism can become embedded in the body, taking a heavy toll on African American families and on children even before they leave the womb.

http://www.pbs.org/unnaturalcauses/hour_02.htm

The road less travel

- Lack of cultural competency and/or stereotyping
- Discriminatory treatment by providers towards some women has caused them to either discontinue prenatal care
- Women who experience repeated discrimination come to believe that the system will not work for them.

Community Discussion & Survey

- Unnatural Causes: When the Bough Breaks
- Pen and Paper Survey
- Fall 2009
- Reactions to Race questions and PNC scenarios
- Two groups residing in Franklin County, Ohio were surveyed
  - Federal Healthy Start (Caring for 2)
  - Two African-American women's social groups

http://www.pbs.org/unnaturalcauses/hour_02.htm

Data Collection – Describing/ Measuring Racism

- Collected local information demonstrating that women in Columbus experience racism in health care settings
- Collected stories from women about their prenatal care experiences
- Collected demographic data
- Developed 7 Scenarios for the next survey
- Incorporated C. Jones Reactions to Race questions into the survey

What we learned

- We learned African American women have more negative experiences and consequences based on race than White women (based on local BRFS data)
- We anticipate that having local data about experiences of racism promotes honest conversations and interventions.

Creating a Framework ...

- Everyone having equal opportunity to make good choices produces good health outcomes
- Insufficient opportunities reduce choices for optimal health outcomes
- Addressing racial equity diminishes the occasion to unconsciously replicate racism
- Racism is not the single entity

Understanding the impact of social determinants

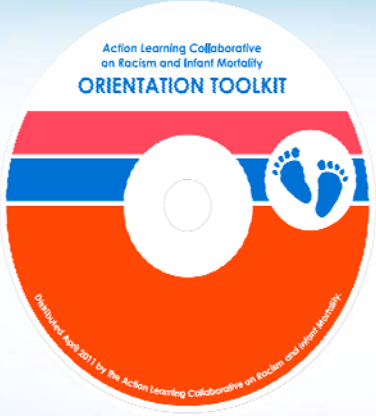
Fair Opportunity ⟷ Institutional/Structural Racism

Promoting our Health Equity Message

Creating the Tool Kit

- In-kind taping by Ohio Dept. of Health Communications Director and staff
- Script development by ALC team members
- Public viewing at Memphis ALC meeting in February, 2010
- Revisions based on feedback
  - adding real story
  - restructuring flow
  - editing scripts and re-taping segments
- Final version completed in April, 2011

Rounding Corners



Module I

- Local Anecdote:
- A personal story of infant loss is shared by Vivian Jackson Anderson and her daughter and son-in-law
- Levels of Racism: A Theoretic Framework and A Gardener's Tale
- Reactions to Race

Module II

- Implications for Racial Disparity in Perinatal Mortality
- Excerpt from *Unnatural Causes: When the Bough*
- *Breaks*
- Local Data: Includes state and local data such as infant mortality, preterm birth, low-birth weight and other health status indicators

Module III

- Working through real life scenarios

Epilogue

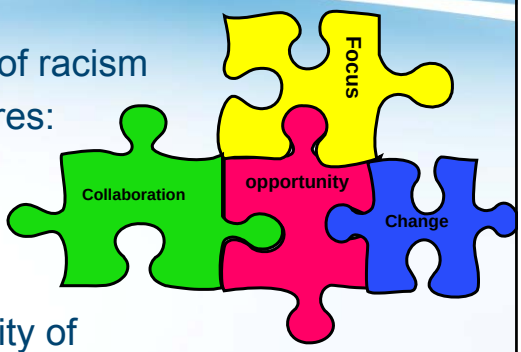
Building bridges

The Journey continues

Conclusion

Addressing the impact of racism in infant mortality requires:

- focus
- engagement
- collaboration
- maximizing opportunity of the climate of change and readiness



Choosing the road