

Healthy Babies Coalition

A Message from the Chairperson of the Healthy Babies Coalition



The Anne Arundel County Healthy Babies Coalition hosted a *Healthy Babies Workshop* in April 2008. More than forty Coalition members attended the *Workshop*. Participants reviewed and reaffirmed the Healthy Babies Coalition's vision and the priority issues and goals the Coalition would like to address. Jinlene Chan, M.D., M.P.H., shared recent data on pregnancy and infant health in Anne Arundel County. The Coalition's four Subcommittees (Access to Care and Provider Issues; Community Education and Outreach; Race and Community Issues; and Teenage Pregnancy Prevention) met and began working on their strategies for updating the Coalition's Implementation Plan for Community Health Interventions. The participants also discussed next steps for the Healthy Babies Coalition.

The Coalition's Healthy Babies Campaign continues to be successful. Please see page 2 of this newsletter for more information.

We ask that you continue to support the Coalition and encourage your colleagues to join the Coalition. Together we can make a difference in the health of Anne Arundel County's pregnant women, infants and families. For more information about the Coalition, please contact Laurie Fetterman, M.S.W., at 410-222-7203 or hdfett00@aacounty.org.

Thank you for your continued support of the Healthy Babies Coalition.

Sincerely,

Charlestine Fairley, Ph.D.
Chairperson, Anne Arundel County Healthy Babies Coalition

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Coalition Members Reach Out to County Health Care Providers

Sudden Infant Death Syndrome (SIDS) is the third leading cause of death among infants (0 to 12 months) in Maryland and Anne Arundel County. Between 2002 and 2007, 33 Anne Arundel County infants died from SIDS and there have been a number of probable SIDS cases already in 2008. Because of concerns of ongoing unsafe sleep practices in the County, Coalition Members Jinlene Chan, M.D., M.P.H., Chairperson of the Anne Arundel County Fetal and Infant Mortality Review Team, and Lani Wheeler, M.D., Chairperson of the Anne Arundel County Child Fatality Review Team, sent letters to nearly 300 OB/GYN, pediatric and family practice providers in Anne Arundel County in April 2008.

The letter encouraged providers to educate women and families about SIDS risk factors and safe sleeping for babies. Providers were given a copy of the Healthy Babies safe sleeping information card and were encouraged to order additional Healthy Babies publications for use with patients and their families.

Within a month of receiving the letter, providers requested more than 1,500 copies of Healthy Babies campaign materials for use in their practices.

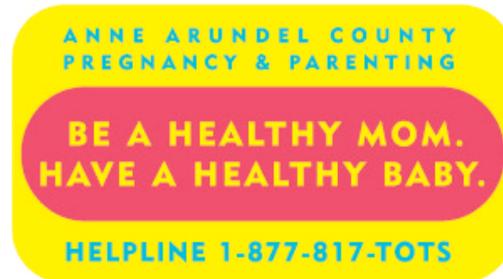
Healthy Babies Information Campaign Update

In Anne Arundel County, African American infants die at a rate three times higher than Caucasian infants. African Americans also have higher rates of preterm birth (less than 37 weeks gestation), low birth weight (5.5 pounds or less at birth), late (3rd trimester) or no prenatal care and teenage pregnancy.

A County-wide information campaign was launched in May 2007 to raise awareness of the County's infant mortality disparity and provide specific risk reduction messages to pregnant women, parents and caregivers. The Healthy Babies Campaign is designed to reach all County residents, but it specifically targets African American women and families.

Campaign materials include:

- radio and print advertisements
- press releases
- health disparity awareness flyers and posters
- safe sleep information flyers
- resource directory brochures
- information cards on fetal movements, preterm labor, safe sleep and secondhand smoke



During the campaign's first year (May 2007 - April 2008), more than 8,600 resource directory brochures, 13,400 information cards, 7,600 safe sleep flyers, 1,700 awareness flyers and 125 posters were distributed to County residents and health care and social service providers. The campaign's Web page has had over 2,200 hits, averaging 200 hits a month.

Healthy Babies Campaign materials encourage pregnant women, parents and caregivers to call The Family Tree Tot's Line (1-877-817-TOTS) for additional information, advice and referrals to County resources. Information is also available on the Healthy Mothers and Healthy Babies Web page at the Department's Web site (www.aahealth.org/healthybabies.asp).

County residents can order free information kits on Healthy Pregnancy and Baby Care from the Tot's Line or the Healthy Mother and Healthy Babies Web page. During the campaign's first year, 45 Healthy Pregnancy Kits and 17 Baby Care Kits were distributed to County residents.

The Healthy Babies Campaign is successfully reaching women and families at greatest risk for poor outcomes. During the campaign's first year, of the Tot's Line callers seeking Healthy Babies information:

- 62% of calls were from African Americans/Blacks. African American babies die during the first year of life at a rate 3 times higher than Caucasian babies.
- 62% of calls were from people ages 25 and younger. Pregnancy risks are higher for very young mothers.
- 62% of calls were from single parents. Single parents may lack access to a strong support network.
- 71% of calls were from people in the northern and western regions of the County, where infant mortality is highest.

To order Healthy Babies information, download the Healthy Babies Materials Order Form from http://aahealth.org/App_pdfs/healthybabiesorderform.pdf.

You can also contact Laurie Fetterman at 410-222-7203 or hdfett00@aacounty.org.

Pregnancy and Infant Health in Anne Arundel County

Summary of Pregnancy and Infant Health by County Region (2001-2005)

Western

- High infant mortality rate
- Highest birth rate
- High preterm birth rate
- High rate of SIDS deaths

Central

- Older mothers
- Lowest preterm birth rates
- Low infant mortality



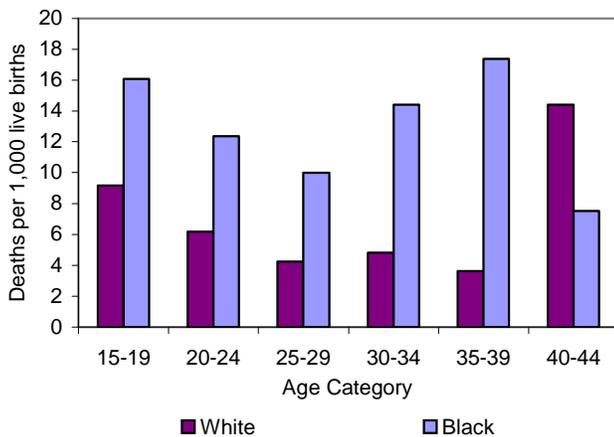
Northern

- High infant mortality
- Younger mothers
- More unmarried mothers
- Highest tobacco use
- High late or no prenatal care
- High preterm birth rate
- Highest low birth weight
- Highest rate of SIDS deaths

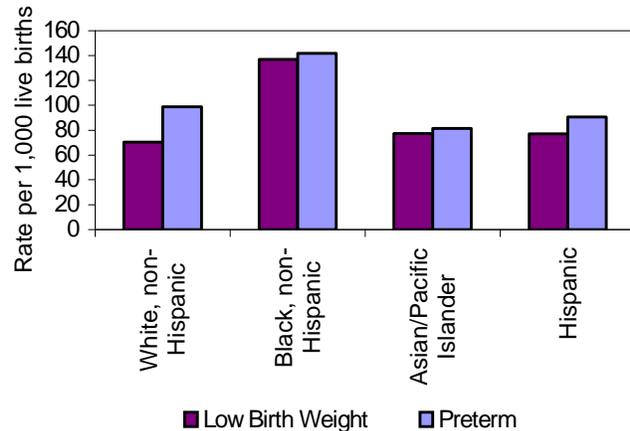
Southern

- Lowest birth rate

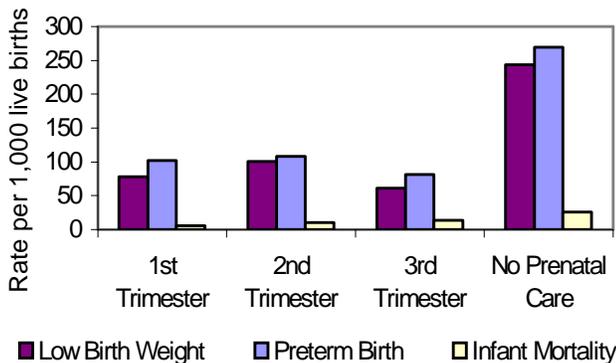
Infant Mortality by Maternal Age and Race Anne Arundel County (2001-2005)



Preterm Births and Low Birth Weight by Race Anne Arundel County (2001-2005)



Impact of Late or No Prenatal Care Anne Arundel County (2001-2005)



SUDDEN INFANT DEATH SYNDROME

Between 2002 and 2007, 33 babies died from SIDS. Common risk factors included side or stomach sleeping, bed sharing, sleeping on adult mattresses or sofas, and presence of loose blankets with the baby.

Source: Anne Arundel County Fetal and Infant Mortality Review Team

Preterm babies are born at less than 37 weeks gestation. Low birth weight babies weigh 5.5 pounds or less at birth. Data source is Maryland Department of Health and Mental Hygiene Vital Statistics Administration unless otherwise noted.

Stork's Nest Expands Curriculum

Stork's Nest, a partnership between Baltimore Washington Medical Center, the Anne Arundel County Department of Health, the March of Dimes Maryland Chapter and Zeta Phi Beta Sorority, Rho Eta Zeta Chapter, provides free prenatal education and postpartum support for women and their partners.

Beginning in July 2009, the current Stork's Nest curriculum is expanding from six classes to eight and will include two new classes focusing on early parenting and safe sleeping. The other class sessions will continue to teach women about fetal development, healthy eating, avoiding harmful substances, infections during pregnancy, preterm labor, delivery and breastfeeding.

Program participants will continue to earn points by attending Stork's Nest educational classes, going to regular prenatal care appointments and adopting healthy behaviors. Points can be redeemed for baby care items such as clothes, diapers, personal care items and breastfeeding supplies. In addition to the current incentive items available, participants will receive a Safe Sleep Kit upon completion of the classes. The kit includes a Halo Sleep Sack, Soothie pacifier, Graco Pack-n-Play and fitted crib sheet.



Although this program is open to any pregnant Anne Arundel County resident, outreach efforts target women at the greatest risk for having poor pregnancy outcomes, specifically African American women, teenagers, low-income or uninsured women and women with previous poor pregnancy outcomes. For more information, or to make a referral, contact the program coordinator at 410-787-4366.

WIC : Better Nutrition for a Brighter Future

The Women, Infant and Children (WIC) program is a supplemental nutrition program for pregnant women, breastfeeding mothers, postpartum women, infants and children up to age five. Nationwide, about 25% of all pregnant women and 50% of all infants are enrolled in WIC.

Pregnant women who participate in WIC have fewer premature births, fewer low birth weight babies and fewer fetal and infant deaths. Children participating in WIC have lower rates of anemia (low iron in the blood).

The Anne Arundel County WIC Program has been promoting the health of low-income women and children for 31 years and is now serving over 7,100 clients each month.

WIC provides:

- nutrition education, health screenings and referrals to community programs.
- free foods including milk, cheese, eggs, cereal, beans, peanut butter, juice and infant formula, as well as carrots and tuna fish for exclusively breastfeeding moms.
- support for successful breastfeeding. Lactation consultants, peer counselors, breastfeeding classes and support groups, breast pumps and nursing bras are available free to WIC clients.
- bilingual staff and interpreters for Spanish speaking clients.

WIC participants must meet income guidelines (medical assistance and food stamp clients are income eligible) and live in Anne Arundel County.



For more information, call the Anne Arundel County WIC Program at 410-222-6797 or 410-222-0139 (Spanish Line) or visit WIC's Web page at www.aahealth.org/hip_wic.asp.

Keep Babies Safe : Help Prevent Childhood Injuries

As babies begin to explore their world, they are at increased risk for injuries. In Anne Arundel County, falls, being struck by or against an object and poisoning are the leading causes of injury-related emergency room visits and hospital admissions. You can help keep babies safe by teaching parents and caregivers to follow these simple tips:

- Learn infant first aid and CPR. Hospitals and community organizations often offer classes to help parents and caregivers learn how to take care of infants and small children.
- Never leave a baby unattended on a changing table. Use safety straps.
- Use baby gates on stairways. Make sure baby gates are securely installed.
- Install window guards on windows above the first floor.
- Do not use baby walkers.
- Secure furniture that could fall over, such as dressers and bookshelves, by using anchor brackets.
- Never carry hot liquids or foods near a child or while holding a child.
- Put babies in a safe place while cooking, such as a playpen, high chair or crib.
- Do not let babies crawl around hot stoves, floor or wall heaters or other hot items.
- Do not leave small objects within the reach of babies. Babies will try to put items in their mouths. Use the toilet roll test: if objects can fit inside a toilet roll, then they can fit inside a baby's mouth.
- Cut up food for babies into small pieces. Do not give babies hard foods.
- Keep medicines, household cleaners and other products out of sight and out of reach. Use safety latches on drawers, cabinets and cupboards.
- Never leave a baby in or near a bathtub, pail of water, wading or swimming pool, or any other source of water.
- Set the temperature on water heaters to 120°F to prevent scald injuries. Always check the water temperature before giving a baby a bath.
- Always use a child car safety seat that is appropriate for the baby's height and weight and has been properly installed. For more information on child car safety seats, call Maryland Kids in Safety Seats at 1-800-370-SEAT (7328) or visit www.mdkiss.org.

Breastfeeding Has Benefits for Babies

Breastfeeding has many benefits for babies. The American Academy of Pediatrics states that human milk is uniquely superior for infant feeding and that breastfeeding should be the only food for the first six months and be continued for at least the first year and beyond for as long as desired. In the United States, infants who are not breastfed have a 21% higher postneonatal mortality rate.

Research studies have found that mothers who breastfeed for more than three months can reduce the risk of many health problems in their full term infants including:

- 72% reduction in hospitalizations due to lower respiratory tract infections
- 64% reduction in gastroenteritis (diarrheal diseases)
- 50% reduction in otitis media (ear infections)
- 42% reduction in atopic dermatitis
- 40% reduction in asthma (with a family history of asthma) and 27% reduction in asthma (without a family history of asthma)
- 19-27% reduction in Type 1 Diabetes
- 39% reduction in Type 2 Diabetes
- 36% reduction in Sudden Infant Death Syndrome (SIDS)
- 7-24% reduction in the risk of obesity in adolescence and adult life
- 15-19% reduction in childhood leukemia



Maryland Children's Health Program

The Maryland Children's Health Program (MCHP) provides health care coverage to low-income pregnant women and children. Eligible participants enroll in the Maryland Health Choice Program and select a participating managed care organization (MCO) to receive health care services. Below are summaries (provided by each MCO) that explain the services that each MCO offers to pregnant women. For more information on MCHP, visit <http://www.dhmf.state.md.us/mma/mchp/>.

AMERIGROUP: Taking Care of Baby and Me OB Case Management Program

AMERIGROUP's Prenatal Case Management Services include:

- Comprehensive OB case management program.
- High Risk—non-compliant women with complicating medical and/or psychosocial issues, which require close monitoring and follow up. Cases are managed by experienced nurses.
- Low Risk—compliant, low medical risk women that require only occasional contact and general pregnancy education.
- Social work services provided by a social worker dedicated specifically to Maternal Child Health.

AMERIGROUP's Prenatal Incentive Programs include:

- Prenatal and Postpartum programs to educate and encourage compliance with care
- Trimester-focused prenatal and postpartum education packets
- Prenatal Classes — members reimbursed up to \$120 with proof of payment

Jai Medical Systems: The Moms VIP (Very Important Pregnancy) Program

Jai Medical Systems is offers quality health care services to maternal and infant Members. All pregnant members are followed by a dedicated registered nurse case manager who assists with coordination of care issues, transportation, medical questions or any other concerns that members may have. Jai Medical Systems has made significant outreach efforts, both with members and primary care providers to refer pregnant women to case management as quickly as possible. Welcome packets which contain contact information and educational materials are mailed to all newly pregnant women. Goal-oriented incentives are provided to encourage participation in educational offerings as well as compliance with the medical plan of care. Quarterly baby showers for moms inspire networking and a sense of community. After delivery all moms continue in case management for at least 8 weeks postpartum. Coordination of postpartum care as well as pediatric visits for the new baby are provided.

Maryland Physicians Care: Small Miracles Program

Maryland Physicians Care's Small Miracles Program offers case management services, childbirth classes, dental and vision benefits and community resource information.

MedStar Family Choice: Momma and Me and We Care Programs

MedStar Family Choice (MSFC) has many programs to encourage expectant moms to have healthy babies. Women less than 28 weeks gestation are eligible for MSFC's Momma and Me Program. Women can earn gift certificates by seeing their OB/GYN regularly and by attending pregnancy health education classes, visiting the dentist while pregnant, going to their postpartum OB visit and taking their newborns to the first pediatrician visit. Women receive educational materials on prenatal and newborn topics. The program coordinator works closely with each participant to help ensure she is receiving all of the care she needs to deliver a healthy baby.

For moms not eligible for the Momma and Me Program, MSFC offers the We Care program. This program provides gift certificates to new moms for going to their postpartum visit and taking their new babies to the first pediatrician visit.

MSFC offers case management to women that have diabetes, preterm labor or history of preterm labor, history of fetal death, substance abuse issues, hypertension or pre-eclampsia. These women are followed by a high-risk case manager throughout their pregnancy.

**ANNE ARUNDEL COUNTY
HEALTHY BABIES COALITION**

**BE A HEALTHY MOM.
HAVE A HEALTHY BABY.**

c/o Anne Arundel County
Department of Health
3 Harry S. Truman Parkway
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[http://www.aahealth.org/
healthybabies.asp](http://www.aahealth.org/healthybabies.asp)

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Access to Care and Provider Issues

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Community Education and Outreach

Subcommittee Contact:

Lesley Wallace
Director of Operations, MedStar
Family Choice and Senior Manager,
Contracting & Payor Relations,
MedStar Health
Phone: 410-933-3013
Fax: 410-933-3019
E-mail: lesley.wallace@medstar.net

Race and Community Issues

Subcommittee Contact:

Tawneka Spencer
Disproportionate Minority
Contact Coordinator
Local Management Board of
Anne Arundel County
Phone: 410-222-7423
Fax: 410-222-7674
E-mail: srspen00@aacounty.org

Teenage Pregnancy Prevention

Subcommittee Contact:

Pastor Sheryl Menendez
Executive Director
Restoration Community
Development Corporation
Phone: 410-267-6350
Fax: 410-267-6112
E-mail: smenendez@lotwfamily.com

Priority Partners' Prenatal Services

Priority Partners' Prenatal Outreach and Care Management teams collaborate to improve prenatal care compliance and pregnancy outcomes through case management services, education and assistance with overcoming access to care barriers. Partners with Mom (Maternity Care Management Team) is a free case management program that partners with the member, OB doctors, other health care providers and community agencies to assist high risk pregnant women with obtaining the treatment and services needed to maintain a healthy pregnancy and deliver a healthy baby. For more information, visit www.ppmco.org.

UnitedHealthcare: Healthy First Steps

UnitedHealthcare offers a Healthy First Steps Program that works with women before, during and after their pregnancy. The program consists of a team of nurses, social workers and health educators that coordinate care with the doctor, facility and member to ensure a smooth and healthy transition of care during the member's pregnancy. The program offers assistance with prenatal appointments, home healthcare arrangements, transportation, special supplies, home visits, childbirth education, informational packets/resources, special member gifts, postpartum rewards and County baby showers. High and low risk pregnancies are followed by case management professionals who educate members in the areas of nutrition, fitness, sexual health, substance abuse and domestic violence. Healthy First Steps offers a hotline for members to ask questions and find doctors for prenatal care, pediatricians and dental care at 1-800-714-3519.

Services for Anne Arundel County Residents

Community Services and Programs:

Anne Arundel County Family Tree Tot's Line; Offers advice and referrals to pregnant women, parents and caregivers; Free; Contact: 1-800-817-TOTS.

Anne Arundel Medical Center Programs for Birth and Baby; Free/Fee; Contact: Ask AAMC, 443-481-4000.

Special Beginnings Birth and Women's Center Outreach and Education Classes; Free; Contact: 410-626-8982.

Stork's Nest Prenatal Education Program; Free; Contact: 410-787-4366.

Anne Arundel County Department of Health Services:

Adolescent and Family Services; Mental Health and Addiction Counseling Services; Free; Contact: 410-222-6785.

Adult Smoking Cessation Classes; Free; Contact: Learn To Live Line at 410-222-7979 or www.aahealth.org/ltl_smokcessation.asp.

Healthy Start Program for high-risk women and infants; Free; Contact: 410-222-7177.

Reproductive Health Services; Free/Sliding Scale; Contact: 410-222-7145.

Substance Abuse Prevention Presentations in all settings for all ages; Free; Contact: Prevention and Education Services at 410-222-6724.

Substance Abuse Treatment Referral Line; Free; Contact: 410-222-0117; Monday - Friday ; 8:30 a.m. - 5:00 p.m.

Strengthening Families Program: Parenting and Life Skills to Improve Family Relationships (14-session program); Free; Contact: 410-222-6724.

Women, Infants and Children (WIC) Nutrition Program; Free; Participants must meet income requirements; Contact: 410-222-6797, Spanish line, 410-222-0139.

WIC Breastfeeding Classes and Support Groups; Free; Participants do not need to be WIC clients; Contact: 410-222-0085, Spanish line, 410-222-0139.

Would you like to join a Subcommittee? Contact the Subcommittee Chairperson.