

Healthy Babies Coalition

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A Message from the Acting Health Officer, Anne Arundel County Department of Health

The Anne Arundel County Department of Health would like to recognize the outstanding leadership of Charlestine Fairley, Ph.D., who recently stepped down as the Chairperson of the Anne Arundel County Healthy Babies Coalition. During Dr. Fairley's 4-year term, the Coalition conducted many successful educational programs and outreach activities. The Coalition has helped to improve the health and well-being of pregnant women and infants in Anne Arundel County by providing information, training and referrals to resources on safe sleep, car seats and other subjects that proactively address infant mortality and morbidity.

Due to Dr. Fairley's guidance and foresight, the Healthy Babies Coalition continues to make a positive impact on the community. On June 7, the Coalition and the Department of Health co-hosted a Keeping Babies Safe Workshop at the West County Library. The workshop had nearly 100 participants—child care providers, parents, grandparents, teachers, nurses, community leaders and representatives from faith-based organizations. The workshop included presentations on "Calming a Crying Baby" and "Home Safety." Child care providers were able to earn two credit hours accepted by the Office of Child Care, Maryland State Department of Education, for the Health, Safety and Nutrition Core Knowledge Area.

Outreach efforts, such as the workshop, are vital to fulfilling the missions of both the Coalition and the Department of Health. Working together we proudly carry on Dr. Fairley's vision to protect the health of our youngest and most vulnerable County residents.

Sincerely,
Douglas L. Hart
Acting Health Officer
Anne Arundel County

Would you like to submit an article for the January 2011 issue of the Healthy Babies Coalition Newsletter?

**Is there a maternal or infant health topic that interests you?
If so, please contact Lisa Helms Guba, R.N.C., at 410-222-7223 or
hdhelm00@aacounty.org with your ideas.**

Healthy Babies Information Campaign Update

The Healthy Babies information campaign provides specific risk reduction messages to pregnant women, parents and caregivers in Anne Arundel County.

Campaign materials currently include:

- radio and print advertisements
- resource directory brochures
- information cards on fetal movements, preterm labor, calming a crying baby, car seats, home safety, safe sleep and secondhand smoke
- safe sleep information fliers
- African American health disparity awareness fliers and posters
- press releases



Healthy Babies campaign materials encourage County residents to visit the Department of Health's website for FREE Healthy Babies kits. Information is available on the Healthy Moms and Healthy Babies Web page at www.aahealthybabies.org.

Fiscal Year 2010 Campaign Facts

During FY 2010 (July 2009 - June 2010), more than 3,000 English language resource directory brochures and 20,000 information cards were distributed to County residents and health care and social service providers. 9,000 Spanish language information cards were distributed. Over 70 Healthy Pregnancy kits, Baby Care kits and Healthy Pregnancy and Baby Care combination kits were distributed to County residents. A newspaper campaign advertising the Healthy Babies program was published in the *Severna Park Voice*, *Pasadena Voice*, *Pennysaver* and *The Capital*. The campaign's main Web page, www.aahealthybabies.org, had over 6,000 visits.

New Materials Now Available!

Young Fathers Rack Card

A rack card was developed targeting young fathers and ways they can help their babies. See below for ordering information.

Spanish-Language Resource Directory Brochures and Information Cards

Free Spanish-language Healthy Babies resource directory brochures and information cards on fetal movements, preterm labor, calming a crying baby, car seats, home safety, safe sleep and secondhand smoke are now available for use with County residents. More Information can be found at www.aahealth.org/hispanic/healthybabies.asp. See below for ordering information.

New Healthy Babies Website Now Here!

The Anne Arundel County's Healthy Babies website was updated. The new site contains two separate sections, one for parents and caregivers and another for professionals. The section for parents and caregivers includes online training modules about safe sleep for babies and how to calm a crying baby. This section also includes links to County programs and resources for pregnant women and parents and downloadable educational materials. The section for professionals includes provider outreach materials and the Keeping Babies Safe training information. The new Web address is www.aahealthybabies.org.

To order Healthy Babies Campaign Materials, download the Healthy Babies Materials Order Form from www.aahealth.org/App_pdfs/healthybabiesorderform.pdf.

African-American Mothers Breastfeed Less

In March, the Centers for Disease Control (CDC) published the results of a study on racial differences in breastfeeding initiation and duration. The study analyzed data from the National Immunization Survey (NIS) from 2004-2008. Blacks (non-Hispanic) had the lowest rate of breastfeeding initiation at 54.4 percent, which was 20 percentage points lower than whites (non-Hispanic) and lower than the Healthy People 2010 target of 75 percent. Some progress has been made since 1990, when the gap was 35 percentage points. Rates of breastfeeding at 6 and 12 months were also significantly lower in blacks. Nationally, Hispanics had the highest rates of initiation and duration. In the state-specific analysis, Maryland followed the national trend and had percentages which were above the national average.

National Prevalence of Breastfeeding, National Immunization Survey, U.S. 2004-2008

		Initiation %	6 months %	12 months %
Healthy People 2010 Target		75	50	25
Total U.S.		73.4	41.7	21.0
Hispanic	U.S.	80.4	45.1	24.0
	MD	84.4	46.6	23.4
White, Non-Hispanic	U.S.	74.3	43.2	21.4
	MD	78.0	46.8	23.7
Black, Non-Hispanic	U.S.	54.4	26.6	11.7
	MD	63.6	35.1	18.6

Based on the known health benefits of breastfeeding, lower breastfeeding rates among blacks may be a contributing factor in the health gap between black and white Americans. The CDC is reassessing strategies for promoting and supporting breastfeeding among black women.

Breastfeeding Babies Saves Lives and Billions

The lives of over 900 babies would be saved each year, along with 13 billion dollars, if 90 percent of U.S. women exclusively breastfed their babies for the first six months. These startling results were published online in April in the journal *Pediatrics*. The analysis studied the prevalence of ten common childhood illnesses, the cost of treating those diseases, including hospitalizations, and the level of disease protection other studies have linked with breastfeeding. Indirect expenses were also calculated, such as parents' time away from work to care for a sick child and lost potential lifetime wages of \$10.56 million per death. Ninety-five percent of the deaths were attributed to three causes: sudden infant death syndrome (SIDS); necrotizing enterocolitis, an intestinal disorder seen primarily in preterm babies; and lower respiratory infections such as pneumonia.

"The magnitude of health benefits linked to breastfeeding is vastly underappreciated," said lead author Dr. Melissa Bartick, an internist and instructor at Harvard Medical School. Breastfeeding is sometimes considered a lifestyle choice, but Bartick calls it a public health issue.

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Breastfeeding Babies Saves Lives and Billions (continued)

Seventy-three percent of women start out exclusively breastfeeding their babies without any supplemental formula. By three months, just 33 percent are exclusively breastfeeding and by six months only 14 percent are doing so. The American Academy of Pediatrics recommends babies be exclusively breastfed for the first six months. The study emphasizes that mothers need more support for breastfeeding. This support should start in the hospital and extend into the workplace. Bartick says the biggest priority should be to improve maternity care practices. Many hospitals delay immediate urgent skin-to-skin contact between mom and baby, which can make things harder for the newborn to act on its natural instincts to suckle. Better access to lactation counseling, which is often not covered by insurance, and scaling back of “aggressive marketing” of infant formula is also needed.

The Pascal Women’s Center at Baltimore Washington Medical

Baltimore Washington Medical Center (BWMC) recently opened the Pascal Women’s Center, providing comprehensive health services for expectant mothers and their newborns. The center features four labor and delivery rooms, two cesarean section operating rooms, an 18-bed mother-baby unit with private rooms, and a level II nursery.

It is also home to Stork’s Nest, a prenatal incentive-based education program that offers eight classes whose goal is to prevent premature births, low birth weight babies and infant mortality. Class topics include the importance of prenatal care, what to expect during labor and delivery, basic infant care, and safe sleeping. The program uses a point-based incentive system to encourage women to attend the educational classes and prenatal care appointments and to adopt healthy behaviors. These points can then be used to purchase a variety of infant care items at the Stork's Nest store. Any pregnant woman in Anne Arundel County is eligible to participate, but the program's emphasis is on engaging pregnant women who do not receive regular prenatal care and are at an elevated risk for having a low birth weight baby or premature birth.

BWMC has a partnership with the University of Maryland Medical Center (UMMC) to provide a satellite office of the Center for Advanced Fetal Care (CAFC) in the Pascal Women’s Center. A team of maternal fetal medicine specialists and a sonographer with advanced training give mothers-to-be access to the same high level of care provided at UMMC. CAFC provides routine and high risk pregnancy evaluations, the latest high resolution ultrasound technology, fetal echocardiography and amniocentesis.

In April, Baltimore Washington Women’s Health Associates opened at 7556 Teague Road in Hanover to serve the rapidly growing area of western Anne Arundel County. Dr. S. Patrick Donegan, BWMC Chairman of Obstetrics and Gynecology, is joined by Drs. Ella Gayoso-Adam and Christina Enzmann to provide comprehensive care to women throughout all stages of life.

For more information, please call 410-553-BWMC.

NIH-Sponsored Study of Women Carrying a Baby With Spina Bifida



Health care professionals can play an important role by helping to identify and refer candidates currently carrying a baby with spina bifida for an important clinical trial, the Management of Myelomeningocele Study (MOMS).

Myelomeningocele, also known as spina bifida, is a birth defect that occurs early in pregnancy when the spinal cord does not fully form and leaves an opening in the baby's back. Spina bifida often leads to serious medical problems, including paralysis of the lower part of the body, loss of bowel and bladder control, abnormalities of the brain including hydrocephalus, and learning disabilities.

MOMS is designed to compare two treatments for spina bifida: prenatal surgery (before birth) and postnatal surgery (after birth). For the duration of the study, prenatal surgery for spina bifida is not available outside of the trial. Women carrying a baby with spina bifida, their health care providers or family members should call MOMS at 1-866-275-6667 to begin the enrollment process or for more information. The study coordinator, Jessica Ratay, can explain the study in detail, including the requirements, risks and benefits of the study. She is also happy to answer any questions about spina bifida.

Qualifying participants are referred to a MOMS Center for further screening where they are evaluated and decide if they wish to enroll. If so, they are randomly assigned to either the prenatal or postnatal surgery group.

The women in the prenatal surgery group undergo surgery between 19 and 25 weeks of pregnancy and remain at the MOMS Center until cesarean delivery at 37 weeks. The women in the postnatal surgery group return home and then travel back to the MOMS Center at 37 weeks for cesarean delivery and postnatal surgery for their infant. Follow-up evaluations are performed on all infants at 12 months and 30 months of age. All travel, food and lodging costs are covered by the research study.

Participating MOMS Centers are: The Children's Hospital of Philadelphia, Vanderbilt University Medical Center in Nashville and the University of California San Francisco. The George Washington University Biostatistics Center serves as the Coordinating Center and performs the centralized screening. Funding for MOMS is provided by the Eunice Kennedy Shriver National Institute of Child Health and Human Development.



To refer a patient or for information:

1-866-ASK MOMS (1-866-275-6667)

moms@biostat.bsc.gwu.edu

www.spinabifidamoms.com

Preterm Milestones

A longtime favorite American Academy of Pediatrics (AAP) resource is now more accessible to expectant parents and families. Their "Milestone Guidelines for Premature Babies," developed by the Preemie Health Coalition in 2005, has been integrated into AAP's "Healthy Children" online portal for parents. The brochure encourages families to be active observers of their preterm baby's development, to focus attention on their child's strengths, and to be aware of areas where they need more support. It includes guidelines that help parents convert full-term baby milestones into preterm baby milestones, and provides questions for parents to discuss with their child's health care provider. Go to www.healthychildren.org/English/ages-stages/baby/preemie/pages/Preemie-Milestones.aspx.

Vaccines and Medications in Pregnancy Surveillance System (VAMPSS) Study

The CDC is supporting a new program led by the American Academy of Allergy, Asthma & Immunology (AAAAI) that is designed to study the health benefits and risks of medications taken by pregnant women. The Vaccines and Medications Pregnancy Surveillance System (VAMPSS) is a joint effort of government, medical specialists and leading independent research institutions to study the safety of vaccines during pregnancy and medicines taken during pregnancy. The Organization of Teratology Information Specialists (OTIS) and the Slone Epidemiology Center (SEC) at Boston University are the established research organizations partnering with AAAAI for VAMPSS.

Pregnant women who have received influenza vaccine or influenza antivirals or who are taking asthma medications are encouraged to enroll themselves so they can be followed during their pregnancy and the post-partum period by calling 877-311-8972. Clinicians can support VAMPSS by referring pregnant patients to learn about participation in this new effort. For more information on enrolling patients, visit www.otispregnancy.org/vaccines.

Online Module Focuses on SIDS in Child Care

Reducing the Risk of SIDS in Child Care is designed to teach child care and health professionals, parents, and other caregivers how to create a safe sleep environment to reduce the risk of Sudden Infant Death Syndrome (SIDS) and other sleep-related deaths. The online module was produced by the American Academy of Pediatrics' (AAP) Healthy Child Care America with support from the Health Resources and Services Administration's Maternal and Child Health Bureau. The content is based on AAP's Reducing the Risk of SIDS in Child Care Speaker's Kit. Topics include the definition of SIDS, behaviors that increase the risk of SIDS, common beliefs and misconceptions about SIDS, and resources to reduce infants' risk of SIDS. More information is available at www.healthychildcare.org/pdf/SIDSmoduleflyer.pdf.

Online Version of Nurses Continuing Education Program on SIDS Risk Reduction Now Available

An online version of NIH's continuing education program for nurses about SIDS risk reduction is now available. The Continuing Education Program on Sudden Infant Death Syndrome (SIDS) Risk Reduction was developed by NIH's Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD) and the National Institute of Nursing Research (NINR) in collaboration with national nursing and health organizations. The program reviews the most current research findings about SIDS and provides nurses with practical approaches to help new parents and caregivers reduce the risks of SIDS by creating a safe sleep environment for their infants.

SIDS is the sudden and unexpected death of an infant under one year of age, which cannot be explained after a complete autopsy, an investigation of the scene and circumstances of the death, and a review of the medical history of the infant and his or her family. According to the National Center for Health Statistics, SIDS is the third leading cause of infant death in the United States. By consistently placing infants on their backs for sleep and using other safe sleep practices, nurses serve as role models to demonstrate effective risk-reduction techniques. "Nurses are among the first health professionals who interact with families and their newborn infants," said Alan Guttmacher, M.D., acting director of NICHD. "This continuing education program provides nurses the information they need to answer parents' questions about safe sleep practices. It literally can save children's lives."

Nurses can access the online version or order copies of the print version at www.nichd.nih.gov/sidsnursesce, or by calling 1-800-370-2943.

Nurses who successfully complete the course earn 1.1 contact hours of Continuing Education (CE) credit from the Maryland Nurses Association, which is accredited to provide CE by the American Nurses Credentialing Center Commission on Accreditation. The online module automatically grades responses to the post-test questions and provides nurses with real-time completion results.

The CE Program on SIDS Risk Reduction includes lessons on the following information:

- Understanding SIDS
- Understanding SIDS Risk
- Reducing SIDS Risk
- Nurses as Role Models for Parents
- Challenges to SIDS Risk Reduction
- Communicating About SIDS Risk Reduction

The NICHD sponsors research on development before and after birth; maternal, child and family health; reproductive biology and population issues; and medical rehabilitation. For more information, visit the NICHD website at www.nichd.nih.gov.

The National Institutes of Health (NIH) — the Nation's Medical Research Agency — includes 27 institutes and centers and is a component of the U.S. Department of Health and Human Services. It is the primary federal agency for conducting and supporting basic, clinical and translational medical research, and it investigates the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit www.nih.gov.

Text 4 Baby

Text4baby from the National Healthy Mothers, Healthy Babies Coalition (HMHB) is a free mobile information service that provides pregnant women and new moms with information to help them care for their own health and give their babies the best possible start in life. For information go to www.text4baby.org. The program was made possible through a public-private partnership that includes mobile service providers; health professionals; and federal, state and local agencies. The service enables pregnant women and new parents to receive health information delivered regularly to their mobile phones via text message at no charge. Messages are available in English and Spanish and focus on topics such as immunization schedules, mental health, nutrition, oral health, safe sleep, seasonal flu prevention and treatment, and tobacco use. The program also connects participants to public clinics and support services for prenatal and infant care. Promotional materials are available for professionals at www.text4baby.ning.com/notes/Toolkits.

Resources

HEALTH4MOM.ORG is a website for mothers-to-be and new mothers. Created by the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN), the site features topics ranging from proper nutrition to the best birthing options including tools and resources on every aspect of early pregnancy and babyhood, plus information on baby gear. A section of the site is also devoted to forums for connecting with other mothers, or for asking health questions of a nurse specialist or other expert. Go to www.health4mom.org.

FREE FOLIC ACID RESOURCES

Free educational materials on the importance of folic acid consumption are available from the Centers for Disease Control and Prevention (CDC). These include brochures, booklets, posters and fact sheets in English and Spanish. To access materials online, go to www.cdc.gov/ncbddd/folicacid/freematerials.html. Because Latinas have higher rates of affected pregnancies than women of other racial/ethnic groups, the CDC's National Center for Birth Defects and Developmental Disabilities has focused education and outreach on increasing folic acid awareness, knowledge and consumption among Latinas of childbearing age. For more about these efforts, go to www.cdc.gov/news/2010/01/folicacid.

NEW FILM ON POSTPARTUM DEPRESSION FROM PSI

Postpartum Support International (PSI) has produced a new film "Healthy Mom, Happy Families: Understanding Pregnancy and Postpartum Mood and Anxiety Disorders" featuring four women who have recovered from perinatal mood disorders. The film includes up-to-date information from experts on what women and health care providers need to know to identify and treat mental illnesses related to childbirth. A preview is available at www.postpartum.net/Resources/PSI-Educational-DVD.aspx.

**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
Annapolis, MD 21401
www.aahealthybabies.org

Coalition Contact:

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Access to Care and Provider Issues

Subcommittee Contact:

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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:

New Subcommittee Chairperson
to be Named.
Interim Contact:
Lisa Helms Guba, R.N.C., M.S.N.
Perinatal Coordinator
Anne Arundel County
Department of Health
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Fax: 410-222-7294
E-mail: hdhelm00@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

Upcoming Events and Services for Anne Arundel County Residents

Upcoming Events

Ongoing Adult Smoking Cessation Classes; Free; Call the Learn To Live Line at 410-222-7979 or visit www.aahealth.org/ltl_smokcessation.asp.

Ongoing Community Services and Programs

Anne Arundel Medical Center Programs for Birth and Baby; Free/Fee; Call Ask AAMC at 443-481-4000 or visit www.aahs.org/services/womens/index.php.

Baltimore Washington Medical Center Classes for Parents and Families; Fee; Call 410-787-4367 or visit www.bwmc.umms.org/women_and_children.

Esperando Bebe Prenatal Education Program; Free; Call 410-787-4366.

Harbor Hospital Women and Infants Classes and Tours; Free/Fee; Call 410-350-2563 or visit www.harborhospital.org, click on Women's Care.

Special Beginnings Birth and Women's Center Outreach and Education Classes; Free; Call 410-626-8982 or visit www.specialbeginnings.com/outreach.html.

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

Do you know of any nonprofit events to be included in future issues of the Healthy Babies Coalition Newsletter?

E-mail the information to Lisa Helms Guba at hdhelm00@aacounty.org.

Anne Arundel County Department of Health Services

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

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

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

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

Substance Abuse Treatment Referral Line; Free; Call 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; Call 410-222-6724.

Women, Infants and Children (WIC) Nutrition Program; Free; Participants must meet income requirements; Call 410-222-6797 or Spanish Line at 410-222-0139.

WIC Breastfeeding Classes and Support Groups; Free; Participants do not need to be WIC clients; Call 410-222-0085 or Spanish Line at 410-222-0139.

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