

# Partnerships for a Healthier Charles County Action Plan - Reproductive Health

## Healthy Babies

**Goal:** Increase the number of healthy babies born in Charles County

**Maryland Vision Area 1 Goal:** Reduce the infant death rate. (6.6 per 1,000 live births\*\*\*)

**Healthy People 2020 Goals: IVP-11:** Reduce the rate of fetal and infant deaths. (5.9 perinatal deaths per 1,000 live births\*\*)

\*Charles County Health Indictors based on Maryland SHIP Objectives

\*\*Healthy People 2020 Objective Topic Areas

\*\*\* SHIP Target Objectives for 2014

### Target Objective(s):

- A. Reduce the infant death rate from 7.4 per 1,000 live births to 6.6 deaths per live births. ( MD SHIP target 2014)
- B. Reduce infant death rate from 10.4 for blacks to 6.6 per 1,000.

| Strategies | Action Plan                 |                   |                  |
|------------|-----------------------------|-------------------|------------------|
|            | Who? Will do What? By When? | Resources Needed? | Who Should Know? |

### OBJECTIVE A: Reduce the infant death rate from 7.4 per 1,000live births to 6.6 deaths per live births. ( MD SHIP target 2014)

| Strategy  | Activities   | Outcome   | Responsibility                                    | Resources  | Tracking Measures   |
|---|--|---|---|--|---|
| <input checked="" type="checkbox"/> <b>Providing Information</b><br><br><input checked="" type="checkbox"/> <b>Enhancing Skills</b> | Develop an awareness campaign of the Fetal Activity Chart as a tool for OB's.          | Increase awareness of OB's in the benefits of completing the Fetal activity Chart on all patients | CCHD<br>Healthy Families<br>Civista<br>FIMR Board | Campaign materials<br><br>Purchase of charts for each county OB  | Number of distributed Fetal Activity charts and outreach material distribute to OB's. |
| <input checked="" type="checkbox"/> <b>Enhancing Access/<br/>Reducing Barriers</b>  | Increase the number of Pack and Play beds available for parents with no bed for infant | Decrease the number of babies sleeping co-bedding with family members.                            | CCHD<br>FIMR Board                                | The nurses at the hospital provide verbal and video support of the proper ways to have an infant sleep at home.<br><br>Money to purchase additional pack and Plays |   |

|  |   |  |                          |   |  |
|--|---|--|--------------------------|---|--|
| <input checked="" type="checkbox"/> <b>Modifying/Changing Policies</b> | <p>Partner with the State to develop activities in support of breastfeeding. Contact senator Middleton's office to discuss policy changes.</p> <p>In response to the Surgeon General's Call to Action to Support Breastfeeding, the Maryland Department of Health and Mental Hygiene formed a Breastfeeding Workgroup. This group met in November 2011 to initiate statewide Hospital Breastfeeding Policy Recommendations.</p> <p>Stakeholders were then invited to attend a meeting in December 2011 to review and offer suggestions for these policy recommendations. As a result of this meeting, the draft policy recommendations have been revised and are now available for public comment</p> | <p>Advocate for and secure resources and policy support for hospital breastfeeding recommendations and implementation.</p> | <p>FMR Board<br/>WIC</p> | <p>FIMR Board<br/>Civista<br/>Coalition support</p> | <p>Initiation of statewide Hospital Breastfeeding Policy Recommendations</p> |
|--|---|--|--------------------------|---|--|

**OBJECTIVE B: Reduce infant death rate from 10.4 for blacks to 6.6 per 1,000.**

| Strategy   | Activities   | Outcome   | Responsibility   | Resources  | Tracking Measures   |
|--|--|---|--|--|---|
| <input checked="" type="checkbox"/> <b>Providing Information</b> | <p>Develop an educational campaign to explain the dangers of co-bedding with a concentration on materials sensitive to race and ethnicity.</p> <p>Develop a "Having a Baby is a Planned event"</p> | <p>Reduction of rate of infant/fetal death in the county particularly in the black community.</p> <p>Reduction of rate of infant/fetal death in the county particularly in the black community.</p> | <p>Fetal Infant Mortality review Board (FIMR)<br/>Center for Children Healthy Families<br/>CCHD</p> <p>FIMR Board<br/>Coalition Partners</p> | <p>Technical assistance for production materials</p> <p>Money for purchase of education materials</p> <p>Money for event sponsorship</p> | <p>Fetal infant mortality tracking through FIMR Board including racial demographics</p> <p>Event planned and executed</p> |