



You Could Be the Hand!

“Innovations in Practice and Policy to End Infant Mortality Disparities”
Tri-State Conference
May 21-22, 2009



A Healthy Baby Begins with You

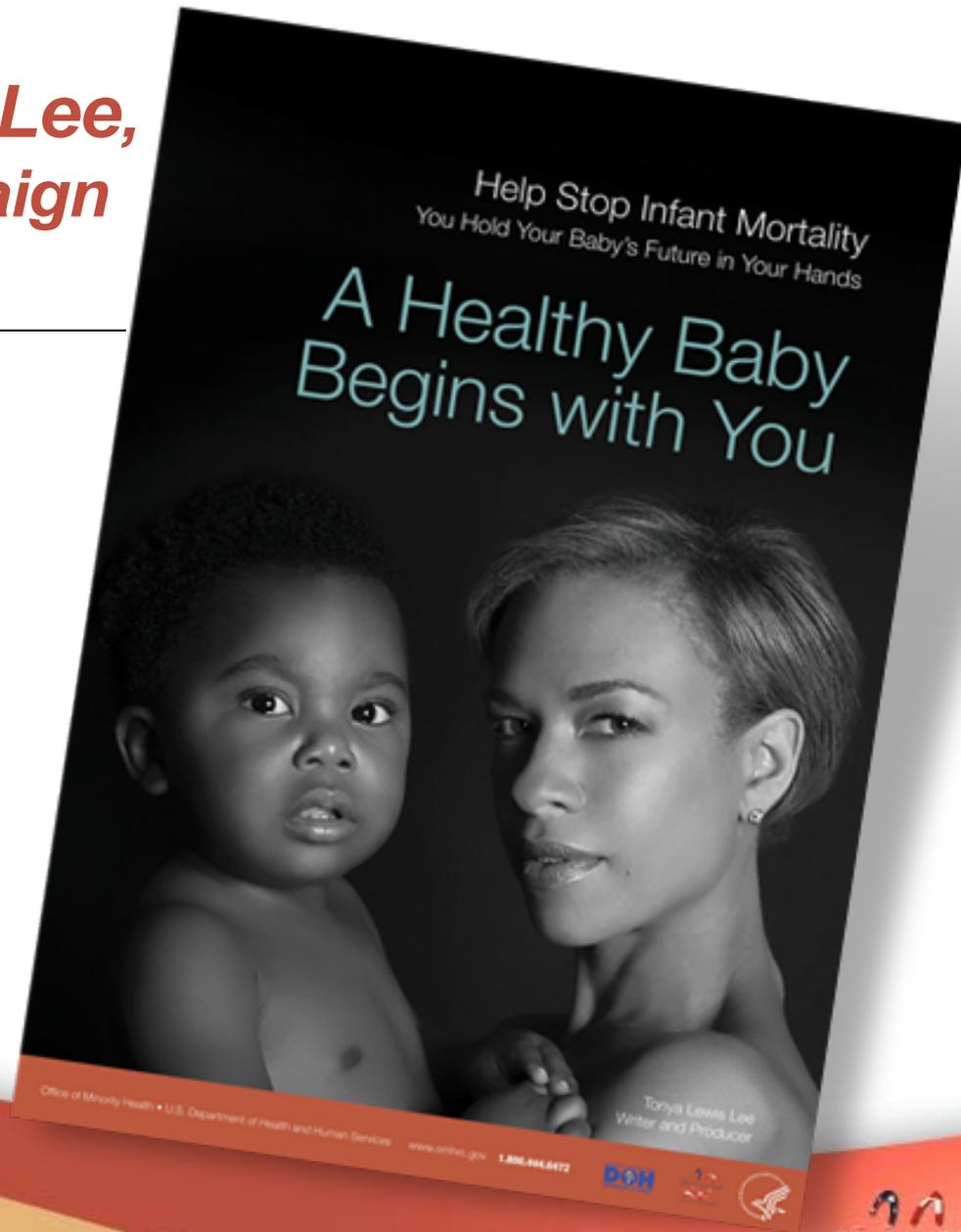
Launched in 2007, *A Healthy Baby Begins with You* is an infant mortality awareness campaign of the Office of Minority Health (OMH) targeting the African American community, to combat its disproportionately high rates of infant death.



A Healthy Baby Begins with You Campaign Goals

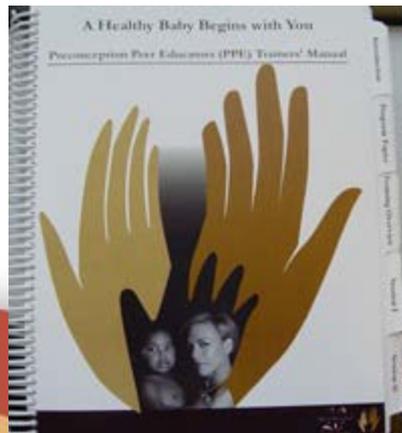
- Increase infant mortality awareness with emphasis on preconception and inter-conception.
- Target the 18+ population.
- Engage colleges and universities, specifically Historically Black Colleges and Universities (HBCU's) in community outreach.
- Develop public/private partnerships.

**Tonya Lewis Lee,
national campaign
spokesperson**



A Healthy Baby Begins with You Preconception Peer Educators (PPE) Program

- ❑ Focus on preconception health, which research has shown as one of the most significant predictors of birth outcomes and infant health.
- ❑ Pilot *A Healthy Baby Begins with You* Preconception Peer Educators (PPE) Program.



Preconception Peer Educators (PPE) Pilot Sites

- ❑ [Fisk University](#) and [Meharry Medical College](#) – Nashville, Tenn.
- ❑ [Spelman College](#), Atlanta
- ❑ [Morgan State University](#), Baltimore, Maryland
- ❑ [University of Pennsylvania School of Nursing](#), Philadelphia, PA

Preconception Peer Educators (PPE) Program

- ❑ Aimed at the college-age population.
- ❑ Enlists college students as peer educators in college campuses and in their communities.
- ❑ They in turn help disseminate essential preconception health messages that may seem to foreign for a population that may not be actively seeking to start a family.

Reproductive Life Plan

- ❑ PPE will promote the importance of a **reproductive life plan** for women and couples, to be developed with their health professional.
- ❑ A **reproductive life plan** might increase the number of planned pregnancies and encourage persons to address risk behaviors before conception, reducing the risk for adverse outcomes for both the mother and the infant.

Our Partners

- ❑ March of Dimes
- ❑ City**MatCH**
- ❑ Association of Maternal and Child Health Programs (AMCHP)
- ❑ Historically Black Colleges and Universities (HBCU's)
- ❑ University of Pennsylvania, School of Nursing



Our Partners

- ❑ Center for Women's Health Research, Meharry Medical College
- ❑ BET Foundation
- ❑ LeMoyne Owen College
- ❑ Lane College
- ❑ GE Healthcare
- ❑ Carol's Daughter



College to Community Health
Outreach Week
Memphis, Tenn.
May 17 to 23, 2009



The Week-A Brief Overview

Sunday, May 17

- Church Outreach Day
- Baby Land Press Conference

Monday, May 18

- High School Outreach Day I

Tuesday, May 19

- High School Outreach Day II

Wednesday, May 20

- Community Canvas Day

Thursday, May 21

- NICU Tour at the Regional Medical Center Hospital
- Professional’s Conference Day I, “Innovations in Practice and Policy to End Infant Mortality Disparities”

Friday, May 22

- Professional’s Conference

Saturday, May 23

- Family Health Event/Community Baby Shower



What's Next?

- Evaluation of the PPE pilot program and incorporation of the results into the training curriculum.
- Expansion of the PPE program onto other campuses across the country.
- Continued growth of the *A Healthy Baby Begins with You* campaign within the African American community and expansion of the campaign to the Native American population.
- BET College Tour in September 2009.
- Continued involvement and support in the Tennessee, Arkansas and Mississippi tri-state region to address infant mortality disparities in the African American community.



A Healthy Baby Begins with You

For more information please visit:

www.omhrc.gov

or call:

1-800-444-6472

