



March of Dimes
Tennessee
Community Voice:

“Taking it to the People”
.....

Decreasing African American
Infant Death

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Office of Minority Health Professional Conference
May 21, 2009
Memphis, TN





Presentation Objectives

- I. Cite the Community Voice (CV) Mission and Vision
CV Goals and Objectives

- III. Understand the Program Components for “Taking it to the People”:
 - Recruitment
 - Lay Health Advisor (LHA) Training
 - LHA Meetings: Advocates, Quarterly Boosters, Annual Celebrations

- IV. Describe Program Effectiveness: Purpose of Evaluation

- V. Explain Program Successes:
 - Community Impact
 - LHA Stories



Community Voice: Filling the Gap

Grassroots educational program using curriculum
"Taking it to the People"

MISSION

To increase community awareness of African American infant mortality and to increase community knowledge of basic





Community Voice

VISION

Decreased African American Infant Death



"Born to Die", Commercial Appeal, 2006





Community Voice Goals & Objectives

- To recruit members of the community to enroll in Community Voice training
- To implement training over a period of five weeks per course / 10 training hours
- To demonstrate program efficacy by reported knowledge of expansion among Lay Health Advisors



Program Components



Media Launch – February 26, 2008

- Program Materials
- Curriculum Materials to include Visual Aids
- Evaluation Forms/Tools and Procedures for Tracking and Reporting
- Lay Health Advisor Incentives

Program Components



LHAs at October Booster



First Training Class started March 2008

Program Components

Trainings

- Sites included: Organizations, churches, and community centers.
- Small group concept of 6-10 participates to facilitate trust, bonding, and sharing.
- Participants: Diverse group of professionals - Nurses, Social Workers, Teachers, Ministers, Sororities, Stakeholders



LHA Volunteer Advocates

CV LHA Volunteer Advocates:

LHAs who want to assist at community events

First meeting: November 10, 2008

- LHAs assisted at Methodist South and Wooddale Middle School Health Fair.



Annual Celebration

100 Individuals celebrated Community Voice in December



LHAs and family members



BRIDGES Graduates

Annual Celebration

East High HOSA LHAs



How effective is the Program

Purpose of Evaluation

1. Document and study:
 - Curriculum effectiveness
 - Administration effectiveness
 - Program penetration/dissemination
 - Long-term outcomes
2. Understand potential for replicability in TN or U.S. / A promising practice

Program Success

- Most participants have consistently attended all 5 training sessions
- Trained LHAs live in all targeted zip codes: 38106, 38109, 38116, 38127, 38118
- HOST sites in targeted zip codes: 38118, 38116 and 38127

Program Success

Knowledge Test

CROW Data Report April 2009

- Average pre knowledge score: 63
- Average post knowledge score: 94



Overall increase of 31 points!

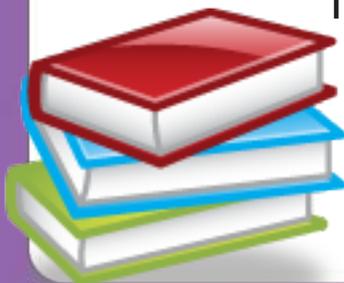
BRIDGES Graduates

Program Success

Community Impact - Contact Reporting Forms
University of Memphis
Center for Research on Women (CROW) Report

- 423 Lay Health Advisors
- As of April, 2009 a total of 58 LHAs had returned 2,975 contact reporting forms.
- LHA's reported contacting a total of 7,001 people.

Train good people who will "Take it to the People!"





Success Stories/Testimonials

"I am happy to hear that you have trained 195 people, but what really excites me is that through 34 dedicated and committed Lay Health Advisors, **you have reached over 1500 community residents.** What an amazing accomplishment."

Ann Scott, National Community Voice Program Coordinator
11/18/2008



Success Stories/Testimonials

- Brenda Clay - "Explained how smoking, drinking, and alcohol were not good and drug usage was unacceptable. She put the cigarette out and gave me hug and told me she didn't think anyone cared about her."
- Dwight Brown - "Every morning I catch the bus and I talk to a lot of possible mothers of different ages and every now and then I run a cross a pregnant lady."





Success Stories/Testimonials

Karen Butler - "I made a big move today due to Community Voice. I got out of a domestic violence relationship".

Jennifer Freeman - "I truly apologize for using drugs while being pregnant because my son was born with two rectums". The session ended due to it getting very emotional where participants began to cry.

Tawanna Sharp - "I want to learn more about preterm birth because I lost my first child due to preterm birth and since I am pregnant again I want to make sure I do everything right."

Elsie Holmes - Comes to the office to get materials and hold church presentations at least monthly.



Thank You

Your support of the March of Dimes Community Voice Program in the fight to help decrease infant death is appreciated.

African American babies are dying and they desperately need your help!

If it takes a village to raise a child, it takes a community to save one!



Call 901-381-2699





Questions

I appreciate your time and attention and would be glad to answer any questions you may have at this time.....

This project funded under an agreement with the State of Tennessee

*Community Voice: Taking It To The People, 2008. Lynchburg, VA
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