Black Infant Health Program
Tacoma-Pierce County Health Department

Perinatal Collaborative of Pierce County
Lea Johnson, BSN, RN, IBCLC
Beth Wilson, M. Ed
Ameedah Hasan, Health Minister
Nikki Weldon, M. Ed
Johanna Wolfe, Care Net

June 13, 2016
“People don’t’ care how much you know until they know how much you care.”

Teddy Roosevelt
UNNATURAL CAUSES-
A Four hour, 7 episode documentary series broadcast by PBS in 2008

Tackles the root causes of our alarming socio-economic and racial inequities in health and increase public awareness about the inequities and their human and financial costs

Episode 2 - When the Bough Breaks

http://www.unnaturalcauses.org/about_the_series.php
Break for Networking
Low Birth Weight

2014 PC Overall (all races) 5.4%
2014 WA Overall (all races) 5.0%
2014 WA Black-NH 7.8%

NH=Non-Hispanic
Preterm Births


NH=Non-Hispanic
Infant Mortality

NH=Non-Hispanic
Black Infant Health Program of Antelope Valley, Lancaster CA

- Improve IMR and LBW rates

Collaboration between Faith Based Communities - Public Health – WIC,
Prenatal Outreach to AA women using CHOW

Social Support and Empowerment
Case Management
Activity Based Incentive program
Celebration of Life
Our Theory for Improvement

PHN partner with Community to engage AA women:
IF we engage MSS eligible women early (1\textsuperscript{st} trimester) in pregnancy for health promotion education and referral for behaviors and conditions associated with LBW, such as smoking, drug-use, poor nutrition and lack of medical and dental care THEN we can impact positive birth outcomes.
The Model

PHN and Church Appointees
Engage Pregnant Women
Link to Services
Support throughout pregnancy
Celebrate each baby that survives the first year of life
2008 Building a Network of Churches and Health Ministers

2008 Peace Lutheran Church.

2009 Roosevelt Heights COGIC.

By 2012 there were 20 participating churches and community groups.

In January 2013, we ended active recruitment of churches due to budget reductions however the network continued to grow.

Today there are 22 participant churches and 5 community groups and 54+ HM’s and supporters.
Public Health Nurse Role

Provide training opportunities for churches around Medicaid linkage, Safe sleep, Breastfeeding, Tobacco Use, Nutrition Linkage to Community Resources, Early Head Start, Maternity Support Services, Medical Providers Maintain.

Contact with churches and provide support Coordinate Monthly Meetings, 1:1, OV’s, Church Visits, Joint HV’s.

Participate in Groups that address Health Issues for Communities of Color, Promote a focus on outreach to Medicaid eligible AA women, provide info about First Steps, Early Prenatal Care, Access to PNC, and Maternal Infant Health disparities.

PCBA
CHW Coalition
Pierce County Perinatal Coalition and Housing Sub-group
Pierce County End Homelessness Coalition
What is a Health Minister?

A member of a health focused group or board within a church.
Health Minister Role

Engage women from congregation and community early in pregnancy, link to resources such as prenatal care and WIC, provide basic health messages around topics such as Safe Sleep and Tobacco Cessation.

Attend training sessions and partner with the PHN.
Reaching those that are hard to reach!

Barriers to some are opportunities to serve.
After hours (outside of the 8-4:30).
Meet where they are- homeless, motel, in the church or in the community, does not need to be a member of a church.
Holistic- serve the entire family and the whole person, physical need, social and spiritual need.
What serving looks like

Confidential
Non-Judgmental
Compassionate
Strength Based
In the community or where ever the women is
Loving
What the Health Minister really does!!

Models Family and the Maternal and Paternal Role Model.
Mentor.

Help with Navigation of Systems.
Validate.
Normalize.

Gives Back to the Community.
Becomes a support system.

Knows and is known by the community in which they serve.
Provides food, transportation, linkage to services.

Watch families learn, grow and mature in their maternal and paternal roles.
Why this works!!

The church is the back bone of the community.
Culturally- AA’s turn to the church in times of need.
The HM’s are valued and trusted long time community members.
The HM’s are wise and experienced leaders.
Young women are looking for maternal role models!
The mission is to serve.
Work to build confidence.
Build Relationships not Walls.
Results

Healthy pregnancies and births.

Increases in breastfeeding and community support of breastfeeding.

Uptake of health messages that go beyond pregnancy to impact each church more widely. (i.e. healthy eating messages impact church potlucks, concern about second hand smoke).

Strong social network is developing between churches as they work to support pregnant women.

Health Ministers are seen as community leaders in the African American and wider community.

Increasing social cohesion within the African American community in Pierce County.
Strategies for Engaging AA Women and Improving Birth Outcomes

Understand Your Bias.

Do No Harm.

Partnerships.
Understand Your Bias
Black Infant Health Program
Do No Harm

Fear and Uncertainty triggers a stress response.

Your Body goes on ALERT.

B/P ↑

HR ↑

Glucose Floods the bloodstream.

All so we can HIT harder or RUN faster until the THREAT is gone!

When the threat is constant and unrelenting our physiological systems don’t return to normal.

Like GUNNING the engine of a car, this constant state of arousal, even if low level WEARS us DOWN over time.
What are some of the Stresses that your clients bring to your worksite??
Commit to not adding stress!
Partnerships: It Takes a Village
The Stories:
Some of the Health Ministers
Questions and Next Steps - Beth Wilson