

North Carolina Public Health Association

Healthy Babies Initiative:

Improving Healthy Baby Outcomes

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NC Medical Society

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Past President-NCPHA

Background



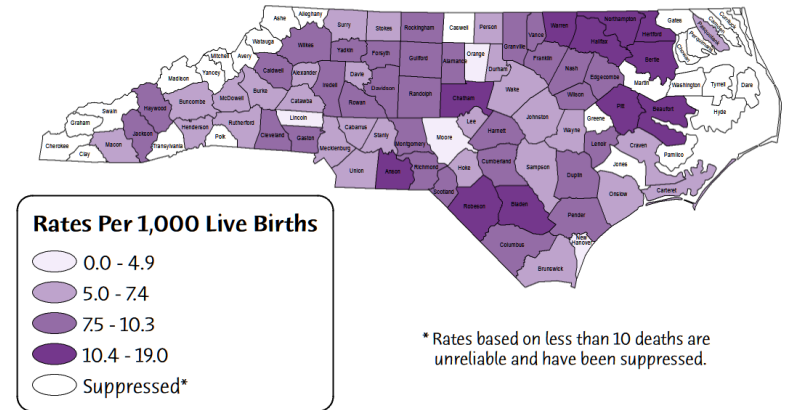
North Carolina
Public Health Association

- NCPHA is a professional association of ~1200 members and organizations who serve in public health
- In 2016, NCPHA membership developed two ideas:
 - *How does the health of our communities impact infant mortality and healthy babies?*
 - *How can we improve all aspects of community health to reduce infant mortality and enhance survival of healthy babies?*
- The Healthy Babies Initiative (HBI) aims to improve healthy baby outcomes
- Elevate existing synergies and cross-discipline collaboration
- July 2016 - Sections identified action steps to implement the Healthy Babies Initiative, 2016-2020
- Spring 2018 - Existing baseline indicators/data were collected for action steps

Section Activities

- Public Health Leadership
 - Focus on improving breastfeeding
- Women and Children's Health
 - Focus on improving father and male support pre and post delivery
- Dental
 - Into Mouth of Moms – pilot Harnett County LHD and ECU SoDM
 - Provide dental care to pregnant moms
 - Educate connection between health of body and oral health
- Finance, Administrative, Management Support, and IT (FAMI)
 - reduce child fatalities

North Carolina Infant Mortality Rates by County
2012 - 2016



Section Activities

- Nursing
 - Educate on diet and preconception health
 - Video marketing campaign “If I’d only known”
- Environmental Health
 - Reduce childhood lead levels
 - Advocate for surveillance and funding vector control programs
- Epidemiology, Lab, and Biostatistics
 - Surveillance testing pregnant women for Zika virus
 - Surveillance for overdose in pregnant women

Residence:	Total Infant Deaths	Total Rate Per 1000 Live Births
2016		
NORTH CAROLINA	873	7.2
USA		5.9

Section Activities

- Wellness and Prevention

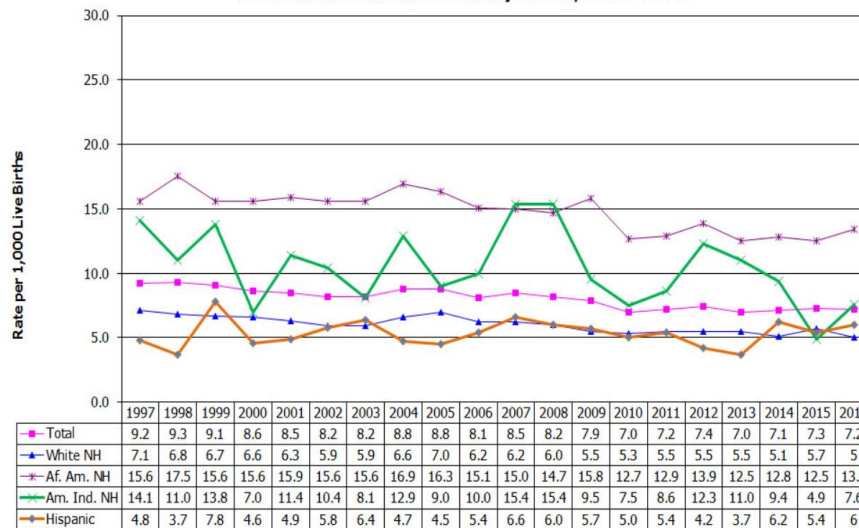
- Increase topics about healthy baby outcomes at NCPHA annual meetings
- Reduce smoking in homes of pregnant mothers

- Social Work

- Reduce smoking in pregnant women and perinatal smoke exposure through smoking cessation



NC Resident Infant Mortality Rates, 1997-2016



Coordination

- Infant Mortality/Perinatal Health Priority Health Improvement Plan (Division of Public Health) (Joy Reed)
- Perinatal Health Strategic Plan (Belinda Pettiford)
- State Center for Health Statistics (Eleanor Howell)

Socio-Ecological Model

