North Carolina Public Health Association

Healthy Babies Initiative:

Improving Healthy Baby Outcomes

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NC Medical Society
Suzanne Lea, PhD, MPH
Past President-NCPHA
Background

- 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
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

<table>
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<tr>
<th>Residence:</th>
<th>Total Infant Deaths</th>
<th>Total Rate</th>
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<tr>
<td>NORTH CAROLINA USA</td>
<td>873</td>
<td>7.2</td>
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2016

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 though smoking cessation
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)