

## Coalition for Infant Mortality Reduction Year 1 Project Plan: January 2006-December 2006

**PRIMARY GOAL:** To reduce the African-American infant mortality and low birth weight rates in Washtenaw County.  
*Special Focus:* Geographic area bounded by the 48108, 48197, and 48198 zip codes.  
*Special Interest:* Pre-conceptual and inter-conceptual health.

Focus Areas and Objectives	Goals	Target Date	Champion	Possible Participants	Population Focus (PPOR Model): Maternal Health/Prematurity (MH/P) or Infant Health (IH)
<b>1) Policies, Access and Service</b>					
A. Improve coordination between systems serving pregnant and parenting moms.	Develop and implement a model of MIHP/WIC collaboration	May 2006	Becky Ginbey, WIC Supervisor; Shannon Richards, MIHP	MIHP and WIC program staff (WCPHD)	MH/P IH
	Expand a local model of MIHP/WIC collaboration to other WIC and MIHP sites	Dec 2006	Becky Ginbey, WIC Supervisor; Shannon Richards, MIHP	All Washtenaw County MIHP & WIC providers	MH/P IH

B. Improve coordination between systems serving women of childbearing age, for family planning and inter-conceptual health.	Promote a standard of inter-conceptual care that addresses transitions between Medicaid, MOMS, WHP, and access to family planning services.	June 2006	Ruth Kraut (WCPHD)	All Washtenaw County MIHP, WIC providers, DHS, Health Systems, WHP, Planned Parenthood	MH/P
	Update both WCPHD/WHP web site information regarding family planning and inter-conceptual care.	Mar 2006	Web Team (WCPHD); Ruth Kraut		
C. Improve access to Health Services for target population.	Explore the establishment of WIC outreach satellite in the 48198/Willow Run School District area.	Jun 2006	Beckey Ginbey, WIC Supervisor; Sue Gialanella (WCPHD)	Willow Run area community partner (TBD)	MH/P IH
	Assess the adequacy of Health Services in the 48198/Willow Run School District area, and identify ways to increase services as needed.	Aug 2006	Sharon Redmer (UM Health Systems)  [WCPHD Support: Ruth Kraut]		
<b>2) Provider, Parent, and Community Education</b>					
A. Educate providers on the fact that Infant Mortality and Low Birth Weight rates for African-Americans are a problem in Washtenaw County.	Do periodic presentations to provider groups as requested; continue to invite providers to join CIMR.	Ongoing	Sue Gialanella; Adreanne Waller; Ruth Kraut (WCPHD)	CIMR Coalition	All

B. Safe Sleep Initiative: Educate providers on up-to-date Safe Sleep guidelines.	Provide training to professionals regarding up-to-date Safe Sleep guidelines. (Include doctors, nurses, childbirth educators, etc.)	Apr 2006 (kick off training)	WACC	Tomorrow's Child; Sharon McAnuff; FIMR Team	IH
C. Develop a Safe Sleep awareness/education campaign targeted at parents and caregivers, including those who speak languages other than English.	Initiate a Safe Sleep Coalition	Apr 2006	WACC	Tomorrow's Child; Sharon McAnuff; FIMR Team; Other nonprofits and providers	IH
	Provide at least one training to day care providers regarding Safe Sleep best practices.	Jun 2006	Childcare Network	WACC Sharon McAnuff	IH
D. Smoking Cessation Support: Promote access to smoking cessation support for pregnant women.	Distribute Michigan "Quit Kits" via WIC, Planned Parenthood, and community sites like beauty salons.	Jan 2006	DeBorah Borden, (WCPHD)	ALAM; MIHP; Tobacco Reduction Coalition	All, esp. MH/P
	Promote 1-800-480-QUIT among agencies.	Jan 2006			
	Offer pregnancy-specific "Celebrate the Effort" trainings that encourage women to prepare for quitting and to quit smoking.	Jun 2006			
E. Breastfeeding Support: Improve breastfeeding initiation and continuation rates among the African-American	Develop a plan for better post-partum breastfeeding follow-up to increase the duration of	Jun 2006	Gayathri Akella (WCPHD)	Washtenaw County Breastfeeding Coalition; La Leche	IH

population.	breastfeeding.  Develop support and competency around breast-feeding through monthly breastfeeding classes for WIC clients.	Mar 2006	WIC)	League	All
<b>4) Evaluation and Data Collection</b>					
A. FIMR Review	Complete a minimum of 20 Fetal Infant Mortality Review cases.	Dec 2006	Sharon McAnuff, (WCPHD FIMR Coord.)	FIMR Team, Rosemary Fournier, (MDCH FIMR Coord.)	MH/P IM
B. Ongoing Community Assessment and Annual Report (9/30/2006)	Complete an annual report on the state of infant mortality in the county.	Sep 2006	Adreanne Waller, Sue Gialanella (WCPHD)	Violanda Grigorescu (MDCH)	MH/P IM
C. Collection and Evaluation of local program data (i.e., Centering, Sister2Sister, DoulasCare)	Assist and collaborate with agencies to collect data regarding pregnancy/birth outcomes. Develop a short list of “universal” outcomes that all programs should track.	On-going	Adreanne Waller (WCPHD)	Health Connexion (Sister2Sister), Center for the Childbearing Year (Doulas Care), Planned Parenthood (Centering)	All, esp. MH/P
<b>5) Washtenaw County Coalition for Infant Mortality Reduction Coalition Activities</b>					
A. Maintain communication and utilize the coalition to support work plan activities.	Maintain email and address lists for coalition members	On-going	Ruth Kraut (WCPHD)		MH/P IM
	Send coalition updates quarterly.	On-going	Ruth Kraut		MH/P IM
	Meet as a large group at least twice-yearly.	May 2006; Sep 2006	Ruth Kraut	All participants	MH/P IM

	Attend statewide network meetings and fulfill state grant requirements.	On-going	Ruth Kraut, Sue Gialanella		MH/P IM
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**Coalition for Infant Mortality Reduction Year 2 Project Plan: 2007  
(Tentative—Funding Dependent)**

**PRIMARY GOAL: To reduce the African-American infant mortality and low birth weight rates in Washtenaw County.**  
*Special Focus: Geographic area bounded by the 48108, 48197, and 48198 zip codes.*  
*Special Interest: Pre-conceptual and inter-conceptual health.*

<b>Focus Areas and Objectives</b>	<b>Goals</b>	<b>Target Dates</b>	<b>Champion</b>	<b>Possible Participants</b>	<b>Population Focus (PPOR Model): Maternal Health/Prematurity (MH/P) or Infant Health (IH)</b>
<b>1) Policies, Access and Service</b>					
Improve coordination between systems serving pregnant and parenting moms.	Expand a local model of MIHP/WIC collaboration to other WIC and MIHP sites	Jan 2007	Shannon Richards, WIC Supervisor	All Washtenaw County MIHP, WIC providers	MH/P IM
Improve coordination between systems serving women of childbearing age, for family planning and inter-conceptual health.	Track inter-conceptual care for target population focusing on Medicaid, MOMS, WHP, and family planning services	On-going	TBD (WCPHD)	All Washtenaw County MIHP, WIC providers, DHS, Health Systems, WHP, Planned Parenthood, customer focus group	MH/P

b) Improve access to Health Services	Evaluate WIC satellite clinic in the 48198/Willow Run School District area.	Dec 2007	WIC Supervisor; Sue Gialanella, (WCPHD)		MH/P IM
	Develop a plan to add health, or other related, services to the 48198/Willow Run School District area	Jan-Mar 2007	TBD	TBD	MH/P IM
<b>2) Provider Education</b>					
Educate providers regarding best practices for Domestic Violence, Depression, Substance Abuse, Dental Care for childbearing women	Identify and implement a method of provider outreach including the dental community (dentists and hygienists).	Begin Jan 2007	TBD	Health Systems, local dental association, SafeHouse Center	All, esp. MH/P
Share best practices regarding cultural sensitivity with providers.	Develop and promote a tool which can be distributed to providers regarding cultural sensitivity for the childbearing woman.	Begin Jan 2007	TBD	WCPHD, Health Systems, UM Multicultural Health	MH/P IM
	Use this knowledge to design and implement a local program	May 2007	TBD	TBD	All
<b>3) Parent/Community Education</b>					
Smoking Cessation Support	Continuation of year 1 activities	On-going	DeBorah Borden, (WCPHD)	ALAM, MIHP staff (WCPHD)	All, esp. MH/P
Breastfeeding Support: Work to improve initiation and continuation rates among the African-American population.	Continuation of year 1 activities	On-going	Gayathri Akella, WIC (WCPHD)	Breastfeeding Coalition	IH
Involve the faith communities in safe sleep education.	Develop and implement a Safe Sleep campaign targeted at involving the faith communities.	Jan 2007	WACC	Clergy in the 48108, 48197, 48198 zip codes	IH
<b>4) Evaluation and Data Collection</b>					
FIMR data	Complete a minimum review of 20	On-	Sharon	FIMR Committee;	MH/P IH

	cases in 2007	going	McAnuff, (WCPHD)	Rosemary Fournier, MDCH FIMR Coordinator, Washtenaw county FIMR team	IM
Ongoing Community Assessment and Annual Report	Produce and distribute an annual report on the state of infant mortality in the county.	Sep 2007	Adreanne Waller, Sue Gialanella, (WCPHD)	Violanda Grigorescu (MDCH)	MH/P IM
Collection and Evaluation of local data (i.e., Centering, Sister2Sister, DoulasCare)	Assist and collaborate with agencies to collect data on birth outcomes	On-going	WCPHD	Centering program (Planned Parenthood); Sister2Sister (Health Connexion); and DoulasCare (Center for the Childbearing Year)	All, esp. MH/P
<b>5) Washtenaw County Coalition for Infant Mortality Reduction Coalition Activities</b>					
Maintain communication and utilize the coalition to support work plan activities.	Maintain email and address lists for coalition members	On-going	WCPHD		MH/P IH
	Send coalition updates at least quarterly.	Quarterly	WCPHD		MH/P IH
	Meet as a large group at least twice-yearly.	Apr and Sep 2007	WCPHD	All participants	MH/P IH
	Fulfill state grant reporting requirements	2007	WCPHD		