



The Council on Healthy Mothers and Babies Newsletter

Fall 2006

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Update from The Council

Numerous exciting things have been happening these past few months! The Council on Healthy Mothers and Babies (COHMAB) and Pregnancy Care Connection (PCC) have been participating in a variety of community events in order to spread the word about COHMAB Committees' work, such as SIDS Risk Reduction, and about Pregnancy Care Connection's services.



Example of advertising that appears on the interior of the COTA buses.

On July 8th, representatives from the Council's SIDS Risk Reduction and Infant Safe Sleep Task Force participated in the Babies' R Us Nursery Know-How Workshop, educating participants about safe sleep techniques and how to reduce the risk of SIDS and infant death by eliminating and reducing dangerous environmental factors. PCC exhibited at a large community event known as the Neighborhood House Summer Nest Fest on July 29th. Participants of this event included parents, expectant parents, and supporters of pregnant and parenting moms. PCC was able to educate over 100 men and women at this event about the services offered by PCC. One final event that a representative from both

PCC and the SIDS Risk Reduction and Infant Safe Sleep Task Force participated in was the Babies 'R Us Healthy Moms and Breast-feeding Event that took place on August 12th.

Another very exciting development with PCC is the mass marketing campaign that has begun. To build on the already ongoing marketing through radio PSAs on Clear Channel radio stations and the Spanish radio station, 103.1 that have been airing since January 2006, PCC has also begun to advertise on the interior and exterior of COTA buses, bus shelters and billboards throughout Franklin County. The marketing on these buses will continue for one year and

Marketing continued on Page 5

Inside This Issue / Page

Pregnancy Care Connection Update	2
Wait Time Study	3
Committee Updates	4
Community Highlight	6
Featured Article	7
Calendar of Events	7

Healthy Babies Begin With Healthy Moms

CONTACT US!

This newsletter is sent to all members of the Council to enhance communication among members. All members are encouraged to take advantage of this communication tool and share with others. To submit information for the next newsletter, receive additional information or to be added to the Council membership, please contact Alexis Forest, Projects Manager at: 510 E. Mound Street, Suite 300, Columbus, OH 43215, phone (614) 586-1914, fax (614) 227-9868 or email aforest1313@yahoo.com.

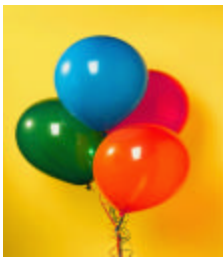


Pregnancy Care Connection Update

... *Connecting Women to Care*

Mission of Pregnancy Care Connection:

To facilitate access to early prenatal care for all women in Franklin County.



Pregnancy Care Connection just celebrated its 3rd Anniversary. PCC staff and provider representatives celebrated the successes of PCC and met to develop a strategic plan for the next three years of PCC.

We thank all that participated in this planning event and congratulate everyone that has helped make PCC such a

great success!!!

THANK YOU!

PCC Clinic Providers:

- Columbus Public Health , East, North & West
- Columbus Northeast Health Center
- Doctor's Hospital
- East Central Health Center
- Grant Medical Center
- John Maloney Southside Health Center
- Mount Carmel St. Ann's
- Mount Carmel West
- OhioHealth Wellness on Wheels
- OSU East Family Practice
- OSU Medical Center
- OSU Rardin Family Practice
- Riverside Methodist Hospital
- St. Stephen's Health Center

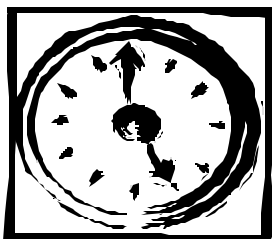
To schedule an initial OB appointment or to contact Pregnancy Care Connection, call (614) 227-9866 Monday—Friday 8:30 a.m. to 4:30 p.m.

Current PCC Statistics

PCC opened it's lines August 25, 2003. As of August 4, 2006, PCC has scheduled initial OB appointments for **6,055 uninsured or underinsured pregnant women of Franklin County.**

Below are PCC current statistics:

PCC Statistics 8/4/06	#	%
Number of Patients Scheduled	6055	
Appointments Scheduled	6465	
Cancelled Appointments	406	
Rescheduled Appointments	341	
Help Me Grow Referrals	1393	23.0%
Neighborhood Nest Referrals	812	13.4%
Spanish-Speaking Patients	951	15.7%
Somali-Speaking Patients	212	3.5%
Other Language Speakers	145	2.4%
Minors	659	10.9%
Shows as of 7/31/06	4025	71.8%
No Shows as of 7/31/06	1583	28.2%
Uninsured Patients	3645	60.2%
CareSource Patients	1106	18.3%
Medicaid Patients	1025	16.9%
Healthy Start Patients	248	4.1%
Molina (began tracking 3/1/06)	38	0.6%

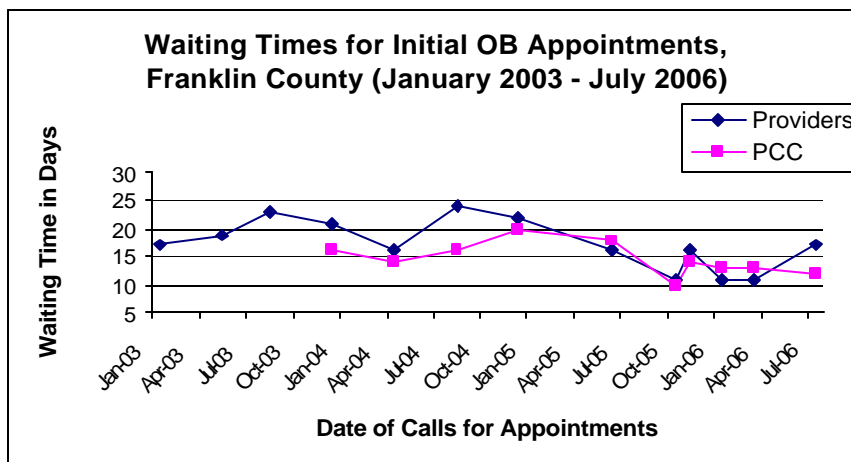


Waiting Time Study of Initial Prenatal Care Appointments

In July 2006, the Council on Healthy Mothers and Babies (COHMAB) conducted another Wait Time Study of its providers. The purpose of the Wait Time Study is to determine the average wait time a pregnant women, either uninsured or underinsured, would have to wait for her initial OB appointment. In addition, the Wait Time Study allows for the assessment of customer service. The COHMAB and Pregnancy Care Connection (PCC) strive to assure that the average wait time for a first prenatal care appointment in Franklin County's public OB clinics is no more than 14 days.

The scenario for the July 2006 Wait Time Study was: *an English-speaking, uninsured, 33-year old, 20-week pregnant woman*. The results of this Wait Time Study showed that the current average wait time is 17 days, with a range of 3 days—30 days. This is a 6 day increase in wait time from the March 2006 Wait Time Study. The wait time for an initial OB appointment through PCC was 12 days, with a

range of 3 days—24 days). This is a 1 day decrease in wait time from the March 2006 Wait Time Study. The average wait time for hospital outpatient OB clinics was 20 days, an increase of 3 days from the March 2006 Wait Time Study. The range for wait times is from 12 days—30 days. Out of the 7 available hospital outpatient OB providers, 5 were able to schedule appointments, with 2 providers not accepting new patients.



The average wait time for neighborhood health centers (including the three Columbus Public Health locations) was 16 days, which is an increase of 11 days from the March 2006 Wait

The chart above shows a comparison of average wait times for initial OB appointments as experienced through providers' offices versus Pregnancy Care Connection, which began August 25, 2003. As seen above, PCC typically experiences a shorter wait time for appointments. In addition, the wait time for PCC has an overall decrease from 16 days in August 2003 to 12 days in July 2006.

Time Study. The range of wait times is 3 days—24 days. During this study, two providers, Columbus Public Health North and West, were not able to schedule appointments because they referred all new OB patients directly to PCC for scheduling.

For more information regarding the Wait Time Study or to receive a copy of the Wait Time Study Executive Summary, please contact Alexis Forest at aforest1313@yahoo.com.

Committee Updates

SIDS RISK REDUCTION and infant safe sleep task force

The SIDS Risk Reduction Committee recently changed its name to the SIDS Risk Reduction and Infant Safe Sleep Task Force in order to better represent the goals and objectives of the task force.

Task force members have continued to meet monthly to work on developing and implementing a standardized and universal safe sleep and SIDS education in hospitals and outpatient public OB clinics. An important step in this process includes a Safe Sleep and SIDS Risk Reduction Training for task force members, nurses, and patient educators at public OB clinics. This training will be held on **September 15, 2006** from 8:30 a.m. to 2:00 p.m. at the Elizabeth Blackwell Center on Olentangy River Road.

To date, the task force members have distributed over 5,000 English brochures and almost 2,500 Spanish brochures. To receive this updated SIDS Risk Reduction brochure, please contact Alexis Forest at 614.586.1914 or aforest1313@yahoo.com. The brochure can also be downloaded at www.healthymothersandbabies.org.

The SIDS Risk Reduction and Infant Safe Sleep Task Force has been invited to participate in several educational opportunities. These include the Babies 'R Us Baby Safety Event in Reynoldsburg on September 9th, The Honda Health Fair in Marysville on September 14th, and the annual Statewide Child Fatality Review Training on November 8th.

To get involved in this energetic, dedicated, hard-

working group, please contact Alexis Forest at 614.586.1914 or email aforest1313@yahoo.com

SAVE THE DATE!!

- **2nd Annual Council on Healthy Mothers and Babies, Healthy Beginnings Event, October 20, 2006.** More information coming soon!
- **2006 March of Dimes Prematurity Summit, November 14, 2006.** Call 614-231-7935 for more information.

ALCOHOL & OTHER DRUG COLLABORATIVE



The Council on Healthy Mothers and Babies' Alcohol and Other Drug (AOD) Collaborative has continued to meet on a monthly basis to work on issues surrounding AOD usage during pregnancy and its effects on babies.

A couple of months ago, the committee members finalized the AOD survey for physicians which will be used to ascertain the extent to which AOD screening is performed in Franklin County, the barriers that exist around screening and to determine physicians' and providers' knowledge about existing AOD treatment resources. This survey has been mailed out and the committee is awaiting the responses. Once the responses have been received and a report has been created, this information will be used to create awareness in Franklin County regarding the issues that are identified in the survey. The report of the survey results will be available to the community and will be shared with physicians and legislators.

To join this committed and active committee, please contact Alexis Forest at 614.586.1914 or aforest1313@yahoo.com.

(Committee Updates continued on Page 5)

(Committee Updates continued from Page 4)

PRENATAL CARE CAPACITY (PNC) ROUNDTABLES

The purpose of the PNC Roundtable is to identify options available to increase the prenatal care capacity in Franklin County. The four subcommittees have been meeting on a monthly basis and working on their individual projects.

The next large Roundtable meeting has been set for **Friday, September 29th from 7:30—10:00 a.m.** at OSU East Hospitals' Wallace Auditorium. This Roundtable will be open to all. Each of the committees will do a presentation for the group on the tasks they have accomplished and what their future steps are. This meeting will also provide an opportunity for newcomers to learn about the Council on Healthy Mothers and Babies, the purpose and history of the PNC Roundtable, issues surrounding prenatal care capacity in Franklin County, and a description about each of the subcommittees. New members are encouraged to become involved with one of these subcommittees. The second half of the meeting will provide the subcommittees an opportunity to network and discuss future steps and meetings.

An update on the subcommittees:

- *The Family Planning Waiver* group continues its work on developing a white paper which would ask for the implementation of a Family Planning Waiver here in Ohio.
- *The Immigrant & Refugee Initiative* group is continuing to work on developing an education program for Somali women of child-bearing ages. The group has been collaborating with other agencies and individuals in the community who are also focusing their efforts on this population.
- *The Public Awareness* group has completed revisions on the PNC Fact Sheet and will begin distribution of these materials. They also are

assisting the *State Budget & Partnership* group with their legislative campaign strategy.

- *The State Budget & Partnership* group has begun developing a legislative strategy, which would include having meetings with members of the Ohio General Assembly and seeking broad endorsements for their proposals.

For more information or to join a Roundtable subcommittee, please contact Alexis Forest at 614.586.1914 or send an email to aforest1313@yahoo.com.

Marketing continued from Page 1

on the bus shelters for 2 months.

Pregnancy Care Connection also rented three billboards; one on Williams Road in 43207, one on Cleveland Avenue south of Morse Road in 43224, and one on Sinclair Road just north of the Midwest Hotel in 43229. These billboards will run for two months, ending on September 25th.

So keep an eye out for advertising about Pregnancy Care Connection! Thank you to Columbus Public Health for your financial support through the Caring for 2 and CFHS grants.



Billboard located on Cleveland Avenue advertising Pregnancy Care Connection.

Community Highlight

Directions for Youth and Families

Directions for Youth and Families (DFYF) serves over 6,800 youth and families each year, youth and families that are facing many issues including substance abuse, family violence, child abuse and neglect, and teen pregnancy. The private, non-profit agency provides counseling, prevention education, parenting support and innovative scholastic and creative arts programs. Two of the many programs that are offered by DFYF are Teen Parent Connection and Positive Paths Parenting.

Teen Parent Connection provides guidance and support to young parents ages 12-21 through individual counseling, community support, preparation for childbirth classes and parent education. Individual counseling is provided by DFYF staff assigned to each case. The focus is helping young parents develop and implement an individual plan addressing issues such as depression, anger control, relationship difficulties, balancing life as a young parent, low self-esteem, abuse issues and positive communication skills.

The program's community support teaches youth how to access resources and develop a support system. A health care practitioner provides pre and post-natal screening and teaches the parent to care for herself and her baby. Preparation for childbirth classes are offered to pregnant teens and young women free of charge.

To further expand the support network of these young mothers, community volunteers are trained as parenting mentors and are matched with teens in the program. Parenting mentors provide ongoing and consistent support that reinforces positive parenting skills and goal setting. Additionally, the young mothers are offered specialized parent education classes focused on issues typically faced by adolescent parents. The classes explore challenges of parenting, effective discipline and self-esteem.

Pregnant and parenting young women can refer themselves to Teen Parent Connection. Referrals are also accepted from parents, school personnel or others in the community.

The Positive Paths Parenting program offers services to parents of all ages. The program seeks to strengthen families and increase the level of knowledge of effective parenting skills. Positive Paths offers classes focused on self-esteem, child development, communication, discipline and stress management. The program also offers in-home services to families who cannot attend classes.

Classes typically meet one day per week for six weeks and are offered during the day, on evenings and weekends.

Those interested in either program can contact Directions for Youth and Families Intake at (614) 294.2661.



Roz Horn, Childbirth Educator, presenting a gift to an expectant young couple for completing Preparation for Childbirth class.

Directions for Youth and Families
www.dfyf.org

Featured Article

“U.S. Infant Mortality Rate Fails to Improve”

(From the March of Dimes—Ohio Chapter Mission Update, June 2006)

Nearly 28,000 babies died before their first birthday, according to new infant mortality statistics for 2003 released by the National Center for Health Statistics (NCHS). The infant mortality rates showed no significant improvement in 2003 after increasing in 2002 — for the first time since 1958.

In 2003, the infant mortality rate was 6.8 deaths for every 1,000 live births. Two-thirds of all infant deaths, as well as prematurity and low birthweight remained the leading causes of infant death, according to NCHS. The percentage of infant deaths occurring to babies born premature (less than 37 weeks gestation) or with a low birthweight (less than 2500 grams or 5.5 pounds) increased 9 percent between 1995 and 2003, according to an analysis by the March of Dimes. Babies born at less than 28 weeks gestation accounted for less than 1 percent (0.7 percent) of all live births, but nearly half (46.4 percent) of all U.S. infant deaths in 2003.

Multiple births had mortality rates more than five times that of singleton babies, according to the NCHS report. Babies born to Black mothers continued to have the highest rate of infant deaths at 13.5 per 1,000 live births, while Asians had the lowest rate at 4.8. The rate for American Indians was 8.7 and for Whites it was 5.7. Infants born to Hispanic mothers, who can be of any race, had an infant mortality rate of 5.6.

CALENDAR OF EVENTS

September

- September 8th—Immigrant & Refugee Initiative Roundtable Meeting, 4:00-5:30p, Columbus Public Health, Room 119 B
- September 14th—Honda Health Fair, 8:00a-4:30p, Marysville
- September 15th—SIDS Risk Reduction and Infant Safe Sleep Task Force Training, 9:00a-2:00p, Elizabeth Blackwell Center. Registration required.
- September 22nd—OSU 16th Annual Region IV Perinatal Conference. For more information, contact Maureen O'Brien at 614.293.6245
- September 29th—Prenatal Care Capacity (PNC) Roundtable Meeting, 7:30-10:00a, OSU East Wallace Auditorium

October

- October 12th—State Budget & Partnership Roundtable Committee Meeting, 10a-12p, Columbus Public Health, Room 119 D
- October 12th—Alcohol and Other Drug (AOD) Collaborative, 1-3p, Columbus Public Health, Room 119 D
- **October 20th—Council on Healthy Mothers and Babies' 2nd Annual Healthy Beginnings Event, 8:30a-1:30p, Midwest Hotel & Conference Center, Registration required**
- October 27th—SIDS Risk Reduction and Infant Safe Sleep Task Force Meeting, 9-11a, Columbus Public Health, Room 119 C
- October 27th—Family Planning Waiver Roundtable Meeting, 10a-1p, Columbus Public Health

November

- November 8th—Statewide Child Fatality Review Training, 8a-4:30p, Quest Conference Center
- November 14th—March of Dimes Statewide Summit on Prematurity
- November 17th—Family Planning Waiver Roundtable Meeting, 10a-1p, Columbus Public Health



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