SISTERS UNITED

Michelle R Smith, PhD, MPH
Director, Office of Minority Health & Health Disparities

www.facebook.com\arsistersunited
### Age-Adjusted Mortality Rates by Cause, Race and Ethnicity
Arkansas 1990-2007 – Based on Level of Disparity

<table>
<thead>
<tr>
<th>Cause of Mortality</th>
<th>Total</th>
<th>African American</th>
<th>White</th>
<th>Disparity Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIV</td>
<td>2.2</td>
<td>7.6</td>
<td>1.2</td>
<td>6.3</td>
</tr>
<tr>
<td>Homicide</td>
<td>7.5</td>
<td>21.1</td>
<td>4.8</td>
<td>4.4</td>
</tr>
<tr>
<td>Diabetes</td>
<td>26.2</td>
<td>57.6</td>
<td>22.9</td>
<td>2.5</td>
</tr>
<tr>
<td>Asthma</td>
<td>1.3</td>
<td>2.6</td>
<td>1.2</td>
<td>2.2</td>
</tr>
<tr>
<td>Cervical cancer</td>
<td>3.3</td>
<td>5.9</td>
<td>3.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Infant mortality*</td>
<td>7.3</td>
<td>11.8</td>
<td>6.4</td>
<td>1.8</td>
</tr>
<tr>
<td>Colorectal cancer</td>
<td>18.5</td>
<td>24.9</td>
<td>18.0</td>
<td>1.4</td>
</tr>
<tr>
<td>Cerebrovascular disease</td>
<td>51.7</td>
<td>69.47</td>
<td>50.09</td>
<td>1.4</td>
</tr>
</tbody>
</table>

*Infant mortality rates are per 1,000 live births and calculated for the period 2007-2011
FOCUS AREAS

BEFORE
• Folic Acid

DURING
• Flu Shot

AFTER
• Breastfeeding
• Safe Sleep
1.1. Please check the right answer (check all that apply)
☐ The illness caused by a flu virus is worse in a pregnant woman compared to a woman who is not pregnant
☐ The flu can cause a very mild illness in a pregnant woman
☐ It harmful for the baby if the mother receives a flu shot during pregnancy

1.2. Please check the right answer (check all that apply)
☐ A flu shot taken during pregnancy can be harmful for the baby
☐ A flu shot during pregnancy can protect the unborn baby
☐ A flu shot during pregnancy can protect the baby after birth
☐ A flu shot can protect a pregnant woman's life
☐ A flu shot puts a pregnant woman's life in danger

1.3. Please check the right answer (check all that apply)
☐ Folic acid intake is harmful for a pregnant woman
☐ Folic acid intake helps prevent some birth defects in the baby only if mom takes it for at least 3 months before getting pregnant
☐ Folic acid should be taken by a pregnant woman before and during the pregnancy

1.4. Please check the right answer (check all that apply)
☐ Breastfeeding is harmful to mother’s health
☐ Breastfeeding is the beginning of healthy eating for the baby
☐ Breastfeeding builds a loving relationship between mom & baby
☐ Breastfeeding increases the risk of chronic disease in the baby
☐ Breastfeeding is important for moms who cannot afford formula
☐ Breastfeeding reduces the chance of SIDS by 50%

1.5. Please check the right answer (check all that apply)
☐ A baby should be laid down on his/her side to sleep
☐ A baby should be laid down on his/her stomach to sleep
☐ A baby should be laid down on his/her back to sleep

1.6. Please check the right answer (check all that apply)
☐ It is safer for a baby to sleep in the same bed as the parents
☐ It is safer for a baby to be wrapped in several blankets for sleep
☐ It is safer for a baby to sleep in their own crib
SISTERS UNITED

- Invited presidents of African American Sorority graduate chapters to attend leadership meeting.
- Asked for their help by joining SISTERS UNITED.
- 31 out of 42 chapters joined and committed to send representatives to attend an 8 hour training.

![Group Photo](image_url)
58 sorority members from the 31 chapters attended a train-the-trainer conference

The attendees received name badges with the title SISTERS UNITED TRAINER

Session included mock interviews to learn how to deliver effective media messages.

Participants received a binder with handouts, flash drive, evaluation forms, talking points when scheduling media interviews and youtube videos.
NICHD released RFA to conduct community outreach and education aimed at reducing the risk of SIDS within the African-American community.

Our office encouraged each SU chapter to apply for these funds.

A total of 29 organizations awarded grants and 21 of those were SISTERS UNITED chapters.
Alpha Kappa Alpha Sorority, Incorporated
Beta Pi Omega Chapter

Safety Baby Shower
Sunday, April 28
2:00 - 3:00pm

Who’s Invited: Pregnant women and new mothers.

What: The arrival of a new baby is an exciting time, however infants are at risk for injuries that can happen inside and outside the home. The good news is that many injuries can be prevented. By coming to this safety baby shower you are taking important steps to keep your baby safe!

Where: Beta Pi Omega Sorority House 923 W. 24th (Off Chester), Little Rock, AR 72206.

RSVP: To attend, please contact Dr. Michelle R. Smith at 501-258-5770 or msmith9x@aol.com. SPACE IS LIMITED.

Games, Food, Baby Shower Gifts, and Chance to Win Pack & Play!

Also Learn about SISTERS UNITED:
Folic Acid
Flu Shots
Breastfeeding
Safe Sleep (SIDS)

Partnering Organizations:

Arkansas Department of Health
Injury Prevention Center
STRUTTIN & STROLLING
Deltas Struttin and Babies Strolling

Fighting To Save Lives
One Baby At A Time!

Date:
Sept. 28, 2013
at 10:00 am

Location:
State Capitol
Steps

Bringing Awareness to
Infant Mortality in the
State of Arkansas
Safe-to-Sleep Baby Shower
Saturday, May 25, 2013
2:00 - 3:00pm

Who’s Invited: Pregnant women and new mothers.

What: The arrival of a new baby is an exciting time; however, one of mom’s first concerns is how will baby sleep. The good news is that there are ways to put baby safely to sleep that also reduce the risk of SIDS. By coming to this baby shower you are taking an important step to keep your baby safe!

Where: Conway Public Library
1900 Tyler Street, Conway, AR 72034

RSVP: To attend, please contact
Dr. Monika Alston-Miller at 501-246-6217 or kappaxisigma@gmail.com. SPACE IS LIMITED.

Games, Food, Baby Shower Gifts, and a Chance to Win a Pack & Play!

Also Learn about SISTERS UNITED:
- Folic Acid
- Breastfeeding
- Flu Vaccines
- Safe Sleep (SIDS)

Partnering Organization:
2013 Community Survey

Survey Areas

- Safe Sleep: 263
- Breastfeeding: 114
- Folic Acid: 222
- Flu Shot: 140
- All Areas: 231

Total = 970
## 2013 Community Survey Results

<table>
<thead>
<tr>
<th>RESPONSE SUMMARY</th>
<th>PRE TEST</th>
<th>POST TEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The illness caused by the flu virus is worse in a pregnant woman</td>
<td>79%</td>
<td>76%</td>
</tr>
<tr>
<td>2. The flu can cause a very mild illness in a pregnant woman</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>3. It is harmful for the baby if the mother receives a flu shot during pregnancy*</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>4. A flu shot taken during pregnancy can be harmful for the baby*</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>5. A flu shot during pregnancy can protect an unborn baby*</td>
<td>63%</td>
<td>88%</td>
</tr>
<tr>
<td>6. A flu shot during pregnancy can protect the baby after birth*</td>
<td>39%</td>
<td>57%</td>
</tr>
<tr>
<td>7. A flu shot can protect a pregnant woman's life*</td>
<td>50%</td>
<td>63%</td>
</tr>
<tr>
<td>8. A flu shot can put a pregnant woman's life in danger*</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>9. Folic acid intake is harmful for a pregnant*</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>10. Folic acid intake helps prevent some birth defects in the baby only if mom takes it for at least 3 months before getting pregnant*</td>
<td>56%</td>
<td>73%</td>
</tr>
<tr>
<td>11. Folic acid should be taken by a pregnant woman before/during pregnancy</td>
<td>74%</td>
<td>76%</td>
</tr>
</tbody>
</table>

*Statistically significant; Two Sample z-test
<table>
<thead>
<tr>
<th>RESPONSE SUMMARY</th>
<th>PRE TEST</th>
<th>POST TEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. Breastfeeding increases the risk of chronic disease in the baby</td>
<td>7.4%</td>
<td>8.5%</td>
</tr>
<tr>
<td>13. Breastfeeding is harmful to the mother's health</td>
<td>14.1%</td>
<td>13.0%</td>
</tr>
<tr>
<td>14. Breastfeeding is the beginning of healthy eating for the baby</td>
<td>88.2%</td>
<td>86.7%</td>
</tr>
<tr>
<td>15. Breastfeeding builds a loving relationship between mom and the baby</td>
<td>69.4%</td>
<td>71.3%</td>
</tr>
<tr>
<td>16. Breastfeeding is important for moms who cannot afford formula*</td>
<td>44.1%</td>
<td>53.8%</td>
</tr>
<tr>
<td>17. Breastfeeding reduces the chance of SIDS by 50%*</td>
<td>49.1%</td>
<td>68.0%</td>
</tr>
<tr>
<td>18. A baby should be laid down on his/her side to sleep*</td>
<td>17.2%</td>
<td>3.2%</td>
</tr>
<tr>
<td>19. A baby should be laid down on his/her stomach to sleep*</td>
<td>14.4%</td>
<td>4.4%</td>
</tr>
<tr>
<td>20. A baby should be laid down on his/her back to sleep*</td>
<td>77.0%</td>
<td>94.1%</td>
</tr>
<tr>
<td>21. It is safer for a baby to sleep in the same bed as the parents</td>
<td>2.7%</td>
<td>2.3%</td>
</tr>
<tr>
<td>22. It is safer for a baby to be wrapped in several blankets for sleep</td>
<td>4.1%</td>
<td>2.1%</td>
</tr>
<tr>
<td>23. It is safer for a baby to sleep in their own crib#</td>
<td>97.1%</td>
<td>97.9%</td>
</tr>
</tbody>
</table>

* Statistically Significant; Two Sample z-test
PRE-SURVEY
Participant Information Form (PIF)

Please check the box(es) next to the right answer(s):"}

**UNIQUE ID:** To create your unique ID number, use the month of your birth, the day of your birth, and the last four digits of your Social Security number. For example, for May 23 and 123-45-6789 the ID number would be 05236789.

**TODAY'S DATE:**

**ZIP CODE:**

**AGE:**

**SEX:**

**RACE:**
- White
- Black or African American
- Asian
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Other (Specify):________
- Don’t know/Not sure

**ETHNICITY (Hispanic/Latino):**
- Yes
- No
- Don’t know/Not sure

**MARRITAL STATUS:**
- Married
- Divorced
- Widowed
- Separated
- Never married

**NUMBER OF CHILDREN IN THE HOUSEHOLD:**
- Number of children:________

**YOUR HIGHEST GRADE IN SCHOOL:**
- Never attended school / only Kindergarten
- Grades 1 through 8 (Elementary)
- Grades 9 through 12 (Some high school)
- Grade 12 or GED (High School Graduate)
- Some college / technical school
- College 4 years (College Graduate or higher)

**Thank you for taking time to complete this Pre-Survey!!**

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**Sisters United**
Arkansas Department of Health

**Participant ID**

- **What is your birth MONTH in numbers?** (Example: May = 05)
- **What is your birth DAY in numbers?** (example: 1 to 31)
- **What are the last 4 NUMBERS of your Social Security Number?**

<table>
<thead>
<tr>
<th>1. Is what is your age? ________</th>
<th>2. What is your zipcode? ________</th>
<th>________</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Are you male or female?</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>4. How old is your child?</td>
<td>White</td>
<td>Black</td>
</tr>
<tr>
<td>5. Are you Hispanic or Not Hispanic?</td>
<td>Hispanic</td>
<td>Not Hispanic</td>
</tr>
<tr>
<td>6. What is your marital status?</td>
<td>Married</td>
<td>Divorced</td>
</tr>
<tr>
<td>7. Do you have any children in your household age 12 or younger?</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>8. What is your highest grade you completed in school?</td>
<td>Never attended school</td>
<td>Kindergarten through 8</td>
</tr>
<tr>
<td>9. Are you Hispanic or Not Hispanic?</td>
<td>Hispanic</td>
<td>Not Hispanic</td>
</tr>
<tr>
<td>10. Do you have any children in your household age 12 or younger?</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>11. What is your highest grade you completed in school?</td>
<td>Never attended school</td>
<td>Kindergarten through 8</td>
</tr>
</tbody>
</table>

**STOP HERE FOR NOW!!**
2nd Infant Mortality Training Conference

December 6, 2013
2:30 pm – 4:30 pm
Arkansas Department of Health
Little Rock, AR

www.facebook.com/arsistersunited
Goal: Increase awareness among the African American community about infant mortality and share prevention methods they can use to disseminate throughout their respective communities.

Objective: Increase Education and Expand Outreach. To reach 30 African Americans and provide education about the importance of folic acid, getting an annual flu shot during pregnancy, breastfeeding, and safe sleep methods.

<table>
<thead>
<tr>
<th>Key Action Steps</th>
<th>Target Outcome Measure</th>
<th>Time Frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote National Birth Defects Prevention Month</td>
<td>Post message on chapter FB page about the benefits of folic acid and share YouTube video</td>
<td>January 7, 2014</td>
</tr>
<tr>
<td>Promote National Breastfeeding Month</td>
<td>Post message on chapter FB page about the benefits of breastfeeding</td>
<td>August 1, 2014</td>
</tr>
<tr>
<td>Promote Infant Mortality Awareness Month</td>
<td>Post message on chapter FB page and encourage all members to change FB profile pic to SU logo for 24 hours.</td>
<td>September 1, 2014</td>
</tr>
<tr>
<td>Promote SIDS Awareness Month</td>
<td>Post message on chapter FB page about SIDS Prevention</td>
<td>October 1, 2014</td>
</tr>
</tbody>
</table>
# WORK PLANS (LEVEL 2)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote National Birth Defects Prevention Month</td>
<td>Post message on chapter FB page about the benefits of folic acid and share YouTube video</td>
<td>January 13, 2014</td>
</tr>
<tr>
<td>Conduct Folic Acid Presentation at Chapter Meeting</td>
<td>10 SU Pre/Post Surveys on Folic Acid, Fax forms to Cicely at 501.661.2414</td>
<td>February 2014</td>
</tr>
<tr>
<td>Promote National Breastfeeding Month</td>
<td>Post message on chapter FB page about the benefits of breastfeeding</td>
<td>August 1, 2014</td>
</tr>
<tr>
<td>Conduct Breastfeeding Presentation at Chapter Meeting</td>
<td>10 SU Pre/Post Surveys on Folic Acid, Fax forms to Cicely at 501.661.2414</td>
<td>August 2014</td>
</tr>
<tr>
<td>Promote Infant Mortality Awareness Month</td>
<td>Post message on chapter FB page and encourage all members to change FB profile pic to SU logo for 24 hours.</td>
<td>Sept 1, 2014</td>
</tr>
<tr>
<td>Promote SIDS Awareness Month</td>
<td>Post message on chapter FB page about SIDS Prevention</td>
<td>October 1, 2014</td>
</tr>
<tr>
<td>Conduct Safe Sleep Presentation at Chapter Meeting</td>
<td>10 SU Pre/Post Surveys on Folic Acid, Fax forms to Cicely at 501.661.2414</td>
<td>October 2014</td>
</tr>
<tr>
<td>Conduct Flu Shot Presentation at Chapter meeting</td>
<td>10 SU Pre/Post Surveys on Folic Acid, Fax forms to Cicely at 501.661.2414</td>
<td>Nov 2014</td>
</tr>
</tbody>
</table>
## WORK PLANS (LEVEL 3)

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Specific Actions</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote National Birth Defects Prevention Month</td>
<td>Post message on chapter FB page about the benefits of folic acid and share YouTube video</td>
<td>January 13, 2014</td>
</tr>
<tr>
<td>Conduct Folic Acid Presentation at Chapter Meeting</td>
<td>10 SU Pre/Post Surveys on Folic Acid, Fax forms to Cicely at 501.661.2414</td>
<td>Feb 2014</td>
</tr>
<tr>
<td>SIDS Walk Run</td>
<td>50 SIDS Grant Pre/Post Surveys on Safe Sleep. Submit forms to NICHD according to guidelines.</td>
<td>May 2014</td>
</tr>
<tr>
<td>Promote National Breastfeeding Month</td>
<td>Post message on chapter FB page about the benefits of breastfeeding</td>
<td>Aug 1, 2014</td>
</tr>
<tr>
<td>Conduct Breastfeeding Presentation at Chapter Meeting</td>
<td>10 SU Pre/Post Surveys on Folic Acid, Fax forms to Cicely at 501.661.2414</td>
<td>August 2014</td>
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<tr>
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SISTERS UNITED

Protecting Our Babies Together
Reducing African American Infant Mortality
www.facebook.com/arsistersunited

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42 African American Sorority Graduate Chapters, 2014
SISTERS UNITED

Source: State Coordinators of African American Sorority Graduate Chapters
LESSONS LEARNED

- Community members want to be utilized
- Structure in work plans is critical
- Prefer the use of the YouTube videos
- Inviting sorority members to ADH to hear presentation gave project credibility
- ADH director is supportive of project