Cover Sheet for Example Documentation

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The following documentation has been submitted to ASTHO for the Accreditation Library as a potential example of Health Department documentation that might meet the PHAB Domain 3 Standard 3.1 Measure 3.1.2A

This document is not intended to be a template, but is a reference as state health agencies develop and select accreditation documentation specific to the health department's activities.

Please note that the inclusion of documentation in this library does not indicate official approval or acceptance by PHAB.

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<tr>
<th>Document Title:</th>
<th>ADH OMHHD SU Campaign*</th>
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<tbody>
<tr>
<td>Document Date:</td>
<td>03/19/2014</td>
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<tr>
<td>Version of Standards and Measures Used:</td>
<td>1.0</td>
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<td>Related PHAB Standard and Measure Number:</td>
<td>3.1.2A</td>
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Short description of how this document meets the Standard and Measure’s requirements:

This document demonstrates the implementation of a health promotion strategy to address a preventable health issue. This document contains a journal article, a screen shot of a Facebook page and a list of YouTube videos related to the Sisters United (SU) Campaign health promotion strategy. Cover page included. Dates noted on cover sheet. Page number references are noted on the top right corner of the document.

*Document received a score of “Fully Demonstrated” by PHAB during accreditation

<table>
<thead>
<tr>
<th>Submitting Agency:</th>
<th>Arkansas Department of Health (ADH)</th>
</tr>
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<tbody>
<tr>
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Can we include staff name and contact information with the documentation?
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Thank you for submitting your health agency’s documentation to the Accreditation Library. We appreciate your contribution to this resource, and we look forward to continuing to provide you with assistance in your accreditation work.

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d. A PDF version of all documentation is preferred. If a document is not a PDF, it should be in a commonly used program such as Word, Excel, or PowerPoint. Documents created using health department specific software, special graphics, or other program not commonly used, will not be accepted.
e. In many cases, a measure is demonstrated only once, at a central point in the health department. Examples of these types of documentation requirements include department-wide policies (such as human resource policies), procedures, and plans. In these cases the requirement is for a specific, central document, rather than for examples.
f. Where documentation requires examples, health departments must submit two examples, unless otherwise noted in the list of required documentation or the guidance.
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Reducing infant mortality in Arkansas:
A grassroots initiative utilizing African-American sororities

BY MICHELLE R SMITH, PHD, MPH; RUPA SHARMA, MSPH; and DAVID GRIMES, MD, MPH

Infant mortality is a common indicator of a state’s health and well-being. Factors affecting the entire population’s health can also affect infant mortality. Infant mortality — death before the first birthday — is measured by the infant mortality rate, or number of deaths per 1,000 live births.

Arkansas’ mortality rate is higher than the national average: 7.0 per 1,000 live births compared to the 6.1 for the United States.1

Arkansas’ mortality rate for non-Hispanic African-American infants is more than twice (12.2) that of non-Hispanic white infants (6.0). Rates are significantly higher for African-American babies born with <2,500 grams weight or <36 weeks gestational age, compared to white babies born with the same risk factors, due to African-Americans’ high preterm-birth rate.2

These disparities are longstanding and can be reduced by engaging the African-American community and other partners with targeted education and prevention efforts, as demonstrated by the Sisters United campaign.

PREVENTING INFANT MORTALITY

According to Centers for Disease Control and Prevention (CDC), the top five causes of infant mortality include: Birth defect, preterm birth (before 37 weeks gestation), Sudden Infant Death Syndrome (SIDS), maternal complication of pregnancy, and injury (e.g., suffocation). These causes account for 57% of all infant deaths in the US.

Mothers can help reduce infant mortality by improving certain health issues before, during and after pregnancy. Pregnant women can take folic acid before and during pregnancy; get influenza and Tdap (tetanus, diphtheria, acellular pertussis) shots during pregnancy; breastfeed; prevent infant injuries; put babies in a safe sleep position; and maintain a healthy diet and exercise during and after pregnancy. It’s also important to avoid tobacco, street drugs and alcohol use before, during and after pregnancy, as these are major causes of preventable congenital malformations and preterm births.3

A GRASSROOTS INITIATIVE

Sisters United, a culturally competent grassroots public health campaign, was developed by Arkansas Department of Health’s (ADH) Office of Minority Health & Health Disparities (OMHHD) and the Family Health Branch to increase public awareness and promote healthy behaviors aimed at reducing infant mortality among African-Americans. The campaign goal was to form a partnership with African-American Graduate Sorority chapters in Arkansas to work collaboratively on this health issue. As a result, sorority members of Alpha Kappa Alpha (AKA), Delta Sigma Theta (DST), Zeta Phi Beta (ZPB) and Sigma Gamma Rho (SGR) committed for the first time to address a singular issue with a collaborative approach.4

In June 2012, ADH contacted presidents of 42 sorority chapters to determine their interest in the campaign. Information on the chapters’ capacity, resources and prior experience with infant mortality was collected from participating chapters. Thirty-one chapter presidents attended a two-hour seminar in June 2012, sponsored by the ADH. As a result, they recruited 58 sorority members from 31 chapters to attend a train-the-trainer conference, held in February 2013. Health professionals from ADH, University of Arkansas for Medical Sciences (UAMS), and the Arkansas Children’s Hospital (ACH) trained sorority members on infant mortality.

The Arkansas Foundation for Medical Care Inc. (AFMC) is the Quality Improvement Organization for Medicare and Medicaid in Arkansas. AFMC works collaboratively with providers, community groups and other stakeholders to promote the quality of care in Arkansas through education and evaluation. For more information about AFMC quality improvement projects, call 1-877-375-5700.
tality preventive measures, including folic acid intake, influenza vaccination, breastfeeding and safe sleep practices. Attendees also practiced mock interviews to deliver more effective media messages during community interventions. They took pre- and post-tests to assess training effectiveness.

RESULTS OF PARTNERSHIP AND INTERVENTION

ADH formed a network between health partners and sororities for Sisters United. While initial activities were funded by the CDC through ADH-Office of Performance Improvement and Management, sorority chapters later applied for small grants from the National Institute of Child Health and Human Development (NICHD) to promote safe sleep practices.

NICHD committed $50,000 for the Arkansas initiative. Twenty-one of the 29 organizations funded in Arkansas were sorority chapters involved with Sisters United.

All essential educational materials for the community interventions were compiled in flash drives and distributed by ADH to the trainees. One item provided was YouTube videos featuring prominent African-American health professionals covering these topics: Folic acid (Dr. Estelle Rutledge), influenza vaccinations (Dr. Susan Ward-Jones), breastfeeding (Dr. Katrina Davis) and safe sleep (Dr. Zenobia Harris).

After the training, attendees were responsible for providing mini-trainings to other sorority members at chapter meetings and educating African-American community members during outreach events at schools, health fairs, baby showers and churches. In less than a year, 14 chapters provided video education to almost 1,000 African-American community members. AKA-Beta Pi Omega, AKA-Delta Omega Omega, and DST-Fort Smith area alumnae conducted almost half of the educational events.

The pre- and post-testing of the community interventions showed significant increases in attendees’ knowledge in these specific areas: Getting influenza shot during pregnancy can protect unborn baby (63% to 88%); timely folic acid intake reduces some birth defects (56% to 73%); breastfeeding reduces chances of SIDS (49% to 68%); and safest sleep position for babies is on their back (77% to 94%). They scored near 100% on the knowledge that sleeping babies are safest in their own crib.

ADH will continue to expand Sisters United activities to increase participation of sorority chapters and reach a larger target population across the state. Other efforts will include creating an educational environment more conducive to learning and modifying educational materials to match the target population’s literacy level.

Michelle R. Smith, PhD, MPH, is the director of the Office of Minority Health & Health Disparities at the Arkansas Dept. of Health. Rupa Sharma, MSPH, MSc, is an epidemiologist with the Office of Minority Health & Health Disparities at the Arkansas Dept. of Health.

David Grimes, MD, MPH, FACOG, FACP, is the branch chief of Family Health at the Arkansas Dept. of Health.

REFERENCES:
2. Website: Ark. Dept. of Health, Health Statistics Branch Query System; http://healthstat01/scripts/broker.exe?_service=default&_program=arcode.main_welcome_live.sas
3. Website: Centers for Disease Control and Prevention, Reproductive Health; http://www.cdc.gov/reproductivehealth/MaternalInfantHealth/InfantMortality.htm
SISTERS UNITED

SISTERS UNITED is a community-based initiative with African American sororities who are working together to decrease infant mortality in Arkansas.

Education

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Photos

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Recent Posts by Others on SISTERS UNITED

Directors of Health Promotion and Education
Thank you Michelle R. Smith, PhD, MPH, Director, Office of...

DeKitha Rose-Larry
Yay SISTERS UNITED!!!

By Claudia S. Copeland, PhD

November 24, 2013 at 8:48am
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1. Directors of Health Promotion and Education
   Thank you Michelle R. Smith, PhD, MPH, Director, Office of...
   February 25 at 11:10am

2. DeKitra Ross-Larzy
   Yay SISTERS UNITED!!!
   November 25, 2013 at 8:48am

3. Shirley Morris
   How can I purchase the Sister United picture?
   November 18, 2013 at 10:32am

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   Can our Sisters Unite and form a bond to better our comm...
   October 26, 2013 at 12:09pm

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   Non-Profit Organization

2. Arkansas Children’s Hospital
   Hospital • Pediatrics

3. Sojourner, Social Media Consulting Firm
   Consulting/Business Services

4. United States Breastfeeding Committee
   Non-Profit Organization

5. Northwest Arkansas Area Alumnae Chapter - Delta Sigma Theta Sorority, Inc.
   Community

SISTERS UNITED shared a link.
March 17

Efforts to Increase Breastfeeding in Arkansas Still Met With Resistance
By Claudia S. Copeland, PhD

Feeding Frenzy
www.healthcare_newsletter.com

The media for healthcare professionals in the Little Rock area. Central Arkansas' source for healthcare news, information, and analysis.

Like • Comment • Share
Jennifer Myron-Thomas, Kendal Booker, Tameika Reed and 2 others like this.

SISTERS UNITED shared a link.
March 19

Approximately 191,000 Teething Toys have been recalled by Infantino due to a choking hazard. Check your child's toys to make sure that she/he is safe.

SISTERS UNITED artist presents work to Governor Mike Beebe!
March 12

Artist Sondra Strong visited the Office of Arkansas Governor Mike Beebe today to be photographed with Gov. Mike Beebe.
Infantino has received reports of infants choking or gagging on the monkey's tail.

SISTERS UNITED shared a link.
March 11

A new article from Parents magazine investigates the results of a poll conducted by American Baby in partnership with Safe Kids Worldwide, where 4,500 new moms were asked how they put their child to sleep. Nearly all respondents were aware... See More

How Safe is Your Baby's Sleep?
www.parents.com

SISTERS UNITED shared Beta Pi Omega's album.
March 10

SISTERS UNITED shared Breastfeeding Today's photo.
March 7

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Mary Gunten likes this.

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Rita Nickleberry Williams, Tina Long, Kimara P. Randolph and 6 others like this.

Like · Comment · Share
Angela Bradford-Barnes Kirk Stephen Jordan... March 12 at 1:22pm

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Rita Williams, SISTERS UNITED and Yolanda Hughes-Allen like this.

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Union AME Baby Shower Training (44 photos)

Alpha Kappa Alpha Sorority, Incorporated Beta Pi Omega Chapt... Saturday, March 8 (11:30 am)
Arkansas Department of Health
Office of Minority Health and Health Disparities

ADH Sisters United Campaign (2012-2013)
List of YouTube Videos: Providing educational information through social media (YouTube video):

- Folic Acid (www.youtube.com/watch?v=f0Nxhsx9lok)
- Flu Shot (www.youtube.com/watch?v=MAiLaNgarb4)
- Breastfeeding (www.youtube.com/watch?v=PIAycz8DYJk&feature=plcp)
- Safe Sleep (www.youtube.com/watch?v=wfudqfhjVgs)