Healthy Babies Initiative and National CoIIN Rollout

David Lakey, MD
Commissioner
Texas Department of State Health Services
ASTHO Annual Meeting
September 10, 2014
Infant Mortality 2008

Preterm Birth 2008

Rate per 1,000 live births
- Higher than US Rate of 6.8 (25)
- Between HP2020 Objective and US Rate (15)
- Met or lower than HP2020 Objective of 6.0 (11)

Percent of live births
- Higher than US Rate of 12.3 (24)
- Between HP2020 Objective and US Rate (8)
- Met or lower than HP2020 Objective of 11.4 (19)
Background & Key Developments

- **Spring 2010**: State health officials in South commit to regional effort to reduce infant mortality and prematurity
- **Dec. 2010**: Letter to Secretary Sebelius, meeting with HRSA Administrator Wakefield
- **Oct. 2011**: David Lakey, MD (TX) issues ASTHO’s Healthy Babies President’s Challenge
- **Jan. 2012**: HRSA Summit for Regions IV, VI
- **Mar. 2012**: ASTHO-March of Dimes Partnership Launch
- **July 2012**: HRSA Regions IV/VI Collaborative Improvement & Innovation Network (CoIIN)
- **Mar. 2013**: HRSA Summit for Region V and CoIIN Launch
- **Oct. 2013**: Region IV, V, and VI joint CoIIN Meeting
- **Oct. 2014**: Region V Infant Mortality CoIIN Meeting
ASTHO – March of Dimes Partnership

- March 2012: ASTHO/March of Dimes Partnership
- State/Territorial Pledge
  - Virginia Apgar Award (8%)
  - Franklin Delano Roosevelt Award (9.6%)
- MOD State Chapter/SHA Partnership
- Co-Branding of Healthy Babies are Worth the Wait Campaign
- MOD Materials and Tool kits
50 States Have Taken the Pledge

Pledge to Reduce Prematurity by 8% by 2014

*as of Nov. 2013
Possible Points for Intervention

- Maternal Health/Prematurity
- Maternal Care
- Newborn Care
- Infant Health

- Preconception Health
  - Health Behaviors
  - Perinatal Care

- Prenatal Care
  - High Risk Referral
  - Obstetric Care

- Perinatal Management
  - Neonatal Care
  - Pediatric Surgery

- Safe Sleep
  - Breast Feeding
  - Injury Prevention
# COIIN Design

## Common Strategies for Regions IV, V, and VI

### State Teams
- State health officials
- MCH staff
- Medicaid staff
- Private partners (academic experts, March of Dimes, clinical providers, health plans, etc.)

*Average 7-15 people*

### Strategy Team Supports
- **Strategy Leads**
  - (2-3 experts, including state officials)
- **Data and/or Methods Experts**
- **Staff support**
  - (MCHB/HRSA plus CMS and partner organizations ASTHO, AMCHP, March of Dimes, CitymatCH)

### Key Strategies
- Smoking cessation
- Interconception care
- Early elective deliveries
- Social Determinants of Health
- Safe sleep
- Perinatal regionalization

*Supported by Contract Team*
CoIIN National Rollout

- Infant Mortality Summits were held in July in Washington, D.C. and in August in Honolulu, HI
  - Regions VII, VIII, IX, X Summit (July 21-22)
  - Regions I, II, III Summit (July 24-25)
  - Region IX Pacific Territory Summit (August 24-25)

- Next Steps:
  - State teams are working to finalize their Infant Mortality Plans and Blueprints for Change
  - Specific strategies that are addressed by CoIIN teams will be determined when state IM Plans are reviewed for common themes
State Examples

**GA**
Targeted interventions in six high-risk areas; EED declined more than 50% from 2009-2013

**OK**
90% of state birthing hospitals participating = 81% decrease in total scheduled deliveries from Q1 2011 through Q1 2013

**MD**
Crib bumper pads were banned statewide beginning in June 2013 to promote safer sleep for infants

**SC**
43 birthing hospitals committed = 50% reduction in EED, public-private partnership saved >$6 million in Q1 2013
## March of Dimes Support for Regions IV & VI

<table>
<thead>
<tr>
<th>Activities</th>
<th>State(s)</th>
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<tbody>
<tr>
<td><strong>Summits or Key Stakeholder Meetings</strong></td>
<td>Arkansas, Georgia, New Mexico, North Carolina, Oklahoma, Texas, Tennessee</td>
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<tr>
<td>Areas of focus include: EED; Centering Pregnancy; Birth Spacing; Development of Perinatal Strategic Plan; Creation of a Perinatal Collaborative; Latest Evidence-based Practices; 17P; Data</td>
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<tr>
<td><strong>Multi-faceted Campaign on Smoking Cessation in Pregnancy</strong></td>
<td>South Carolina</td>
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<td><strong>Perinatal Quality Collaborative Development</strong></td>
<td>Mississippi</td>
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<td><strong>Population-based Survey of Maternal Behaviors and Experiences</strong></td>
<td>Florida</td>
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<td><strong>Activities to Promote Proper Use of 17P</strong></td>
<td>Louisiana</td>
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Since the launch of the Healthy Babies Initiative

• Partnerships leveraged
• Recognition/Incentive Awards developed
• Infant Mortality Plans developed
• Resources developed and obtained
• Policies changed
• Networks for sharing evidence-based and innovative practices established

• Babies Lives Saved!