



# You Could Be the Hand!

From Campus to Community through Peer Education:  
Preconception Peer Educators Program

Washington, D.C.

October 20, 2010





• Search Tips

- Home Page
- World
- U.S.
- Weather
- Business & Finance
- Sports & Leisure
- Analysis & Issues
- Politics
- Law
- Technology
- Science & Space
- Health
- Entertainment
- Offbeat
- Travel
- Education
- Special Reports
- Video
- Audio
- Live Reports

# HEALTH

## MOTHERS' MOMENTS

### U.S. has second worst newborn death rate in modern world, report says

Research: 2 million babies die in first 24 hours each year worldwide

By Jeff Green  
CNN

(CNN) -- An estimated 2 million babies die within their first 24 hours of life, the United Nations says in a report that says the U.S. has the second highest rate in the world.



**CNN WEEKNIGHTS**  
**ANDERSON COOPER 360**  
SERVICES  
E-mails  
RSS  
Podcasts  
Mobile  
CNN Pipeline  
SEARCH

**TravelAlerts**  
Win up to 4 Airline tickets to your dream destination  
Stay informed of the Top 100 destinations

**cbc.ca**  
News Sports Radio TV My Region

## CBCnews

### Rate of U.S. women dying in childbirth sections may play role

Published: Friday, August 24, 2007 1:00 PM EDT  
Canadian Press: S07E S1008E

ATLANTA (AP) - U.S. women are dying from childbirth at a rate that has risen in recent decades, new government figures show. The risk of death is very small, experts say, but it is rising. Obesity and a jump in the rate of cesarean sections are blamed.

## ARTICLES & BLOGS

(2 Results) | RSS

### Racial Disparity in Infant Mortality

08/20/2007  
Pregnant with her first child, Kandice Odom was feeling stressed. "My feet were swollen, I would get dizzy easily and it was hard for me to walk. I was also having trouble with the 22-year-old lady who was my midwife."

## MOVIES

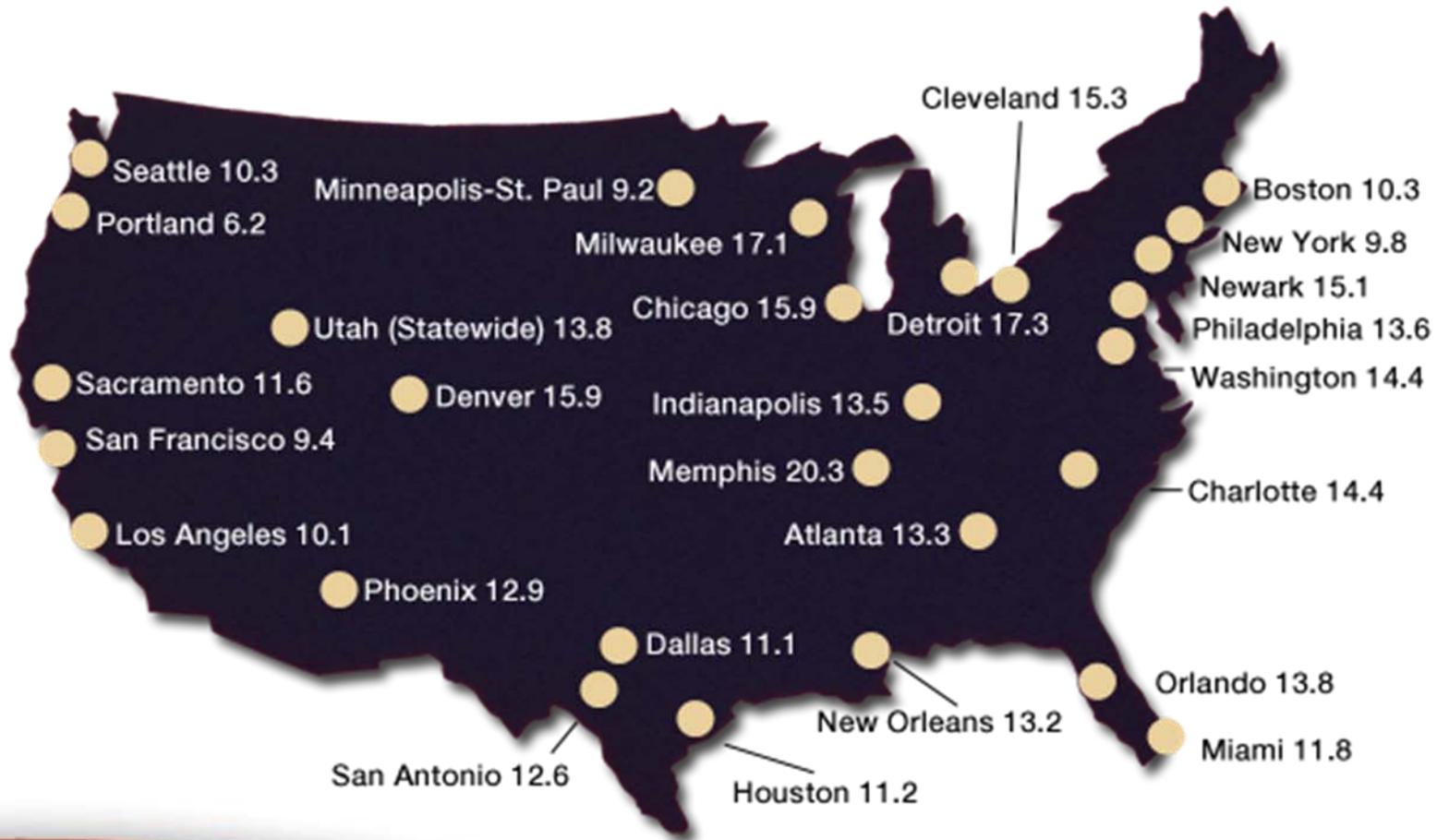
(1 Result)  
**Shoot 'Em Up**  
After saving a newborn infant from assassins, carrot-crunching gunman Mr. Smith (Clive Owen) teams up with a doctor to bring the baby home.

## In Turnabout, Infant Deaths Climb in South



- MOST POPULAR**
- 1. **Wives of 'The Usual Suspects' Happily for \$100,000**
  - 2. **Do 'The Office' Writers Write Into Our Lives?**
  - 3. **Loach With Allow Wavers, Fuel Revolutionary**
  - 4. **Times to Stop Charging for Parts of Its Web Site**
  - 5. **In the Shadow of Horror, 35 Quarantine Profiles**

# African American Infant Mortality Rates in select Cities



Source: March of Dimes, Centers for Disease Control

African American Infant Deaths per 1,000 Live Births



# A Healthy Baby Begins with You

---

- ❑ Launched in 2007 by the HHS Office of Minority Health (OMH), the *A Healthy Baby Begins with You* infant mortality awareness campaign targets the African American community, to combat its disproportionately high rates of infant deaths.
- ❑ Tonya Lewis-Lee, bestselling author and award-winning television producer serves as the national campaign spokesperson.



# A Healthy Baby Begins with You Campaign Goals

---

- Increase infant mortality awareness with an emphasis on preconception and inter-conception health
- Target the 18+ population
- Engage minority serving colleges and universities(HBCU's)
- Develop public/private partnerships

# A Healthy Baby Begins with You Preconception Peer Educators (PPE) Program

---

The PPE program focuses on preconception health, which research has shown as one of the most significant predictors of birth outcomes and infant health.



# The Rationale for Peer Education

---

- ❑ A powerful approach to educating youth, promoting positive group norms and healthy behaviors
- ❑ An effective way to reach younger and less educated youth

# Preconception Health: A Window of Opportunity

---

- ❑ Identify and modify conditions, behaviors, psychosocial risk factors and environmental exposures.
- ❑ For certain conditions there are opportunities to intervene preventively (before conception).
- ❑ Inform about test and screenings

Better health care is not sufficient to improve women's preconception health and reproductive outcomes.

# Preconception Peer Educators (PPE) Program Goals

---

- Target the college-aged population
- Enlist college students as peer educators on their campus and in their community
- Disseminate key preconception health and care messages

# Reproductive Life Plan

---

- ❑ PPE's promote the importance of a **reproductive life plan** for women and couples, to be developed with their health professional.
- ❑ A **reproductive life plan** might increase the number of planned pregnancies and encourage persons to address risky behaviors before conception, reducing the risk for adverse outcomes for both the mother and the infant.

# Key Training Concepts

---

- I. Health disparities and minority health
- II. Infant mortality
  - i. Definition
  - ii. Causes (Birth defects, prematurity and low birth weight, SIDS, maternal complications of pregnancy) NOTE: All of our materials cover SIDS at length, and the peer educators put special emphasis on the issue, as you can see in the video.
  - iii. Prevalence
  - iv. Impact on the African American community
- III. African American health status and its impact on infant mortality
- IV. Preconception health, infant mortality and prematurity – What research says
- V. Preconception care
- VI. HIV, STDs and preconception health
- VII. What a man would do

# Preconception Peer Educator (PPE) Program Pilot Sites

---

- ❑ [Fisk University](#) and [Meharry Medical College](#)  
(Nashville, Tennessee)
- ❑ [Spelman College](#) (Atlanta, Georgia)
- ❑ [Morgan State University](#) (Baltimore, Maryland)
- ❑ [University of Pennsylvania School of Nursing](#),  
(Philadelphia, Pennsylvania)

# Preconception Peer Educator (PPE) Program Accomplishments

---

- ❑ There was a shift from single campus efforts to state-wide initiatives through collaboration with state/county health department's, CBO's and schools.
- ❑ To date there are approximately 29 colleges/universities participating in the PPE program in the following states: Florida, Georgia, Louisiana, Maryland/D.C., Pennsylvania and Tennessee.
- ❑ 300+ students have been trained as PPE's



# Preconception Peer Educator (PPE) Program Accomplishments

---

*Higher Knowledge, Higher Service-First*  
College to Community Health Outreach Week  
in Memphis, TN (May 2009).

Press conference

Community canvassing

Middle and High School outreach

Professional conference for the tri-state region of Tennessee,  
Mississippi and Arkansas

NICU visit

Launch of the documentary *Crisis in the  
Crib: Saving Our Nation's Babies* (September  
2009)



# Lessons Learned from PPE Program Pilot

---

## PPE Program Implementation

- Partnerships need to be continually strengthened
- Evaluation process and measures should be defined prior to implementation
- For sustainability recruit underclassmen
- Works best when incorporated into existing projects/organizations
- Students need incentives

## Campus/Community Outreach

- Students need a framework of activities in which to be creative
- There is a need for “seed money”
- Middle and high/school campus eager to participate
- Involve PPE’s in the development of outreach activities
- Campus events not conducive to community participation

# Program Evaluation

---

- ❑ Continue to collect and analyze process data
- ❑ Presently conducting summative evaluation to:
  - ❑ Identify key behavioral indicators for program evaluation
  - ❑ Monitor and evaluate behavioral results in the “innovator” group (existing group of peer educators)
- ❑ Subsequently will develop key instruments and methodology for the collection of baseline data for future evaluation of behavioral/socio behavioral results among intended audiences/groups of the campaign.

# Next Steps

---

- ❑ Preconception Peer Educator program growth and development for the 2010-2011 academic year
  - ❑ Engage 6 new states in the PPE program
  - ❑ Train approximately 800 new students as PPE's
  - ❑ Build the skill set and toolbox of current PPE's

# A Healthy Baby Begins with You

---

**OMHRC**  
[info@omhrc.gov](mailto:info@omhrc.gov)  
**800-444-6472**

