



ABCs for Healthy Families

**Wisconsin Department of
Health Services in
partnership with**

**New Concept Self
Development Center, Inc.
and Jump at the Sun
Consultants, LLC**

HRSA First Time Motherhood/New
Parents Initiative



"Life begins to end
the moment we
become silent about
the things that
matter."

-Dr. Martin Luther King Jr.



Program Goals:

- **Improve conditions that support healthy birth outcomes**
- **Reduce racial and ethnic health disparities in birth outcomes**
- **Design and implement a social marketing campaign**



Infant Mortality Crisis in Wisconsin

- **Prematurity and low birth weight** are leading causes of African American infant deaths.
- **SIDS (Sudden Infant Death Syndrome)** and **Co-sleeping** related deaths



By Anna C. Benton, Milwaukee Journal Sentinel Opinion
Aug. 29, 2009

Infant Mortality Disparity Crisis in Wisconsin



African American infant mortality rate is approximately **3 times** the white rate.

In 2004, Wisconsin met Healthy People 2010 goal of 4.5 per 1,000 live births for white infants, but was highest in the nation for African American infant mortality at 19.4 per 1,000 live births

If the disparity were eliminated, at least 1 African American infant would be saved **each week** in WI.

Infant Mortality Rates, 2003-2007

State/County City	White	Black	Hispanic	B/W Ratio
Dane	3.6	5.3	5.5	1.5
Madison	3.1	6.4	5.6	2.1
Kenosha	3.8	16.8	3.7	4.4
Kenosha City	3.5	16.4	4.0	4.7
Milwaukee	5.8	16.5	6.6	2.8
Milwaukee City	6.6	16.4	6.5	2.5
Racine	6.6	23.4	10.7	3.5
Racine City	6.2	22.5	9.9	3.6
Rock	5.0	19.5	X	3.9
Beloit	6.9	18.7	X	2.7
Wisconsin	5.1	16.2	6.3	3.2

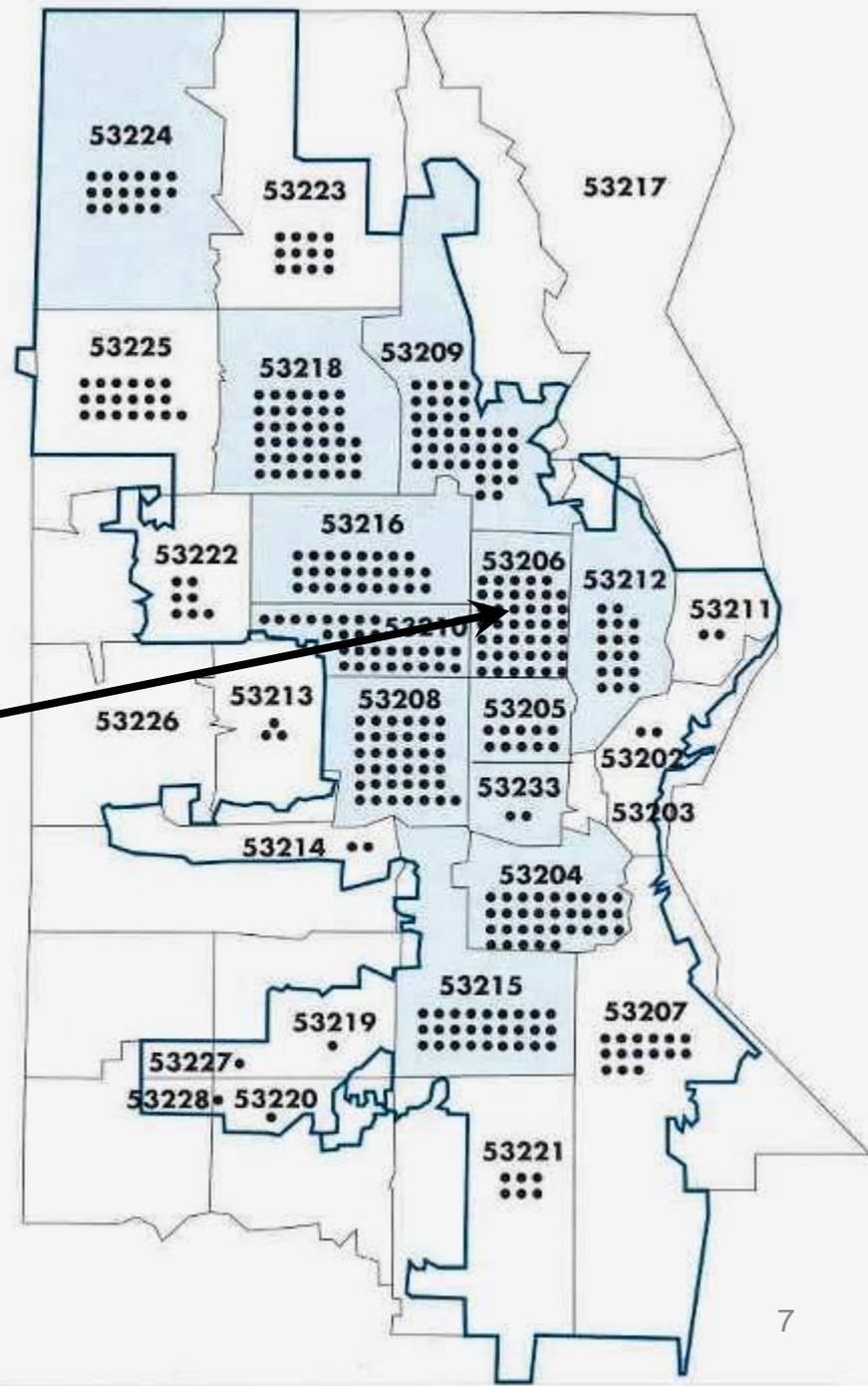
Note: 'X' denotes less than 5 events and is not reported.

WISH (Wisconsin Interactive Statistics on Health), Infant Mortality Module, accessed 10/8/07.

Map of Milwaukee Infant Deaths 2002-2004 (N = 389)

Zip Code **53206** had the greatest number of infant deaths = 41 and the highest infant mortality rate = 20.4

Milwaukee Home Visiting Program, Empowering Families in Milwaukee is in **53204, 05, 06, 08, 12, & 33**





"I worried about my baby not making it because of stress and depression."

Stress and Depression
Mother, Beloit

"My baby is nine days old and I think that a lot of depression can be harmful to the baby"





Integrating LFC into MCH programs and services



Life Course Perspective



Suggests that biological, psychological, behavioral and **social protective and risk factors** contributes to health outcomes over a person's life span

The life course perspective conceptualizes birth outcomes as the end product of not only the nine months of pregnancy, but **the entire life course of the mother leading up to the pregnancy.**

Community Advisory Board

Purpose:

- To provide a forum for community and family members to participate in the planning, implementation, and evaluation of *ABCs for Healthy Families: A Social Marketing Campaign for the Integration of the Life Course Perspective*.

Composition:

- social services agencies
- health providers
- Community advocates
- Mothers, fathers, students, parents, retired nurse, etc.



Technical Advisory Group (TAG)

Purpose:

To provide expert advice and guidance in project design and implementation within a life course perspective framework.



National Experts:

- **Michael Lu, MD, MPH**, Associate Professor, obstetrics, gynecology and public health, University of California, Los Angeles (UCLA)
- **Mario Drummonds, MS, LCSW, MBA**, Executive Director, CEO Northern Manhattan Perinatal Partnership, Harlem, NY
- **James Collins, MD, MPH**, Attending physician, Neonatology; Professor of Pediatrics, Northwestern University's Feinberg School of Medicine
- **Kumea Shorter-Gooden, PhD**, Full Professor and Systemwide Director of International-Multicultural Initiatives, Alliant International University, Alhambra, California



Accomplishments: Milwaukee

- 14 community members trained as community interviewers and certified by the NIH in human subjects research
- 10 community members collected 299 surveys
- Hosted 2 screenings of Unnatural Causes
- Conducted 3 three focus groups
- Facilitated support circles for mothers and fathers
- Coordinated photo shot of infants for social marketing campaign
- Distributed 3000 flyers to parents at back-to-school event



Accomplishments: Racine

- 16 community members trained as community interviewers and certified by the NIH in human subjects research
- 14 community members collected 452 surveys
- 17 fathers and 21 mothers help pilot-test support circle curriculum
- Initiated training with 3 community members to serve as co-facilitators of support circles
- Identified additional funding to start alumni support circles
- Distributed flyers to parents at back-to-school event





JOURNEY of a **LIFETIME**
Healthy Babies through Healthy Families

A close-up photograph of a young child with dark skin and curly hair, smiling warmly. The child is wearing a light yellow cardigan over a patterned top. An adult's hands are visible, gently holding the child. The background is softly blurred, suggesting an outdoor setting.

**Let's deal with
stress in ways
that don't stress
our babies**

text "NoStress" to 32075

myspace.com/JourneyofaLifetime



Let's deal with stress
in ways that don't stress our babies

Take care of yourself so you can take care of your family.

- Reduce stress: stress can cause a baby to be born too soon.
- Eat well and take vitamins.
- Exercise.
- Get enough sleep.
- Avoid smoking, alcohol and drugs.
- Reach out for help.

For more information:
Call 1-800-722-2295
Maternal and Child Health
Text "NoStress" to 32075
Visit myspace.com/JourneysOfaLifetime



Funded by the Wisconsin Department of Health Services through the HRSA Post-Term Motherhood/Pre-Parental Initiative.



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Let's deal with stress

in ways that don't stress our babies



African-American infants in southeastern Wisconsin are dying at a rate that is worse than in many developing countries, and stress is a major reason. Stress can cause a baby to be born too soon. But the good news is—we can change all of this. We will be the generation who made things better. Because we can deliver healthier babies. We can be the builders a better community. And we can learn to deal with stress in healthy ways.



Text "NoStress" to 32075
or call 1-800-722-2295

for the Maternal and Child
Health Hotline for more
information about how to deal
with stress in healthier ways



Making healthy choices

Your children are affected by every decision you make, even if they are yet to be born or conceived. That's why dealing with stress in healthy ways is so important. If you get stressed out, try not to eat fatty foods to make yourself feel better. Eating more fruits and vegetables will actually make you feel healthier in the end. Exercising is another great way to deal with stress. You can work out your frustrations and improve your health at the same time. And when it comes to making decisions about drugs and alcohol, think about your children first. Don't use drugs, and drink sensibly or not at all if you're pregnant. And finally, when you're feeling stressed out, talk about it! Sharing your problems with those who care about you is a great way to relieve stress.

Here are some more healthy tips for different stages of your life...





Radio



ALL ALONG THE JOURNEY OF A LIFETIME

EAT WELL & EXERCISE

Being overweight or underweight before or during your pregnancy can cause problems for moms *and* babies. Good nutrition and being active can help you control your weight. Your body will be stronger and healthier — in addition to being a better home for your baby. If you're pregnant, food feeds the two of you. Healthy eating leads to healthy babies:

- Say "no" to grease. Choose grilled or baked foods.
- Get fresh! Add fresh or frozen vegetables to your meals and use herbs and spices.
- Limit salad dressing, mayonnaise, butter and other high-fat condiments. Get low-fat or fat-free versions.
- Use whole-grain pasta and breads to give your body more nutrients to function best.
- Drink lots of water and get enough sleep.
- Exercise is another way to build a healthy body. It makes you look and feel beautiful and helps beat stress. Your doctor can tell you what's best for you.



THE JOURNEY FORWARD

- Children do best when both parents play a role in their lives. Make time for both parents to be actively involved in child rearing.
- If you find yourself in a violent relationship, protect yourself and your baby – reach out for help.
- Make sure to take prescribed medications and go in for regular check-ups between pregnancies.
- Keep up with healthy eating and regular exercise. It's important to lose all your pregnancy weight.





DEMAND ACCESS TO QUALITY HEALTH CARE: KNOW YOUR RIGHTS

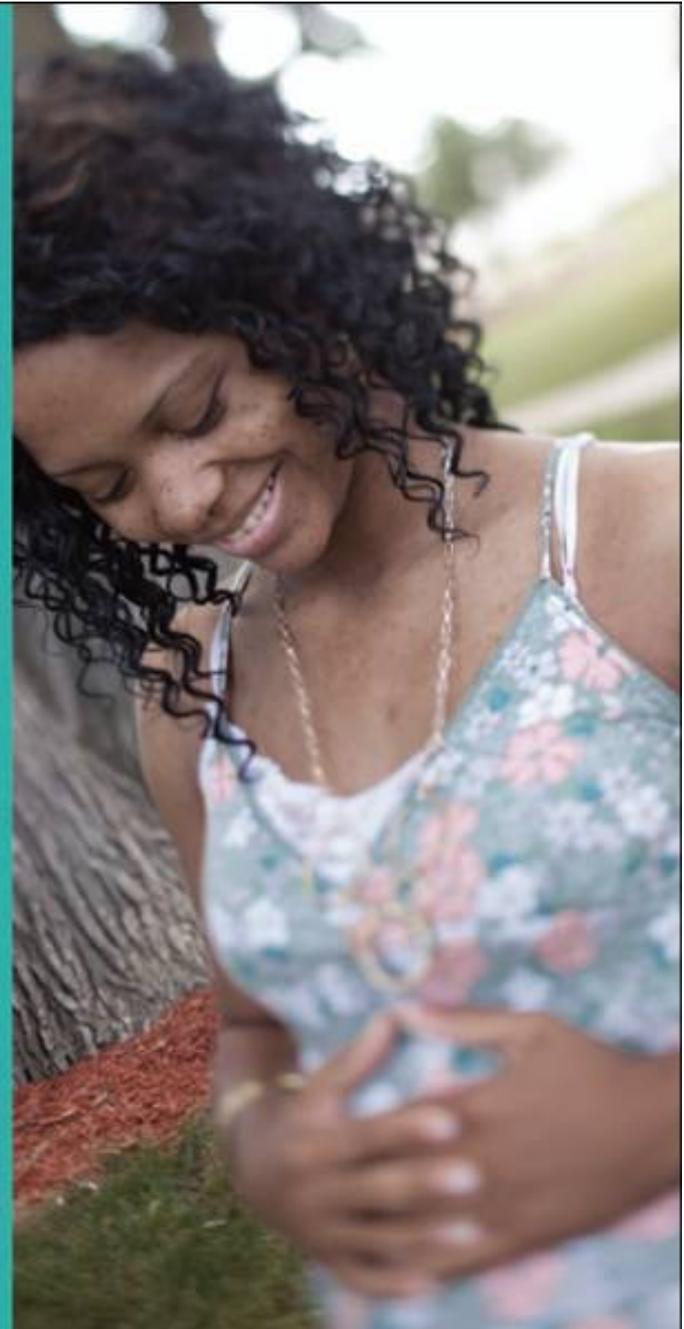
You have the right to quality medical care — for both yourself and for your baby. But sometimes you have to stand up for it. Insist on quality health care. Write your questions down before your visit and be sure to leave with answers. Demand medical care that's affordable, convenient, responsive and understandable.





THE JOURNEY DURING PREGNANCY

- Start prenatal care as soon as you know you're pregnant. Make sure it includes screening for birth defects.
- If you have long-term conditions like high blood pressure or diabetes, ask your provider about how best to take care of yourself during pregnancy.
- STDs can be harmful to your baby during pregnancy. Be sure to get tested for HIV/AIDS and other STDs during your pregnancy.
- Get the support you need to deal with your stress. Reach out. Find a support group of other women to talk to and get advice from (see list at the end of this brochure).





“ I don't know
what the future
may hold,
but I know
who holds the
future. ”

Dr. Ralph Abernathy
Civil Rights Pioneer 1926 - 1990



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