Best Babies Zone Initiative:
A place-based, multi-sector approach to addressing infant mortality

Secretary’s Advisory Committee on Infant Mortality Meeting
March 26, 2015

Kiko Malin, MPH, MSW
Family Health Services Division Director
Best Babies Zone Oakland
Alameda County Public Health Department

Funded by the W.K. Kellogg Foundation
When it comes to reducing infant mortality, health means more than health care. Health is the product of one’s environment, opportunities and experiences. We believe that to address these interrelated conditions, a holistic, neighborhood-based approach is needed.
When it comes to reducing infant mortality, health means more than health care. Health is the product of one's environment, opportunities and experiences. We believe that to address these interrelated conditions, a holistic, neighborhood-based approach is needed.

THE BIG IDEA

WHAT WE DO

Using a place-based, collective impact approach, we engage residents and local community organizations in small neighborhood zones to identify opportunities for collaborative action to improve neighborhood health so that babies, mothers and families thrive.
WHAT WE DO
When it comes to reducing infant mortality, health means more than health care. Health is the product of one’s environment, opportunities and experiences. We believe that to address these interrelated conditions, a holistic, neighborhood-based approach is needed.

THE BIG IDEA
Using a place-based, collective impact approach, we engage residents and local community organizations in small neighborhood zones to identify opportunities for collaborative action to improve neighborhood health so that babies, mothers and families thrive.

HOW WE DO IT
We are a catalyst and a convener, bringing together resources with community vision to foster neighborhood-led initiatives that link health services, early care and education, economic development and community systems.
### The Big Idea

When it comes to reducing infant mortality, health means more than health care. Health is the product of one’s environment, opportunities and experiences. We believe that to address these interrelated conditions, a holistic, neighborhood-based approach is needed.

### What We Do

Using a place-based, collective impact approach, we engage residents and local community organizations in small neighborhood zones to identify opportunities for collaborative action to improve neighborhood health so that babies, mothers and families thrive.

### How We Do It

We are a catalyst and a convener, bringing together resources with community vision to foster neighborhood-led initiatives that link health services, early care and education, economic development and community systems.

### Attributes

<table>
<thead>
<tr>
<th>Community Voice</th>
<th>Innovation</th>
<th>Collaboration</th>
<th>Concentrated Effort</th>
<th>Movement Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>We engage community partners and residents to work together, bringing their voices and visions to transforming their community.</td>
<td>A bold, outside-the-box approach is needed to improve birth outcomes and eliminate health disparities.</td>
<td>Our integrated approach draws on interrelated areas that influence community health and birth outcomes: health services, early care and education, economic development and community systems.</td>
<td>Concentrating our efforts in a small neighborhood zone enables us to maximize our successes.</td>
<td>Our intention is to foster fresh ideas in our pilot zones and use the most successful to build a model that can be replicated in communities across the country.</td>
</tr>
<tr>
<td>Achieving and sustaining success in a neighborhood zone requires the active participation of residents in the zone, as well as the support of local community organizations and the surrounding city.</td>
<td>We look at health from a broad perspective that goes beyond health services to encompass many social determinants and interrelated sectors of the community.</td>
<td>Neighborhood residents, community organizations and national partners learn from and collaborate with each other.</td>
<td>By focusing our work in these zones, we can engage residents in aligning community assets and addressing multiple factors influencing birth outcomes and people’s health in the neighborhood.</td>
<td>We aim to cultivate a broad-based, nationwide social movement to improve birth outcomes and health for all families.</td>
</tr>
<tr>
<td>Zone by zone our goal is community transformation.</td>
<td></td>
<td></td>
<td></td>
<td>Zone by zone our goal is community transformation.</td>
</tr>
</tbody>
</table>
THE BIG IDEA
When it comes to reducing infant mortality, health means more than health care. Health is the product of one’s environment, opportunities and experiences. We believe that to address these interrelated conditions, a holistic, neighborhood-based approach is needed.

WHAT WE DO
Using a place-based, collective impact approach, we engage residents and local community organizations in small neighborhood zones to identify opportunities for collaborative action to improve neighborhood health so that babies, mothers and families thrive.

HOW WE DO IT
We are a catalyst and a convener, bringing together resources with community vision to foster neighborhood-led initiatives that link health services, early care and education, economic development and community systems.

ATTRIBUTES

Community Voice
We engage community partners and residents to work together, bringing their voices and visions to transforming their community.

Achieving and sustaining success in a neighborhood zone requires the active participation of residents in the zone, as well as the support of local community organizations and the surrounding city.

Innovation
A bold, outside-the-box approach is needed to improve birth outcomes and eliminate health disparities.

We look at health from a broad perspective that goes beyond health services to encompass many social determinants and interrelated sectors of the community.

Collaboration
Our integrated approach draws on opportunities and points of intersection in four interrelated areas that influence community health and birth outcomes: health services, early care and education, economic development and community systems.

Neighborhood residents, community organizations and national partners work together side by side to learn from and collaborate with each other.

Concentrated Effort
Concentrating our efforts in a small neighborhood zone enables us to maximize our successes.

By focusing our work in these zones, we can engage residents in aligning community assets and addressing multiple factors influencing birth outcomes and people’s health in the neighborhood.

Movement Building
Our intention is to foster fresh ideas in our pilot zones and use the most successful to build a model that can be replicated in communities across the country.

We aim to cultivate a broad-based, nationwide social movement to improve birth outcomes and health for all families.

Zone by zone our goal is community transformation.

OUR VALUES
Community  Equity  Flexibility  Integrity  Optimism  Respect
CINCINNATI, OHIO
PRICE HILL BEST BABIES ZONE: YEAR 1

- Establishing relationships with neighborhood partners
- Neighborhood scan
- Developing a QI Framework
- Collection of baseline data
PRICE HILL BEST BABIES ZONE: YEAR 2

• Monthly moms’ groups
  • promote community engagement
  • build social support
  • identify resources
  • hire community liaison

• Biweekly core team meetings
  • develop resources and increase communication between organizations
  • engagement of community partners

• Enhanced access to standardized prenatal care at the Cincinnati Health Department
  • continued QI work and expanded data collection
PRICE HILL BEST BABIES ZONE YEAR 3

• Block by block outreach
• BBZ community mini-grants
• Community conversations
• Involvement in partnership groups
• Parenting groups
• Leadership opportunities for moms
• Pantry for community families
• Birth registry/perinatal surveillance
• Quality improvement framework
NEW ORLEANS, LA
HOLLYGROVE BEST BABIES ZONE: YEAR 1

- Identified zone
- Started door-to-door outreach
HOLLYGROVE BEST BABIES ZONE: YEAR 2

Healthy Baby Shower 11/16/2013

Play Streets Hollygrove 10/11/2013

Weekly Door-to-Door Outreach

Collective Impact Training 10/17-18/2013
OAKLAND, CA
CASTLEMONT BEST BABIES ZONE: YEAR 1

- Zone identification
- Understanding the zone
  - Neighborhood walks
  - Data analysis
- Early program planning
  - Partner development
- Fundraising & communications
CASTLEMONT BEST BABIES ZONE: YEAR 2

- Early childhood hub
  - Room to Bloom
  - Home visits
- Community engagement
  - Summer block party

- Building a local economy
  - Community market
  - Vendor development
- Foundational work
  - Deeper partner engagement
CASTLEMONT BEST BABIES ZONE: YEAR 3

• BBZ Integration
  • Synergy between BBZ activities and direct services

• Community Leadership
  • East Oakland Innovators

• Local Economy
  • Growth of the market
  • BBZ mini-grants

• Communication and Evaluation
Best Babies Zone Evaluation Outcomes

This overview document presents the incremental outcomes that the Best Babies Zone Initiative is working towards in our efforts to address and reduce infant mortality.

Reduce Infant Mortality

BROAD OUTCOME OBJECTIVES (10-20 YEARS)
- Improve health outcomes across the lifespan
- Reduce father absences
- Reduce high school drop-out
- Reduce household poverty
- Reduce social and place based inequities
- Reduce economic inequities
- Reduce health inequities
- Reduce education inequities
- Paradigm shift in approach to maternal and child health in the U.S.

LONG-TERM OUTCOMES (7-10 YEARS)
- Community Systems
  - Increase social cohesion
  - Increase community vibrancy
  - Increase community ownership of Best Babies Zone projects
  - Increase residential stability
- Economic Development
  - Meet basic needs (living wage, food, and shelter)
  - Increase financial stability and asset development
  - Increase and improve employment opportunities
- Health Systems
  - Increase self-rated health (both adult and child)
  - Reduce premature births
  - Reduce # of low birth weight births
  - Improve overall health care access across the lifespan
- Education & Early Care
  - Improve child academic success
- Inter-Sectoral Linkages
  - Strengthen collective impact (e.g., shared measurements, mutually reinforcing activities, common agenda, backbone organization)
  - Accelerate successful development and spread of BBZ across the U.S.
## BEST BABIES ZONE EVALUATION OUTCOMES

### MID-TERM OUTCOMES (5-7 YEARS)

<table>
<thead>
<tr>
<th>Community Systems</th>
<th>Economic Development</th>
<th>Health Systems</th>
<th>Education &amp; Early Care</th>
<th>Inter-Sectoral Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase supportive family interactions and social support for families (including father involvement)</td>
<td>Increase access and referrals to safety net programs</td>
<td>Increase access to medical home (adult and child)</td>
<td>Increase parent involvement with child development</td>
<td>Increase inter-sectoral coordination</td>
</tr>
<tr>
<td>Increase community engagement</td>
<td>Increase job training and workforce potential</td>
<td>Increase insurance coverage (pre-pregnancy and child)</td>
<td>Improve access to child care and preschool</td>
<td>Increase shared knowledge and exchange of ideas for implementation, innovation, and evaluation</td>
</tr>
<tr>
<td>Increase safety of parks and neighborhoods</td>
<td>Increase financial literacy</td>
<td>Increase early prenatal care</td>
<td>Increase daily reading to children 0 to 5</td>
<td>Increase understanding of systems change concepts through collaborative improvement and innovations at each site</td>
</tr>
<tr>
<td>Increase access to affordable produce</td>
<td>Increase microfinance opportunities</td>
<td>Increase postpartum care</td>
<td>Increase access to children’s books</td>
<td></td>
</tr>
<tr>
<td>Reduce experiences of racism and discrimination</td>
<td>Increase food security</td>
<td>Increase screenings for maternal depression</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increase breastfeeding initiation rates</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


### BEST BABIES ZONE EVALUATION OUTCOMES

#### SHORT-TERM OUTCOMES (3-5 YEARS)

<table>
<thead>
<tr>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase social capital (increase community networks, civic engagement, local identity, trust, and sense of solidarity and equity)</td>
</tr>
<tr>
<td>Increase access to quality reproductive services, home visits, and screenings</td>
</tr>
<tr>
<td>Increase access to parenting workshops and parent education</td>
</tr>
<tr>
<td>Increase awareness and use of community services in BBZ</td>
</tr>
<tr>
<td>Increase inter-sectoral collaboration</td>
</tr>
</tbody>
</table>

#### FOUNDATION FOR SUCCESS (1-3 YEARS, ONGOING)

<table>
<thead>
<tr>
<th>Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship building (with BBZ residents, between sectors, and across BBZ sites)</td>
</tr>
<tr>
<td>Incremental action oriented approach</td>
</tr>
<tr>
<td>Activities, referrals, and coordination across sectors</td>
</tr>
<tr>
<td>Site-specific strategies • Design thinking • Quality improvement • Environmental justice</td>
</tr>
</tbody>
</table>

*While BBZ is working to reduce infant mortality, there may not be identifiable changes in every outcome listed in this document.*

**Key**
- Item applies to all sites
- Item is site-specific
- Outcome is key indicator of progress toward reducing infant mortality