

# Advisory Committee on Infant and Maternal Mortality (ACIMM) Meeting

April 3, 2024

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HHS Office of Minority Health





## **Rear Admiral Felicia Collins, MD, MPH, FAAP**

**Deputy Assistant Secretary for Minority Health  
Director, Office of Minority Health  
Office of the Secretary  
Department of Health and Human Services**

# OMH's Mission, Functions, and Unifying Goal

**MISSION:** *The mission of OMH is to improve the health of racial and ethnic minority and American Indian/Alaska Native populations through the development of health policies and programs that will eliminate health disparities.*

## FUNCTIONS



## OMH UNIFYING GOAL: S<sup>3</sup>P<sup>3</sup>



S<sup>3</sup> ➤

- Success
- Sustainability
- Spread

**of Health Disparity  
Reducing**

P<sup>3</sup> ➤

- Policies
- Programs
- Practices

# OMH Unifying Goal and Strategic Priorities

## OMH Unifying Goal: S<sup>3</sup>P<sup>3</sup>

**S<sup>3</sup>** ➤

- **S**uccess
- **S**ustainability
- **S**pread

**of Health Disparity  
Reducing**

**P<sup>3</sup>** ➤

- **P**olicies
- **P**rograms
- **P**ractices



# 2024 National Minority Health Month

**Theme:** Be the Source for Better Health:  
Improving Health Outcomes Through Our  
Cultures, Communities, and Connections

## National Minority Health Month Webpage

- Toolkit (e.g., graphics and social media messaging)
- SDOH and CLAS information and resources (e.g., reading list and partner resources)
- List of events

<https://www.hhs.gov/national-minority-health-month/index.html>





# Maternal Health Disparities

Black women are **three times as likely to die** from pregnancy-related complications.



American Indian and Alaska Native women are at least **twice as likely to die** due to similar perinatal complications.



# Infant and Maternal Health Concerns – Healthy People 2030

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## Objective

Reduce rate of infant deaths - MICH-02

Reduce maternal deaths - MICH-04

## Status



Improving



Getting worse

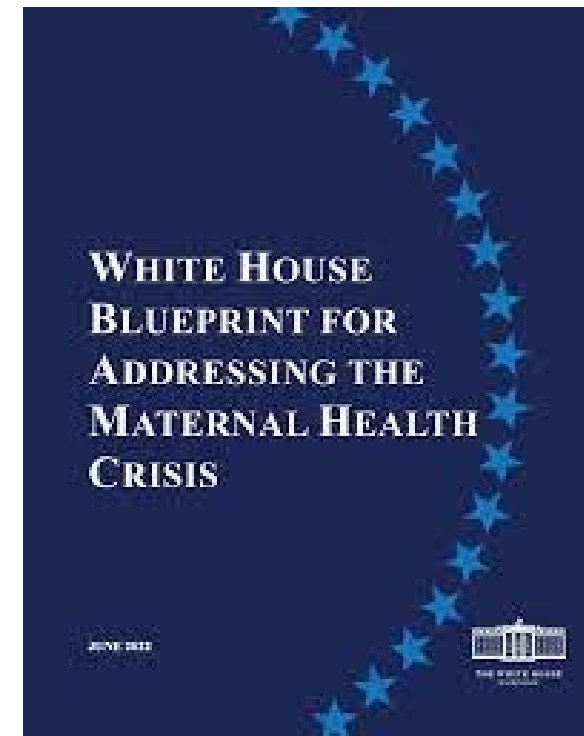


Healthy People 2030

# White House Blueprint For Addressing Maternal Health

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- Increase access to and coverage of comprehensive high-quality maternal health services, including behavioral health services
- Ensure women giving birth are heard and are decisionmakers in accountable systems of care
- Advance data collection, standardization, harmonization, transparency, and research
- Expand and diversify perinatal workforce
- Strengthen economic and social supports for people before, during, and after pregnancy.





# OMH's Community-Based Maternal Support Services Initiative

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- More than \$13 million were awarded to 11 organizations for the Healthy Families Community-Based Perinatal Health Initiative
- Grantees will help develop innovative models for integrating community-based maternal support services (COMSS) into perinatal medical systems of care
- COMSS are social and supportive services that address [social determinants of health](#) (SDOH) to improve health outcomes for pregnant and post-partum women



# Culturally and Linguistically Appropriate Services (CLAS) in Maternal Health Care

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- Launched in February 2021 as part of OMH's Think Cultural Health suite of e-learning programs
- Designed for providers and students seeking knowledge and skills related to cultural competency, cultural humility, person-centered care, and combating implicit bias across the continuum of maternal health care
- In FY 2023, 4,032 individuals completed the program, and 8,064 continuing education credits were awarded



<https://thinkculturalhealth.hhs.gov/education/maternal-health-care>

# National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care



<https://thinkculturalhealth.hhs.gov/clas/standards>

# Hear Her® Campaign for American Indians and Alaska Natives

- Is a partnership involving CDC, HHS OMH, CDC Foundation and Merck for Mothers
- Amplifies the voices of American Indian women who have faced pregnancy complications
- Allows women to share their thoughts and experiences about culturally competent maternal health care

<https://www.cdc.gov/hearher/aian/index.html>





# Hear Her® Campaign for American Indians and Alaska Natives 2

- Hear Her® webpages garnered **more than 100,000 views** from November 2022 through September 2023.
- Digital/social media promotional content garnered **more than 16.5 million impressions**.

## HEAR HER® Campaign

CDC > Reproductive Health > HEAR HER Campaign > American Indian and Alaska Native (AIAN) People

- HEAR HER Campaign
  - About the Campaign
  - Urgent Maternal Warning Signs +
  - Hear Personal Stories of Pregnancy-Related Complications +
  - Pregnancy-Related Deaths in the United States
  - American Indian and Alaska Native (AIAN) People -
    - AIAN Personal Stories of Pregnancy-Related Complications**
    - Disparities and Resilience among AIAN People
    - AIAN People who are Pregnant or Postpartum
    - AIAN Partners, Friends, and Family
    - Healthcare Professionals who serve AIAN communities
    - Campaign Resources for AIAN +

## Hear Personal Stories of Pregnancy-Related Complications from American Indian People

[Print](#)

These videos include discussion of pregnancy-related complications and harmful experiences with healthcare providers that may be difficult to hear. We encourage people who are impacted by this issue to connect with their support networks.



CDC Hear Her AIAN :30s PSA

From a US national health authority

HEAR HER CONCERNS

Watch on YouTube

[Transcript](#) [Audio Description](#) [Low Resolution Video](#)

[Copy link](#)

The Hear Her campaign amplifies the voices of American Indian women who have experienced complications during or after pregnancy. They share the signs and symptoms they experienced and how they got the care they needed. These videos also share traditional cultural practices related to pregnancy and birth. We thank these women and their communities for sharing their stories.

## Stories

# Closing Thoughts

## Social Determinants of Health



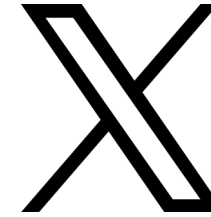
- To address infant and maternal health disparities, we must collectively address SDOH, including CLAS.
- OMH works with cross-sector partners to share information and promote actions addressing SDOH.
- OMH remains committed to identifying and disseminating national, state and local efforts that effectively respond to SDOH and improve health outcomes.



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# THANK YOU!

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