What goes around comes around…. KENTUCKY
Intervention Implemented Across All Sites

- The impact of the project, measured from 2007 through 2010, did meet the target of reducing preterm birth in the intervention sites by 15%.

### Preterm Birth Rates
- Implementation Sites: -15.6%
- Comparison Sites: -4.2%

### Late Preterm Birth Rates
- Implementation Sites: -13.5%
- Comparison Sites: -2.9%
Association of State and Territorial Health Officers (ASTHO)

“Healthy Babies Initiatives”

David Lakey, M.D.
Commissioner
Texas Department of State Health Services
ASTHO Presidents Challenge 2012: Healthy Babies

In collaboration with March of Dimes, ASTHO challenged each state health officer to sign a pledge:

Reduce preterm birth by 8% by 2014 in their state
ASTHO President’s Challenge
Pledge to Reduce Prematurity by 8% by 2014
HRSA
Infant Mortality Summit
January 2012
Winning the Fight against Infant Mortality in Regions IV & VI

Michael C. Lu, MD, MPH
Chair
Secretary’s Advisory Committee on Infant Mortality

Regions IV & VI Infant Mortality Summit
New Orleans, LA
January 12-13
COMMON THEMES EMERGING FROM THE HRSA SUMMIT ( all 13 states )

• Promote Smoking Cessation among Pregnant women
• Reduce elective deliveries < 39 weeks
• Improve Perinatal Regionalization
• Expand Access to Interconception Care through Medicaid 1115 waivers/SPA
• Prevent SIDS and SUID by promoting Safe Sleep
### Major National Initiatives to Reduce Infant Mortality

<table>
<thead>
<tr>
<th>LEAD ORGANIZATION</th>
<th>INITIATIVE</th>
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<tbody>
<tr>
<td>American Congress of Obstetricians and Gynecologists</td>
<td>reVITALize Conference</td>
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<tr>
<td>Association of Maternal and Child Health Programs</td>
<td>Comprehensive Initiative to Improve Birth Outcomes and Reduce Infant Mortality</td>
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<tr>
<td>Association of State and Territorial Health Officials</td>
<td>ASTHO Presidential Challenge and Healthy Babies Initiative</td>
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<tr>
<td>Association of Women’s Health, Obstetric and Neonatal Nurses</td>
<td>Go for the Full Forty Initiative</td>
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<tr>
<td>Centers for Disease Control and Prevention</td>
<td>Preconception Care Workgroup</td>
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<td>Centers for Medicaid and Medicare Innovation</td>
<td>Smoking Cessation Training for providers</td>
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<td>Centers for Medicaid and Medicare Services</td>
<td>Strong Start Initiative</td>
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<td>Health Resources and Services Administration</td>
<td>CMCS Expert Panel on Improving Maternal and Infant Outcomes</td>
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<td>JCAHO</td>
<td>CoIIN to Reduce Infant Mortality</td>
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<td>March of Dimes</td>
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<tr>
<td>March of Dimes</td>
<td>Healthy Babies are Worth the Wait Initiative</td>
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<td>NIH-NICHD</td>
<td>MCH Education Program</td>
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<tr>
<td>National Priorities Partnership- National Quality Forum</td>
<td>Maternity Action Team</td>
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STRONG START FOR MOTHERS AND NEWBORNS

• Grant opportunity from CMS Innovations Center

Medicaid finances about 40% of all births in US
Medicaid beneficiaries are at increased risk for preterm birth

A. Promote awareness and spread best practices through the Partnership for Patients Hospital Engagement Networks (ED<39 weeks)

B. Funding opportunity to test the effectiveness of new models of prenatal care that provide comprehensive services/ enhanced prenatal care
   1. Group Prenatal care (e.g., Centering Pregnancy), providing peer support, health assessment, and education
   2. Comprehensive prenatal care at birth center; to include collaborative practice, intensive case management, counseling and psychosocial support services
   3. Enhanced prenatal care at Maternity Care Homes, including psychosocial support, education, and health promotion in addition to traditional prenatal care
Kentucky Hospital Association Initiative as a Hospital Engagement Network for the Partnership 4 Patients
REQUEST FOR APPLICATIONS
Learning Network on Improving Birth Outcomes

First Round States:
Connecticut
Kentucky
Louisiana
Michigan