

Healthy North Carolina 2020
EVIDENCE BASED STRATEGIES

FOCUS AREA	Maternal and Infant Health
OBJECTIVE	1. Reduce the infant mortality racial disparity between whites and African Americans.

EBS PROGRAM DESCRIPTION	Healthy Start Baby Love Plus and Healthy Beginnings
--------------------------------	-----------------------------------------------------

EBS LEVEL <i>CDC Ranking</i>	Healthy Start Baby Love Plus: L = Leading Healthy Beginnings: L= Leading
----------------------------------------	-----------------------------------------------------------------------------

REFERENCE/CITATION <i>Data Supporting Level/Ranking</i>	
-------------------------------------------------------------------	--

PROGRAM ATTRIBUTES	
Influence Level <i>Population/Individual</i>	Individual and Community
Intervention Setting	Health Department, community, participant's home
Target Population	African American and American Indian women of child bearing age 15-44 years and their infants up to 2 years of age (disparity group)
Key Measures	<u>Healthy Start</u> : Increase in medical home enrollment for mothers and children; increase in number of infants receiving appropriate immunizations; increase in number of referrals of mothers to health and human services. Increase number of women entering prenatal care during the 1 st trimester; decrease in the number of low birthweight infants; decrease in the number of very low birthweight infants; decrease in infant mortality. <u>Healthy Beginnings</u> : Increase enrollment in early and ongoing prenatal care; increase medical home enrollment for infants, increase in number of infants receiving appropriate immunizations and well-child visits; increase in number of mothers who initiate and sustain breastfeeding for 6 weeks; decrease in infant mortality.
Cost	Moderate cost
Time to Implement	<u>Organization</u> : 6-9 months <u>Patient/Client</u> : up to 2 years per client
Difficulty to Implement <i>Resource Intensity</i>	<u>Healthy Start</u> : High level of resources (staff time, supplies, health department and community referral partners) <u>Healthy Beginnings</u> : Moderate level of resources (staff time, supplies, health department and community referral partners)
ROI <i>if known</i>	Unknown

PROGRAM CONTACT INFORMATION	
Organization	Healthy Start: Division of Public Health-Women's Health Branch Healthy Beginnings: Division of Public Health-Women's Health Branch
Contact Person	Healthy Start-Shelby Weeks Healthy Beginnings-Renee Jackson
Email / Telephone	Healthy Start: Shelby.Weeks@dhhs.nc.gov Healthy Beginnings: renee.jackson@dhhs.nc.gov
Web Site	publichealth.nc.gov

CURRENT NC-DPH SUPPORT	
T.A. – Yes/No Specific group? Other limitations?	Yes Health departments, community agencies
T.A. Contact	Healthy Start: Shelby Weeks-919-707-5707; Shelby.Weeks@dhhs.nc.gov Healthy Beginnings: Renee Jackson, 919-707-5700; renee.jackson@dhhs.nc.gov
Funding – Yes/No Specific group? Other limitations?	Yes Healthy Start: 14 local health departments and community agencies Healthy Beginnings: 12 health departments and community agencies
Funding Contact	Healthy Start: Shelby Weeks-919-707-5707; Shelby.Weeks@dhhs.nc.gov Healthy Beginnings: Renee Jackson, 919-707-5699; renee.jackson@dhhs.nc.gov

EBS PROGRAM IMPLEMENTED BY / NC EXAMPLES	
#1 – Organization Name / Contact Information	Healthy Start-Pitt County Health Department Dionne Dockery dldockery@pittcountync.gov ; 252-902-2300
#2 – Organization Name / Contact Information	Healthy Beginnings-Forsyth Co. Department of Public Health Carrie Worsley worsleca@forsyth.cc
#3 – Organization Name / Contact Information	

OTHER COMMENTS / NOTES
Federal funding supports Healthy Beginnings program. MCH block grant and state appropriations support the Healthy Beginnings program.