

Infant Mortality Summit
Center for Perinatal Advocacy at
Providence Hospital
Washington, D.C
September 2nd, 2010

Strategies & Tactics to Curb the Growth of Infant Mortality in D.C.

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Partnership, Inc.



The Northern Manhattan Perinatal Partnership, Inc. (NMPP) is a not-for-profit organization comprised of a network of public and private agencies, community residents, health organizations and local businesses. NMPP provides crucial services to women and children in Central, West and East Harlem and Washington Heights

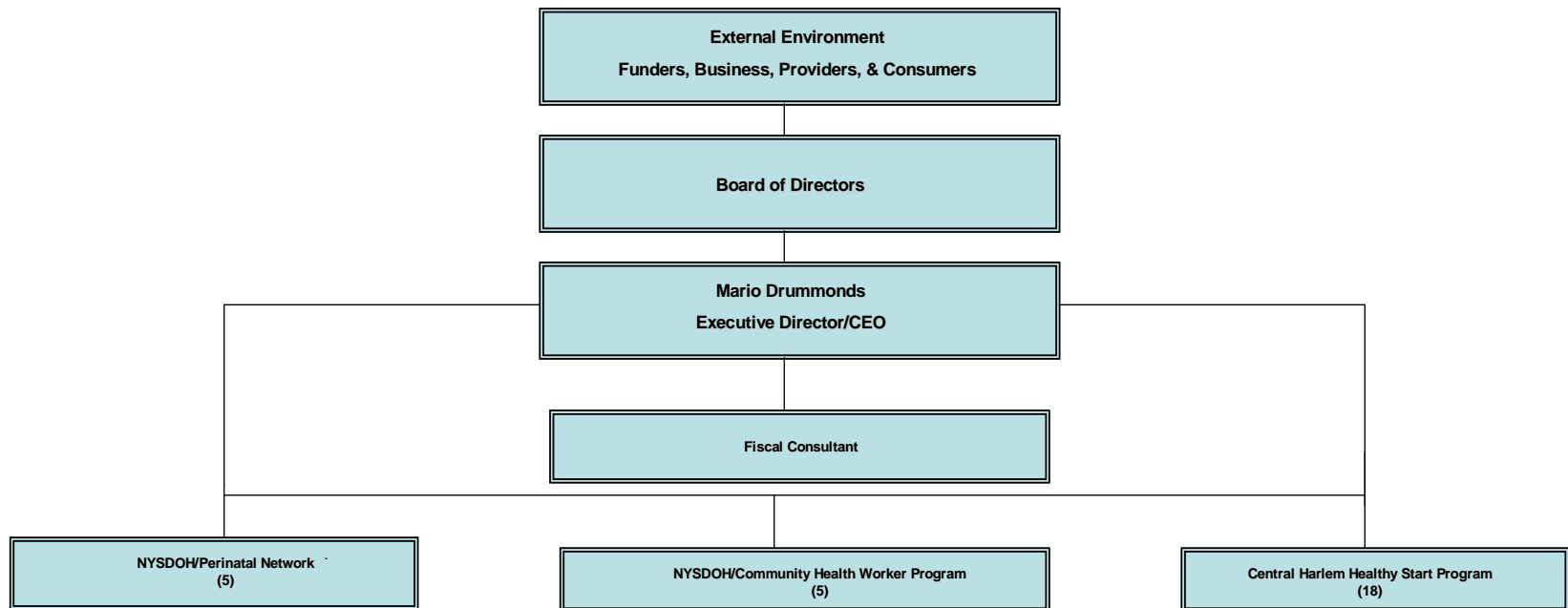
NMPP's mission is to save babies and help women take charge of their reproductive, social and economic lives. We achieve this mission by offering a number of programs that help reduce the infant mortality rate and increase the self-sufficiency of poor and working class women throughout the above communities

NMPP 1995

NORTHERN MANHATTAN PERINATAL PARTNERSHIP, INC.

MANAGERIAL/PROGRAM CHART for 1995

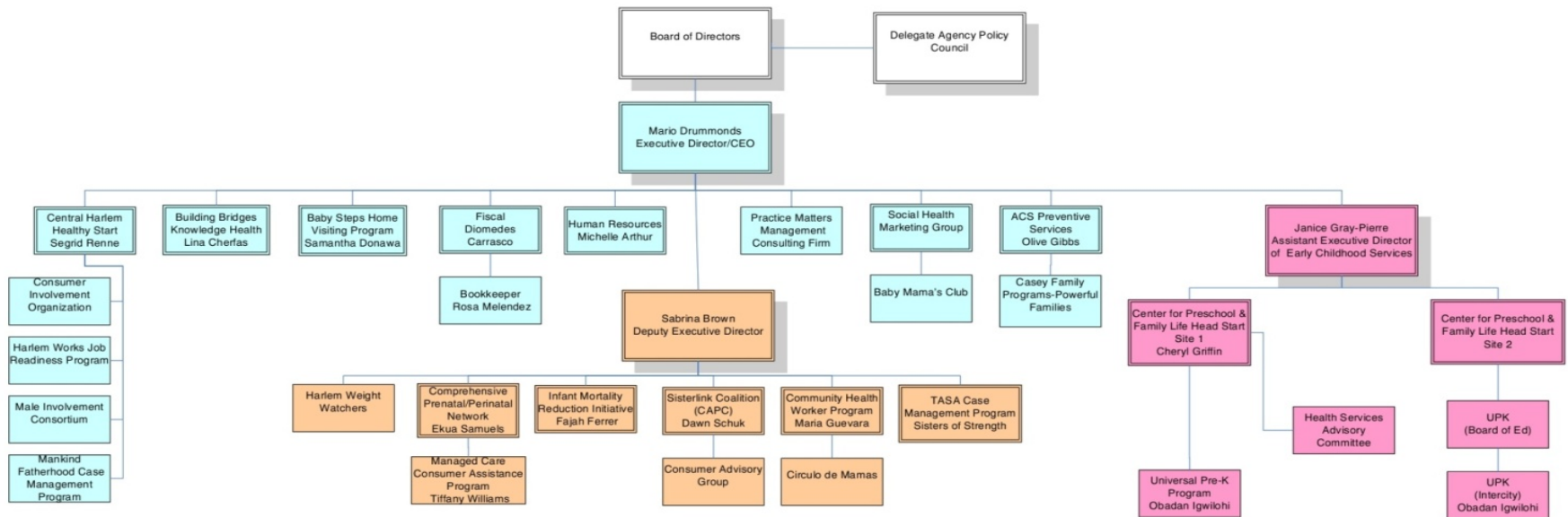
SUSTAINABILITY as ORGANIZATIONAL STRATEGIC INTENT



NMPP/ MCH Life Course Organization

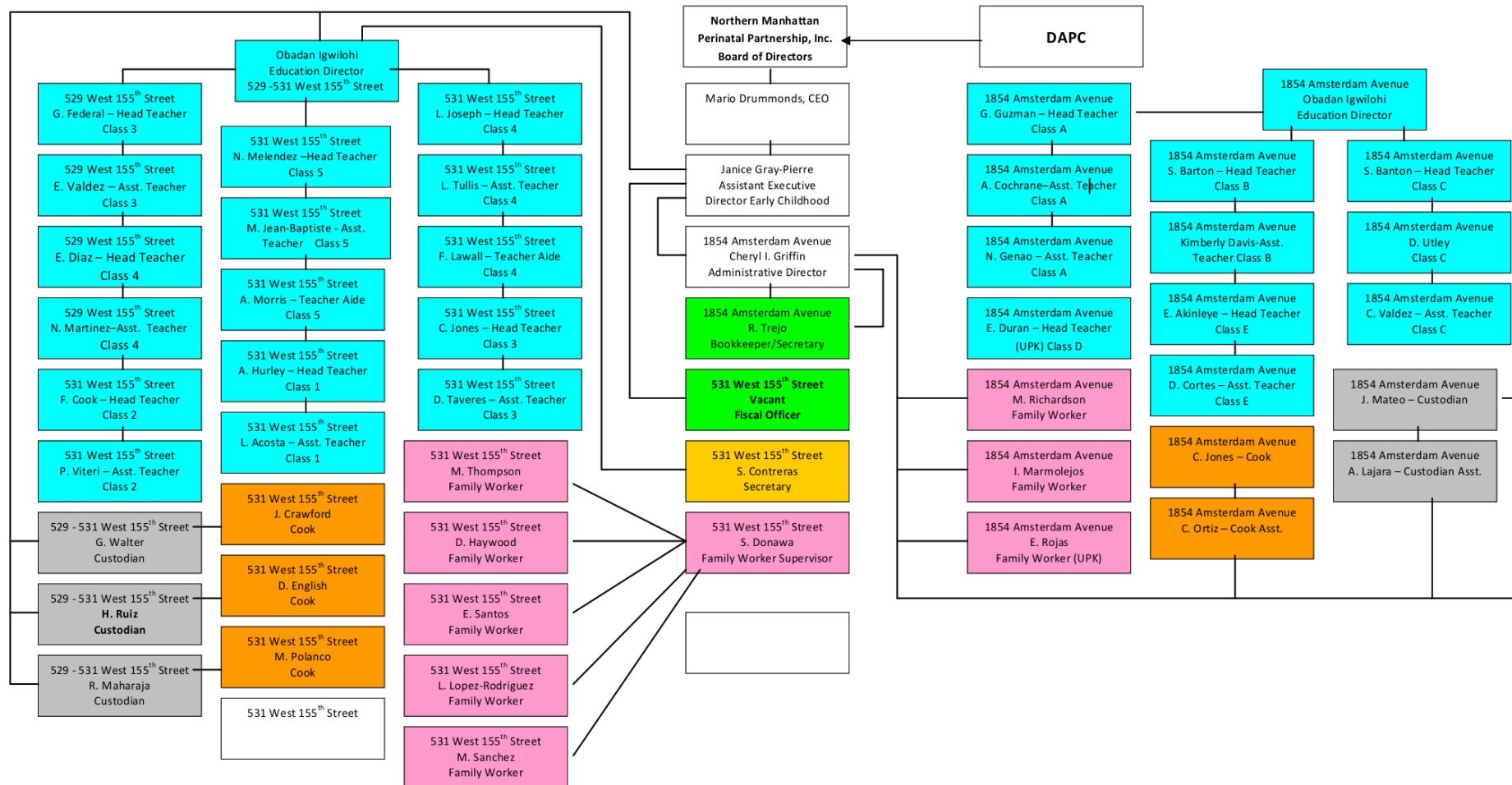
2010

Northern Manhattan Perinatal Partnership, Inc. - Organizational Chart

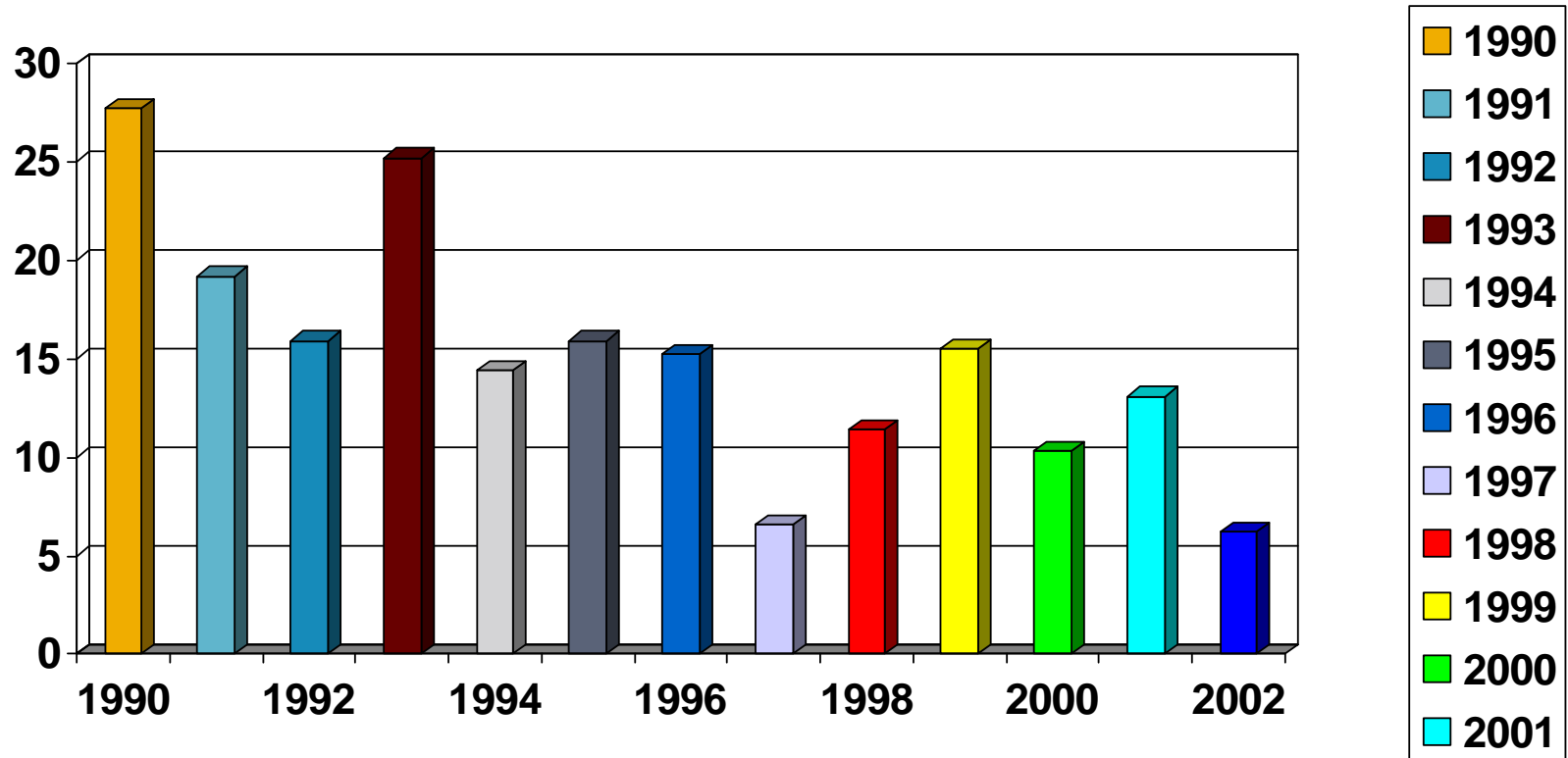


Head Start 2010

THE CENTER FOR PRESCHOOL AND FAMILY LEARNING HEAD START (Sponsored by Northern Manhattan Perinatal Partnership, Inc.)



Central Harlem Infant Mortality Rate



September 13, 2006
Bureau of Vital Statistics
New York City Department of Health and Mental Hygiene

Infant Deaths and Infant Mortality Rate by Health Center District of Residence New York City, 2001-2008

Health Center District	2001 IMR	2002 IMR	2003 IMR	2004 IMR	2005 IMR	2006 IMR	2007 IMR	2008 IMR
New York City	6.1	6.0	6.5	6.1	6.0	5.9	8.1	5.5
Central Harlem	13.1	6.2	7.3	5.1	7.4	11.0	8.0	6.1
East Harlem	7.8	8.3	5.0	5.5	3.6	5.0	8.4	6.0
Washington Heights	5.5	4.2	7.3	5.9	4.5	3.8	2.8	4.3

Central Harlem MCH Life Course Organization

Birth Outcome Improvements

	1990	2004	2007	2008
Infant Mortality Rate	27.7	5.1	8.1	6.1
Low Birth Weight %	19.5	11.1	10.8	11.7
First Trimester Prenatal Care Entry %	48	89.5	92	-

The Purpose of Corporate Strategy

- Strategies are choices
- Strategies should be subversive
- Strategies should alert the organization to what it should not be doing
- Strategies position the firm in a unique way in the market
- Strategies need to be executed
- Strategies decay

MCH Strategy Oven

- Building MCH Life Course Organization
- Hospital Strategy
- Local, State, Federal Advocacy Strategy
- Early Childhood/MCH Collaboration Strategy
- Outcome-based Case Management Strategy
- MCH Chronic Disease Strategy
- Perinatal Economic Development Strategy

MCH Strategy Oven

- Child Welfare/MCH Collaboration Strategy
- Women's Health Strategy
- Healthy Start Sustainability Strategy
- State Title V Strategy
- MCH Home Visiting Integration Strategy
- Social Determinant of Health Strategy
- Neighborhood Base Building Strategy

MCH Strategy Options:

1. Zonal Strategies
2. MCH & Chronic Disease/Interconceptional Care Strategy
3. MCH/Child Welfare Strategy
4. MCH Economic Development/Poverty Strategy

POURING THE FOUNDATION FOR CHANGE: BASE BUILDING WITHIN ST. NICHOLAS HOUSING DEVELOPMENT Zonal Strategy

- Child Welfare & Infant Death Data Review: Zip Code 10027
- Harlem Carve Out
- Direct Mail Campaign
- Door-to-Door Campaign
- Phone-Follow-up Work



Image © 2007 Sanborn
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Google



Pointer 40°48'42.10" N 73°56'52.64" W elev 28 ft Streaming ||||| 100%

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POURING THE FOUNDATION FOR CHANGE: BASE BUILDING WITHIN ST. NICHOLAS HOUSING DEVELOPMENT

- Database Development-Case Referrals
- Concentration of Clinical Capacity
- Surge Strategy Clinical Outcomes
- Disaster Recovery/Civil Defense/Emergency
Preparedness Ready

POURING THE FOUNDATION FOR CHANGE: BASE BUILDING WITHIN ST. NICHOLAS HOUSING DEVELOPMENT

- Living Laboratory/MCH Base Area Built
- Harlem Children's Zone/City Health

Department Follows our Lead

We Are ACS



Poster created by NMPP's Social Health Marketing Group

We are **Active Community Servants** to end child abuse and neglect in Harlem. We are not here to remove your children and place them in the foster care system. We are community members charged to help you care for your children and keep your family together!

We are prepared to anticipate, recognize and appropriately react to a family experiencing a stressful situation that might negatively impact on a child. **Better Days** are about to arrive! Reinforcements are on the way because love can build a bridge.

If you are experiencing difficulties caring for your child, we are your next door neighbors in the Saint Nicolas Housing Development. Knock on our door or call the friendly and supportive staff at the **Northern Manhattan Perinatal Partnership's Saint Nicholas Family Life Support Network** at 212-665-2600, Ext. 345. **WE ARE ACS!**

Ties that Bind: MCH's Role in Preventing Chronic Diseases

MCH Chronic Disease Strategy

- Obesity
- Diabetes
- Asthma
- High Blood Pressure
- Depression

Problem Analysis:

- Close to 1 million New Yorkers are Diabetics
- Over 40,000 women in NYC have Gestational Diabetes
- 10 to 15% of the Adult Population in Harlem & South Bronx Diabetic & Obese
- Death Rate due to Diabetes in NYC is three times higher for African Americans and two times higher for Latinos
- Recent NYCDOH Study Revealed that 43% of NYC's School Children are Overweight

MCH/Chronic Disease Solutions

- Restructured all Six MCH Home Visiting Programs
Pregnancy Care to Interconceptional Care (2004)
- Partnered with Weight Watchers to Organize First
Program in Harlem (2004)
- Partnered with Mailman School of Public Health to
conduct a Study that Explored the Relationship
between Maternal Weight- Obesity & Low Birth
Weight (2005-2007)

INTEGRATING MCH HOME VISITING & CHILD WELFARE SERVICES

INTEGRATING MCH/CHILD WELFARE SYSTEMS OF CARE TO SAVE LIVES!

PROBLEMS/ISSUES:

- NYC's & Harlem's Child Welfare System History
- Child Welfare System & MCH System Never Communicated Despite Serving Similar Case Populations

INTEGRATING MCH/CHILD WELFARE SYSTEMS OF CARE TO SAVE LIVES!

- Local & National Child Welfare Data Sets revealed that Children 0-5 are most at risk for Abuse
- NYC Administration for Children Services did not have the Core Competencies to serve this population along with pregnant teens in the system

INTEGRATING MCH/CHILD WELFARE SYSTEMS OF CARE TO SAVE LIVES!

- November 23rd, 2004, NMPP organized a forum with the two leaders of our MCH and Child Welfare Systems in NYC
- Our task was to develop a perinatal focus to Child Welfare Practice

Treating Child Abuse/Infant Deaths at its Roots: Integrating Child Welfare and Maternal & Child Health Services in New York City A Policy Conversation in Harlem

John B. Mattingly
Comissioner of ACS

November 23, 2004

Mary Travis Bassett, M.D., M.P.H.
Deputy Commissioner, New York City
Department of Health and Mental Hygiene



Northern Manhattan Perinatal Partnership

127 West 127th Street
3rd Floor Conference Area
9:30 am - 12:00 pm
Seating Is Limited

FREE!!!

Co-Sponsors: NMPP's Sisterlink Coalition, Center for Preschool Family Learning Head Start, St. Nicholas Family Life Support Network Preventive Program, Baby Steps Home Visiting Program

Creative services developed by NMPP's Social Health Marketing Group (212) 665-2600/Black Cat Design (718) 753-0244

Obtain a status report on the Central Harlem Healthy Start Program and learn about the future of Healthy Start in Harlem.

For more information call Ron Turner at 212 665-2600 ext 306.

Selected Child Welfare Trends, Central Harlem 2002-2005

Year	2002	2003	2004	2005
Abuse/Neglect Reports	1574	1354	1200	1208
Number of Children In Reports	2478	2032	1855	1846
Abuse/Neglect Indication Rates	45.0%	39.4%	37.9%	45.9%
Number of Children in Indicated Reports	973	649	745	885
Victimization Rates *	32.8	21.9	19.4	24.7
Number of Placements	449	285	228	192
Number of Children Placed	447	279	220	192
Number of Families Placed	288	198	161	146
Placement Rate **	15.1	9.6	7.4	6.5

Source: NYC Administration for
Children's Services: Office of
Management Analysis

•Victimization Rate is the number of children with indicated abuse/neglect per
thousand youth 17 and under in the population.

POVERTY REDUCTION STRATEGY

**Creating a vision beyond welfare,
developing Working Class heroes-
moving women into the Middle Class**

**Being poor is hazardous to a Woman's
Health**

Case Level Interventions:

- **Harlem Works Job Readiness Program - 1997 & Beyond**
- **Powerful Families Financial Literacy/Assets Building Program –Casey Family Programs funded**
- **NMPP's Education Strategy Extended at Harlem Choir Academy**

NYC Level Interventions:

NYC Mayor Bloomberg's Poverty Campaign: Center for Economic Opportunity-Last Year Our Mayor Declared War On Poverty and Allocated 150 million a Year to Develop Internal Agency-Public-Private Solutions to Spur Economic Opportunities and Financial Independence

September, 2006

INCREASING OPPORTUNITY AND REDUCING POVERTY IN NEW YORK CITY

NYC Level Interventions:

**The Mayor charged every
Commissioner to take 5% of their
annual budget and allocate to the
Anti-Poverty Strategy**

NYC Level Interventions:

CONDITIONAL CASH TRANSFER PROGRAM:

Mayor's Affordable Housing Strategy- 7.5

Billions Allocated to Preserve and Build 165,000 units of affordable housing by 2013 in poor communities like Harlem, the South Bronx & Bedford Stuyvesant –Ninety-Six Thousand Unit Built to Date

Moving Participants into Union Jobs

NYC Level Interventions:

Registered Nurse & LPN Career Ladder Training Program- Train 400 poor and working class New Yorkers to become nurses! Ten Million Dollars Allocated to Fund this Program-Guaranteed Placement at HHC Facility Making up to 37,000 for LPN or \$62,000 for an RN

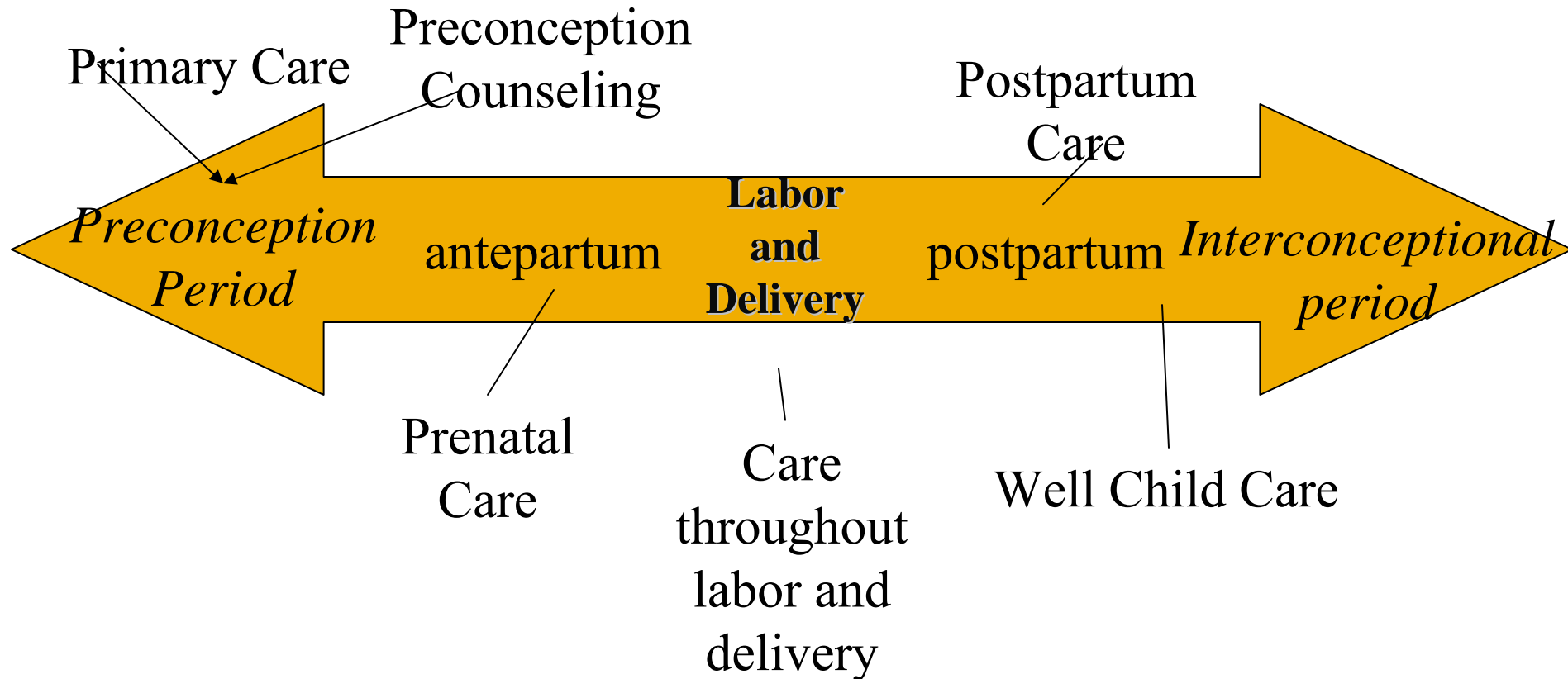
Micro-Lending Program Spurs Business Ownership

State & National Policy Initiatives:

**Congress Rangel's Harlem Empowerment
Zone/Enterprise Community Impact**

**Moving from a Minimum Wage to a Livable
Wage Policy 1997-\$5.15 TO 7.25 TO 10.25
per Hour**

Traditional Perinatal Care Continuum





New MCH Life Course Continuum Axis

1

Centering Pregnancy	Child Abuse Prevention	Latch-Key Program	Managing Relationships	Health Policy Activities	Reproductive Social Capital	Harlem Weight Watchers
Internatal Care	School Readiness	Fitness & Health Activities	Pregnancy Prevention	Women's Health Protocol	Depression Group Work	Women's Health Protocol
Perinatal Care	UPK	Beacon School	College Prep	Perinatal Care	Reproductive Life Planning	Specialty Care
Harlem Birthing Center	Early Head Start/ Head Start	Health/ Life Stories Telling	Preconception Inter-conceptual Care	Chronic Disease	Chronic Disease Management	Chronic Disease
Birth	Early Childhood	Pre-Teen	Teen	Young Adult	Women>35	Senior Citizens



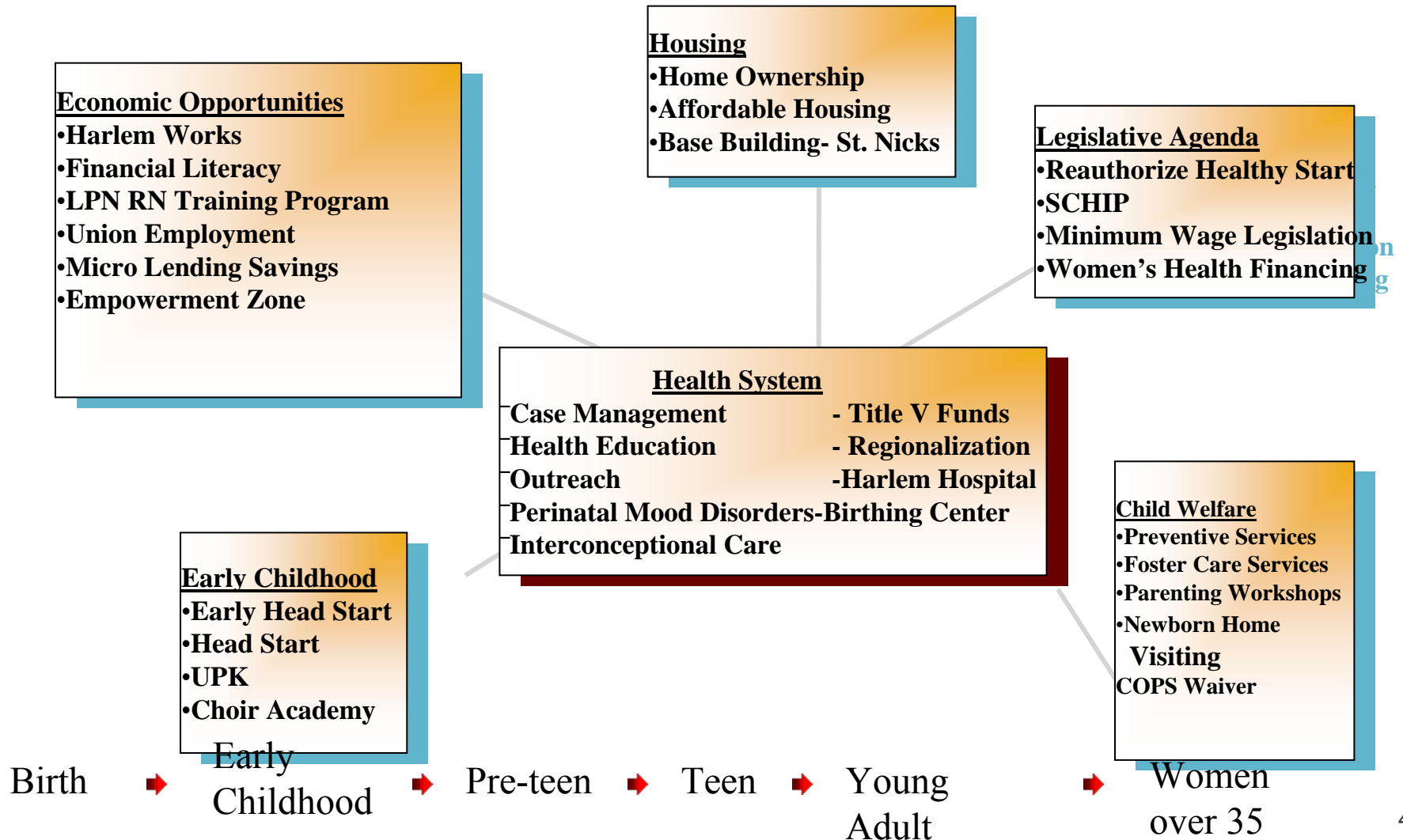
MCH Life Course Organization

Social Determinants of Health Axis 2

Public Policy Initiatives		Economic Empowerment Zone	Supermarket Zone Expansion Policy	NYC Affordable Housing Policy
Community Environmental Impact		St. Nick Tenant Organizing	Food & Fitness Coalition	Affordable Housing Organizing
Organizational Impact		Healthy Start Consortium	Diabetes Prevention Coalition	Harlem Works Job Readiness
Group/ Interpersonal Impact		Centering Pregnancy	Baby Mama's Club	Consumer Involvement Organization
Individual Impact		OB/GYN Medical Homes	Case Management	Depression Screening & Treatment

Spectrum of Work for MCH Life Course Organization

Building Public Health Social Movement

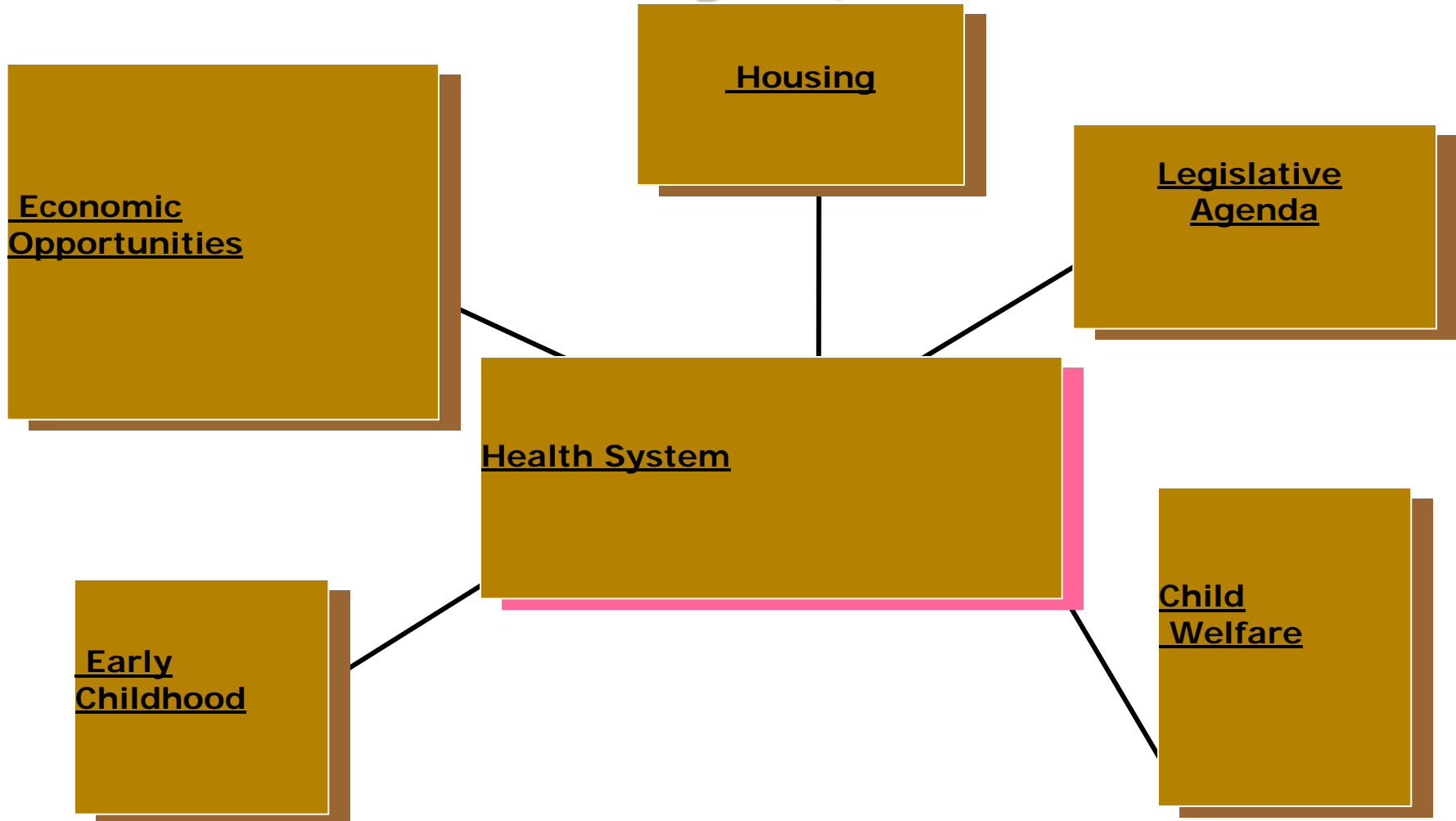


Life Course Approach to Women's Health

Assessment Tool- Washington, D.C

Social Determinants of Health	Public Policy Initiatives							
	Community/ Environmental							
	Organizational							
	Group/ Interpersonal							
	Individual							
		Birth	Early Childhood	Pre-teens	Teens	Young Adult	Women ≥35	Seniors

Spectrum of Work for MCH Life Course Organization Washington, D.C



Strategic Leadership

NMPP believes that Leadership is the self-defined capacity to communicate vision and values while providing programs, structures and core services that satisfy human needs and aspirations while transforming people, your organization and society in the process.

Strategic Leadership

- **Strategic Intent** is based on a bold premise that leadership can exercise control over the future of the organization and can invent the future that it desires and not merely respond to what happens.

Strategic Leadership

- While politics is the art of the possible, leadership is the art of making the impossible come true. Leaders play a central role in constructing an agency's strategic intent that represents an ambition that stretches far beyond the current resources and capabilities of the firm.

Strategic Leadership

- Agencies that create the future are rebels; they're subversives. They break the rules! They dream of things not yet created!

Achieving Health Equity by: Building a Social Movement, Investing in Ideas, Executing Tasks, Returning Results!



Linking Women to Health, Power and Love Across the Life Span

For more information contact:

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