

# Butler County Partnership to Reduce Infant Mortality

## Reaching More First Birthdays... and Beyond!

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### YEAR 1

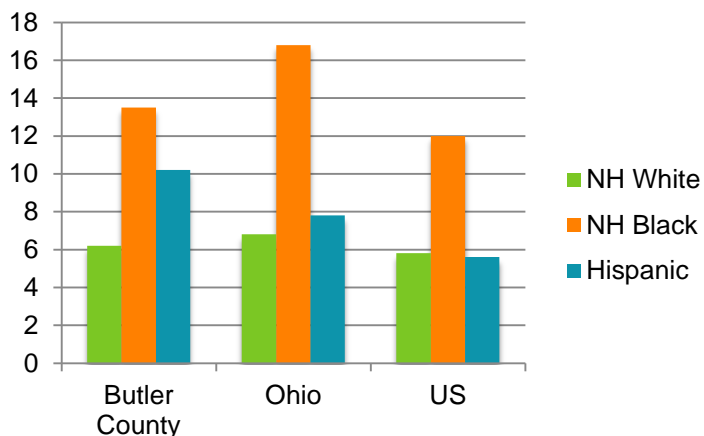
#### Community Building and Data Analysis

##### Community Partners

- More than 150 individuals came together to create the Butler County Partnership to Reduce Infant Mortality (PRIM), and helped to identify and prioritize needs.

##### Data Analysis of Causes of Infant Mortality (IM)

- Disparities exist by race, and by income level, both have similar contributing factors
- Hot Spots for infant mortality are urban, low income census tracts
- Butler County does NOT differ significantly from a Reference Group of women with low infant mortality in these areas: Short Birth Interval, Previous Poor Outcome/Preterm Birth, Overweight/Obese, Hypertension, STDs, Diabetes.
- Butler County differs most from a Reference Group of women with low infant mortality in these areas:
  - Smoking among pregnant women
  - Number of single mothers (social isolation)
  - Later entry into prenatal care



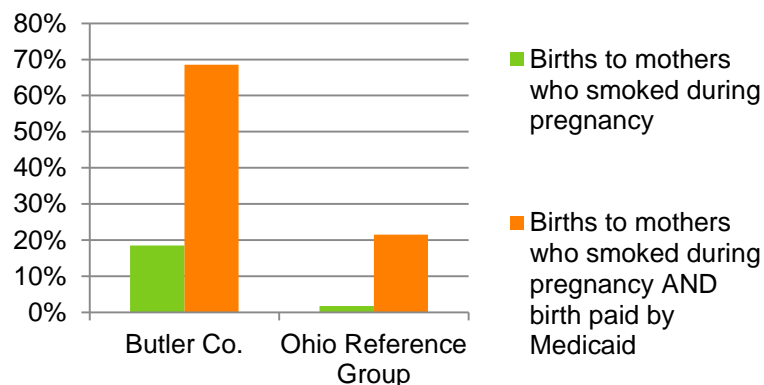
IM Rates by Race, Butler Co., Ohio, US, 2007-2012

### YEAR 2

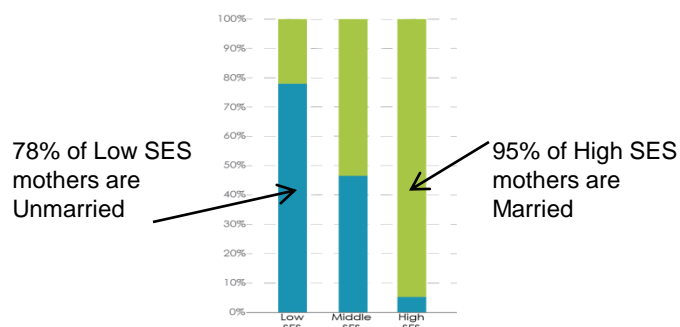
#### Prioritizing Needs and Selecting Projects

Low SES	Mid SES	High SES
11	6.8	3.5

#### IM by Socio-Economic Status (SES), Butler Co., 2007-2012



#### Smoking During Pregnancy by Medicaid Status, Butler County, 2007-2012



Marital Status by SES, Butler Co., 2007-2012

### YEAR 3

#### Making An Impact –Implementing Two Projects

Selected Evidence-based projects to address the causes of infant mortality in Butler County with the overall goals of eliminating health disparities, and decreasing infant deaths.

##### Centering Pregnancy addresses Maternal Care, Maternal Health, and Prematurity

- Goals
  - Increase social support, decrease social isolation
  - Provide education
  - Decrease number of babies being born early
- Projects
  - Center for Women’s Health to begin Fall, 2015

##### Smoking Cessation addresses Maternal Health, Prematurity, and Infant Health

- Goals
  - Decrease smoking among pregnant women
  - Decrease infant exposure to secondary smoke
- Projects
  - 5As of Smoking Cessation
  - Baby and Me Tobacco Free – 3 Consultants
  - Billboards
  - Ohio Quitline

Additional Projects underway with Community Partners: **Safe Sleep Campaign with First Responders, Breastfeeding Rapid Response Team, Teen Pregnancy Reduction, Fatherhood Engagement**

##### Challenges

- Locating projects/programs that are evidenced based
- Building systems for ongoing implementation
- Maintaining momentum with community partners

##### Successes so far

- Centering is first ever in Butler County
- Billboards have increased calls to Ohio Quitline
- IM rates decreased for whites and blacks, 2013-2014