



# AUTHORIZE ACCEPTANCE OF STATE GENERAL FUND ALLOCATION FOR THE PERINATAL EQUITY INITIATIVE

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Rhonda Freeman, M.P.H.

Branch Chief, Maternal, Child, and Family Health Services

Health Services Advisory Board

*June 6, 2023*



# PERINATAL EQUITY INITIATIVE BACKGROUND

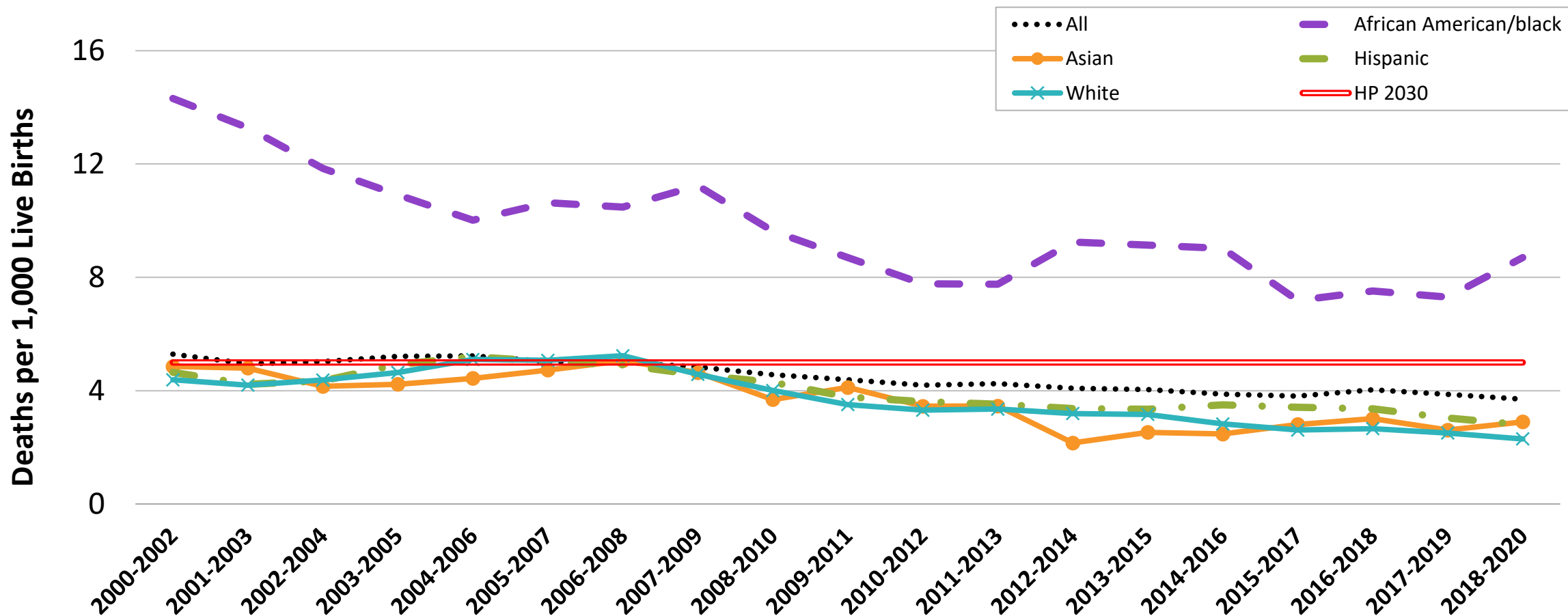


- 2018 - The County of San Diego received Perinatal Equity Initiative funding
- Complements programs and services offered through the Black Infant Health model
- Program Services:
  - *Black Legacy Now* Public Awareness Campaign
  - Fatherhood Pilot Intervention
  - Implicit Bias Training for health care providers
  - Community Advisory Board
- 2021 – Received NACo Achievement Award



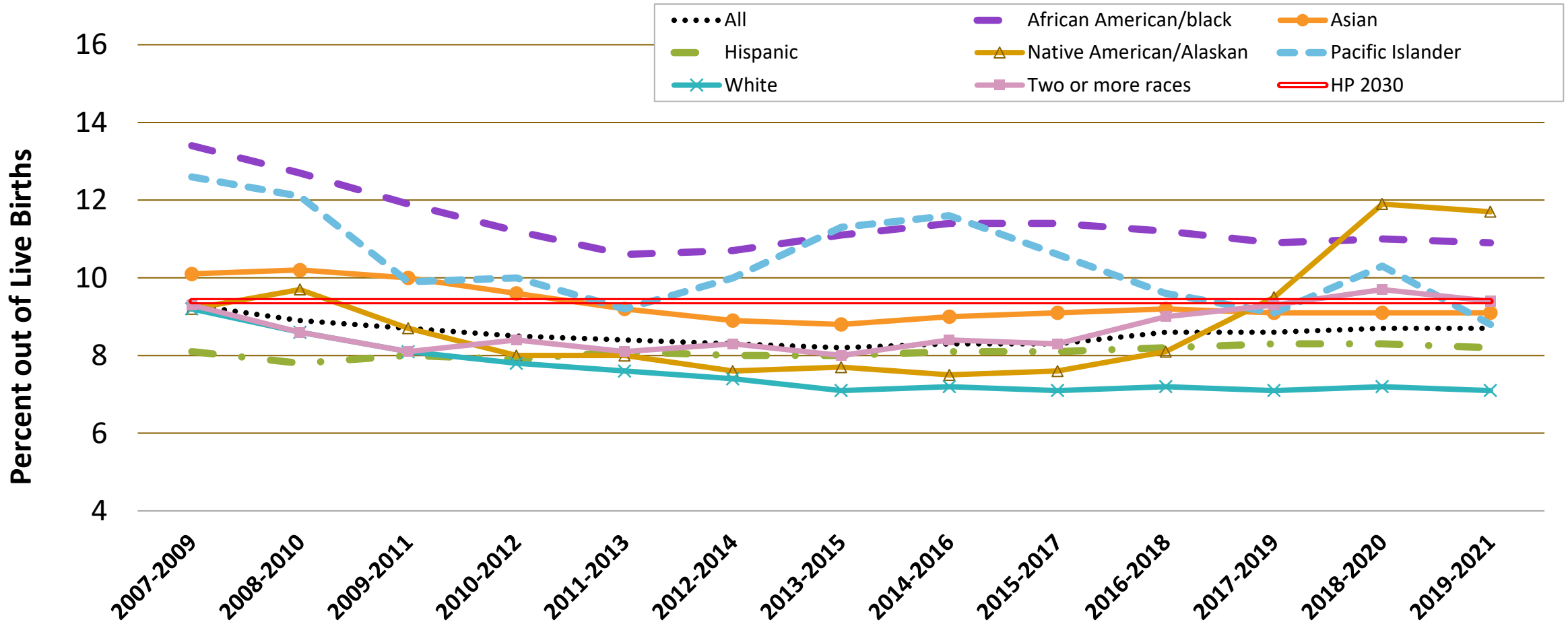
*Jabrasia, Dorian, and Ahliyah, El Cajon*

# INFANT MORTALITY RATES BY RACE/ETHNICITY SAN DIEGO COUNTY RESIDENTS, 3-YEAR ROLLING AVERAGES



- Rates not shown for Unknown race/ethnicity and groups with fewer than 20 events in any period (Native American/Alaskan, Pacific Islander, Other, and Two or more races).
- Source: California Department of Public Health, Center for Health Statistics and Informatics, Birth Cohort Statistical Master Files.
- Prepared by: County of San Diego, Health and Human Services Agency, Public Health Services, Maternal, Child and Family Health Services.

# PERCENT PRETERM BIRTHS BY RACE/ETHNICITY SAN DIEGO COUNTY RESIDENTS, 3-YEAR ROLLING AVERAGES

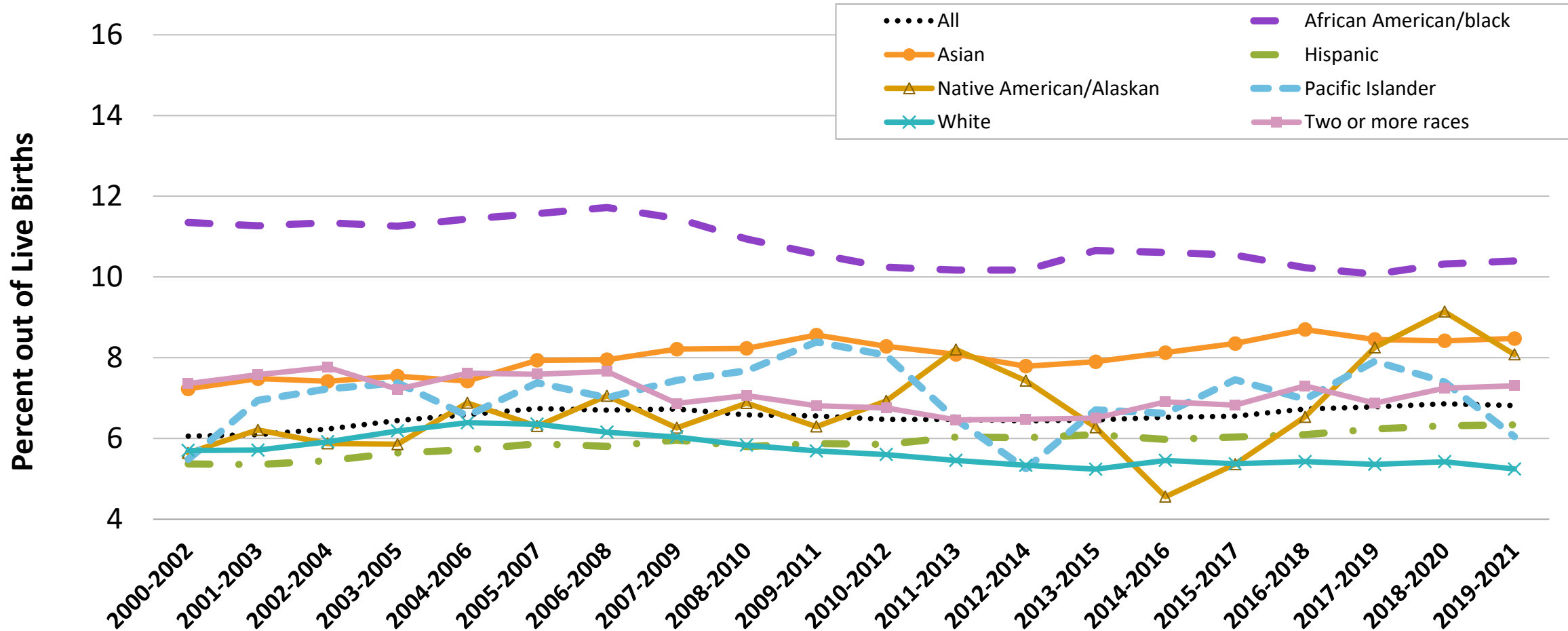


- Rates not shown for Unknown race/ethnicity and groups with fewer than 20 events in any period (Other).

- Source: California Department of Public Health, Center for Health Statistics and Informatics, Birth Statistical Master Files and California Comprehensive Birth Files.

- Prepared by: County of San Diego, Health and Human Services Agency, Public Health Services, Maternal, Child and Family Health Services.

# PERCENT LOW BIRTHWEIGHT BIRTHS BY RACE/ETHNICITY SAN DIEGO COUNTY RESIDENTS, 3-YEAR ROLLING AVERAGES



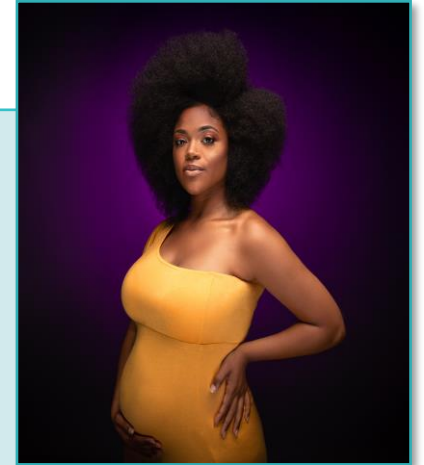
- Rates not shown for Unknown race/ethnicity and groups with fewer than 20 events in any period (Other).  
 - Source: California Department of Public Health, Center for Health Statistics and Informatics, Birth Statistical Master Files and California Comprehensive Birth Files.  
 - Prepared by: County of San Diego, Health and Human Services Agency, Public Health Services, Maternal, Child and Family Health Services.

# PUBLIC AWARENESS CAMPAIGN OUTCOMES OCTOBER 2019 THROUGH DECEMBER 2021



## ***Black Legacy Now* Public Awareness Campaign**

- Launched *Black Legacy Now* campaign September 14, 2020
- Developed *Black Legacy Now* website and social media platforms
- Held press conference for the campaign on January 28, 2021
- Created social media digital advertisements, posts, and responses
- Gained over 13 million views on *Black Legacy Now* social media posts and ads from September 2020 - May 2021



***Darielle, Emerald Hills***

# IMPLICIT BIAS TRAINING OUTCOMES JANUARY 2021 THROUGH DECEMBER 2022



## *Implicit Bias Training*

- Established physician subcommittee to inform training curriculum
- 114 healthcare providers and medical staff completed an asynchronous training
- 144 healthcare providers and medical staff completed a facilitated training
- 100% of those completing the facilitated training indicated they had made changes to their practice as a result of the training



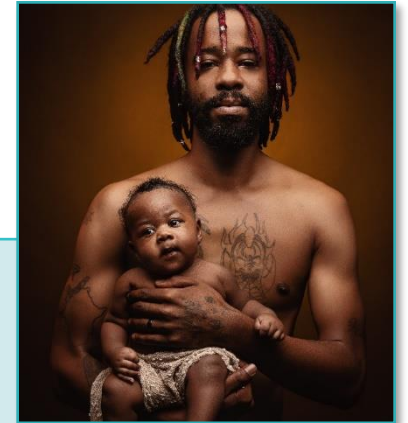
*Dr. Kelly, Valencia Park*

# FATHERHOOD PILOT INTERVENTION OUTCOMES AUGUST 2020 THROUGH JULY 2021



## Fatherhood Pilot Intervention

- Trained and certified to implement the 24/7® Dad evidenced-based fatherhood curricula.
- Established a bi-directional referral system with the Black Infant Health Program.
- Formed a fatherhood collaborative with local fathering/parenting community agencies to share and leverage resources.
- Supported 15 fathers during Pilot Fatherhood Intervention from October 2020 – July 2021.



*Hanify and Zion, Chollas View*



# COMMUNITY ADVISORY BOARD OUTCOMES MARCH 2019 - PRESENT



## *Community Advisory Board*

- Determined intervention strategies
- Provided direction in the development of the *Black Legacy Now* media campaign
- Established subcommittees to guide and inform PEI program services
- Maintained 167 CAB members; with 80 active key stakeholders



*Dejon and Myke, North Park*

# PERINATAL EQUITY INITIATIVE CHALLENGES AND SOLUTIONS



## Challenges

Implemented PEI interventions during COVID-19 pandemic

Reduced and limited staff due to supporting COVID – 19 response activities

## Solutions

Obtained guidance from PEI CAB

Consulted with the California Department of Public Health and other counties

Strengthened referral partnerships and systems

Partnered with stakeholders to leverage program services





## Perinatal Equity Initiative

- Allocation: \$484,310
- Period: July 1, 2023 through June 30, 2024



*Jordan, Lemon Grove*

# RECOMMENDATIONS



1. Authorize acceptance of \$484,310 in grant funds from the California Department of Public Health, Maternal, Child, and Adolescent Health Division for the period of July 1, 2023 through June 30, 2024, for the Perinatal Equity Initiative grant.
2. Authorize the Agency Director, Health and Human Services Agency, to apply for additional funding opportunity announcements, if available, that address improvement of health equity for San Diego County residents.



# ITEM #X: AUTHORIZE ACCEPTANCE OF STATE GENERAL FUND ALLOCATION FOR THE PERINATAL EQUITY INITIATIVE

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