

ITEM #[XX]: AUTHORIZE ACCEPTANCE OF PERINATAL EQUITY INITIATIVE FUNDING FROM THE CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, AND AUTHORIZE APPLICATIONS FOR FUTURE FUNDING OPPORTUNITIES

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Maternal, Child, and Family Health Services
Public Health Services

September 9, 2024



PERINATAL EQUITY INITIATIVE BACKGROUND



Goal to improve birth outcomes and reduce mortality for Black infants through evidence-based, evidence-informed or reflect promising practices.

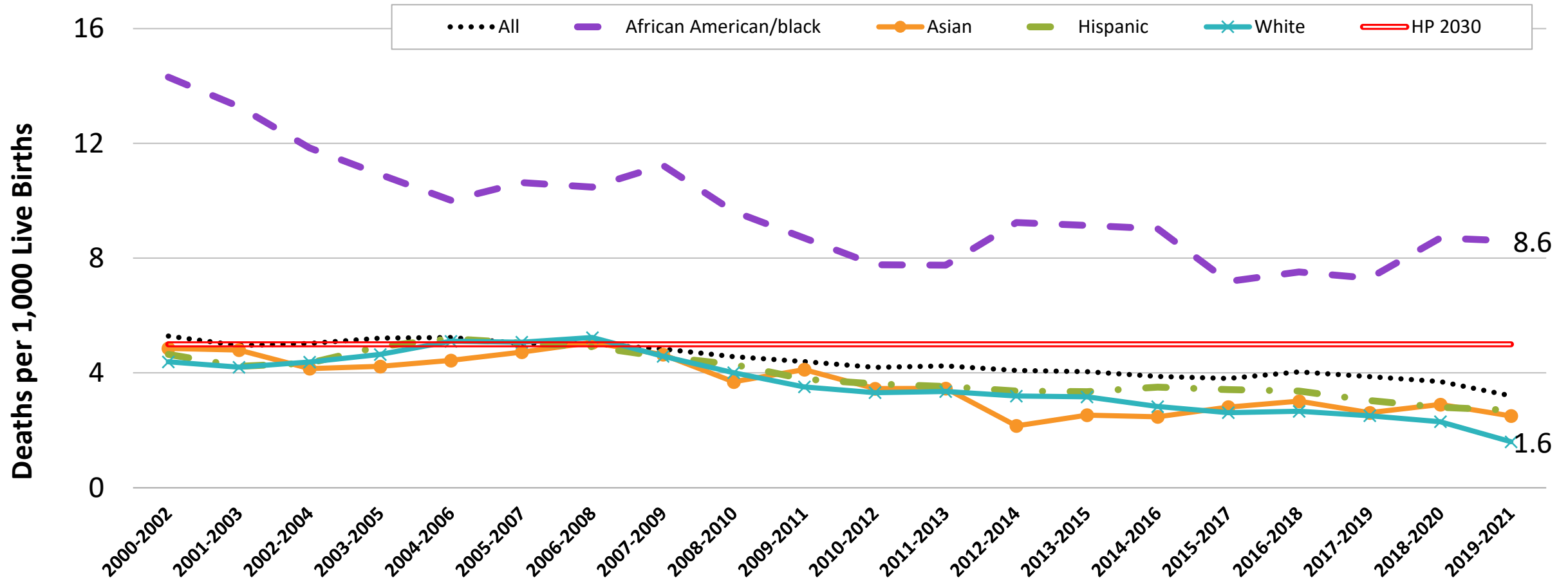
The County of San Diego has received PEI funding since 2018.

PEI complements programs and services offered through the Black Infant Health model.



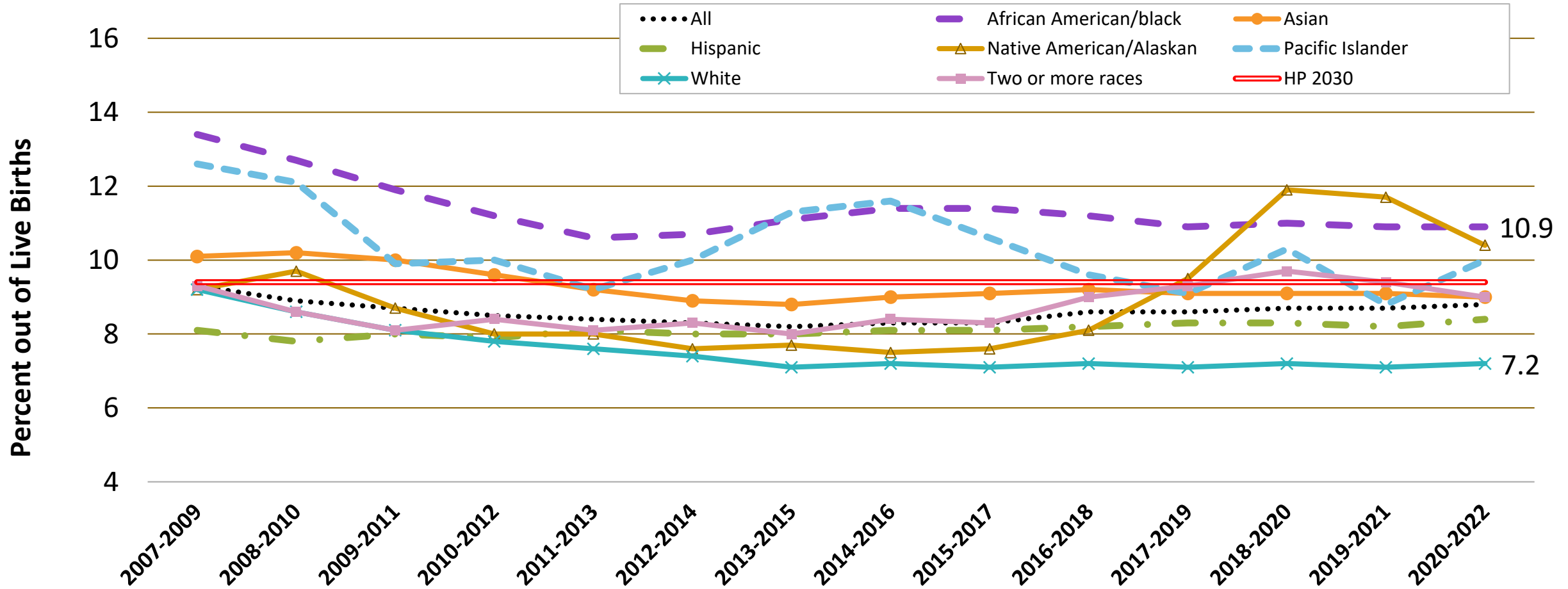
Dejon and Myke, North Park

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

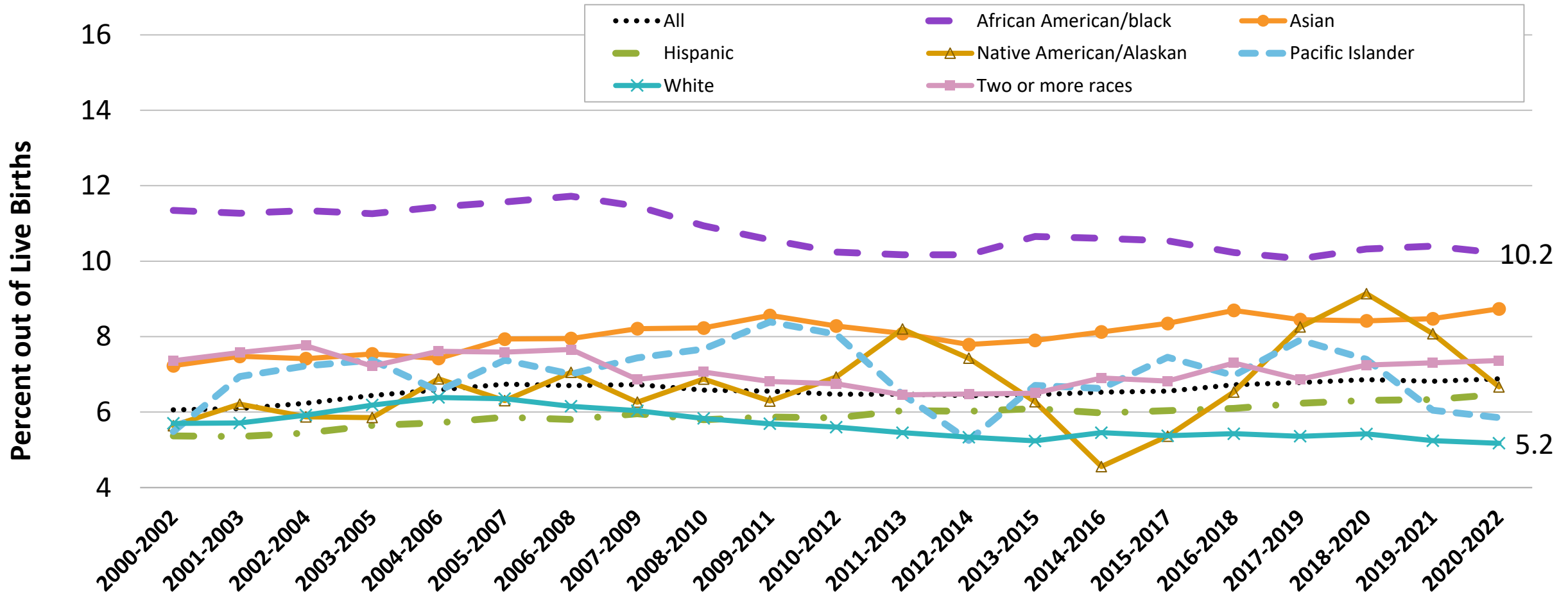


- Rates not shown for Unknown race/ethnicity and groups with fewer than 20 events in any period (Other).

- 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.



**Tomorrow's Black legacy
deserves protecting today.**

**Black
Legacy
Now**

Perinatal Equity Initiative

PERINATAL EQUITY INITIATIVE PROGRAM SERVICES



- *Black Legacy Now* Public Awareness Campaign.
 - Received the National Association of Counties Achievement Award in 2021.
- Fatherhood Pilot Intervention.
- Implicit Bias Training for health care providers.
- Community Advisory Board.



Dr. Kelly, Valencia Park

PERINATAL EQUITY INITIATIVE OUTCOMES



Black Legacy Now **Public Awareness Campaign**

- Reached over **18** million views of website, social media posts, and ads.

Fatherhood Pilot Intervention

- Equipped **15** new and expectant fathers to support African-American women during pregnancy and childbearing

Implicit Bias Training

- Trained **114** health professionals through asynchronous training and **144** completed a facilitated training.
- Promoted Diversity Science training/exam to a cohort of **99** County Public Health Nurses to be completed during FY 2024-2025.

Community Advisory Board (CAB)

- Maintained **200** CAB members with **50** active key stakeholders.
- Established clinical subcommittee.

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH PERINATAL EQUITY INITIATIVE FUNDING



Jordan, Lemon Grove

Perinatal Equity Initiative

- Allocation: \$484,310 annually
- Period: July 1, 2024, through June 30, 2025

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, 2024, through June 30, 2025.
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.



Ashley, Central City East

THANK YOU



Dorian and Ahliyah, El Cajon

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