



Healthcare Georgia Foundation  
grantmaking for health



***Promising Approaches  
To Improved Infant  
Health***

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# Time Frame

2011 - Environmental Scan

2012 - Commissioned Report- ***“From Preconception to Infant Protection”***

- Phase 1 Grants – 10 - \$681,000

2014 - Launch of Grant making Initiative

- Phase 2 Grants – 5 - \$2,000,000



## **From Preconception**

*A Regional Look at Periods of Risk for Georgia's Newborns*

## **To Infant Protection**



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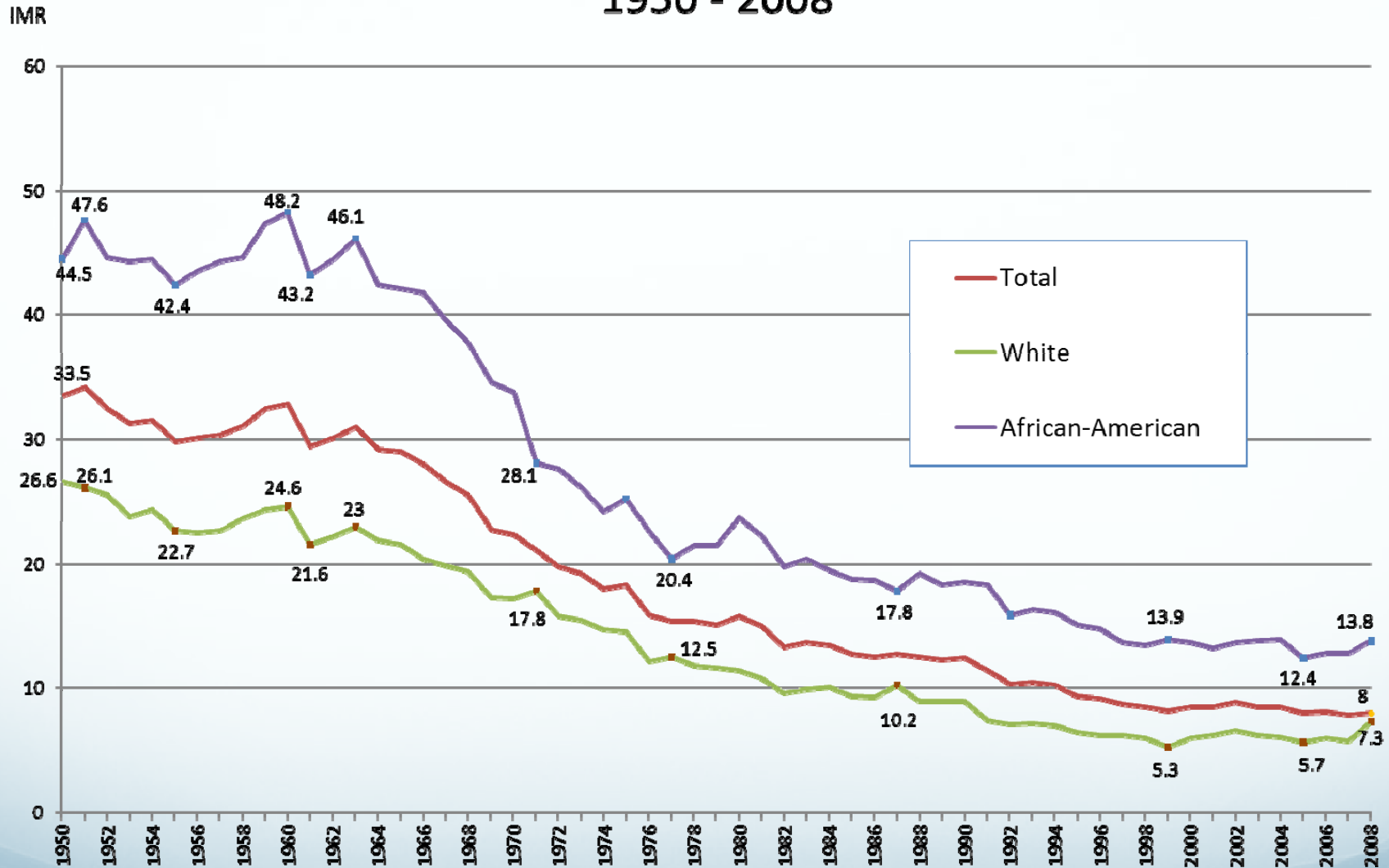


# Infant Mortality- Georgia

- Between 2002-2006:
  - An infant died in Georgia every 7 hours and 36 minutes
  - 5,743 Georgia babies died before their first birthday
  - Georgia's IMR remained 15-20% higher than the national average (8.4/1,000)
  - Georgia's IMR was 42% higher than the HP 2010 goal



# Infant Mortality in Georgia 1950 - 2008



African- American woman in Georgia  
have twice the rate of LBW and 3-4  
times the rate of VLBW delivery  
compared to Caucasian woman,  
resulting in twice the rate of infant  
mortality



# Significant Clusters

- Georgia's IMR 8.4 PER 1,000 live births
- Atlanta
- Augusta
- Columbus
- Macon
- Savannah
- Valdosta





# 2012 Grants

- Lowndes County–Valdosta *“Baby Luv”*
- Southwest Public Health District-Albany *“Centering Pregnancy”*
- Clayton County Board of Health *“Perinatal Case Management/Home Visitation”*
- Emory/Grady Health System *“Evaluation of Prenatal Care”*
- Richmond County *“Safe Sleep and Resource Mothers”*
- Macon/ Bibb County *“Safe Sleep”*



# 2012 Grants

- Porter Novelli/Georgia Department of Public Health  
*“From Preconception to Infant Protection”*  
Publication
- Georgia Department of Public Health *“Georgia Perinatal Health Meeting”*
- Infant Mortality Task Force
- Georgia Perinatal Quality Collaborative



# 2012 Grants

- Emory University *“Evaluation of Promising Approaches”*
- Porter Novelli *“Community-Based Social Marketing Strategies”*
- Georgia Chapter of American Pediatric Association *“Safe Sleep”*

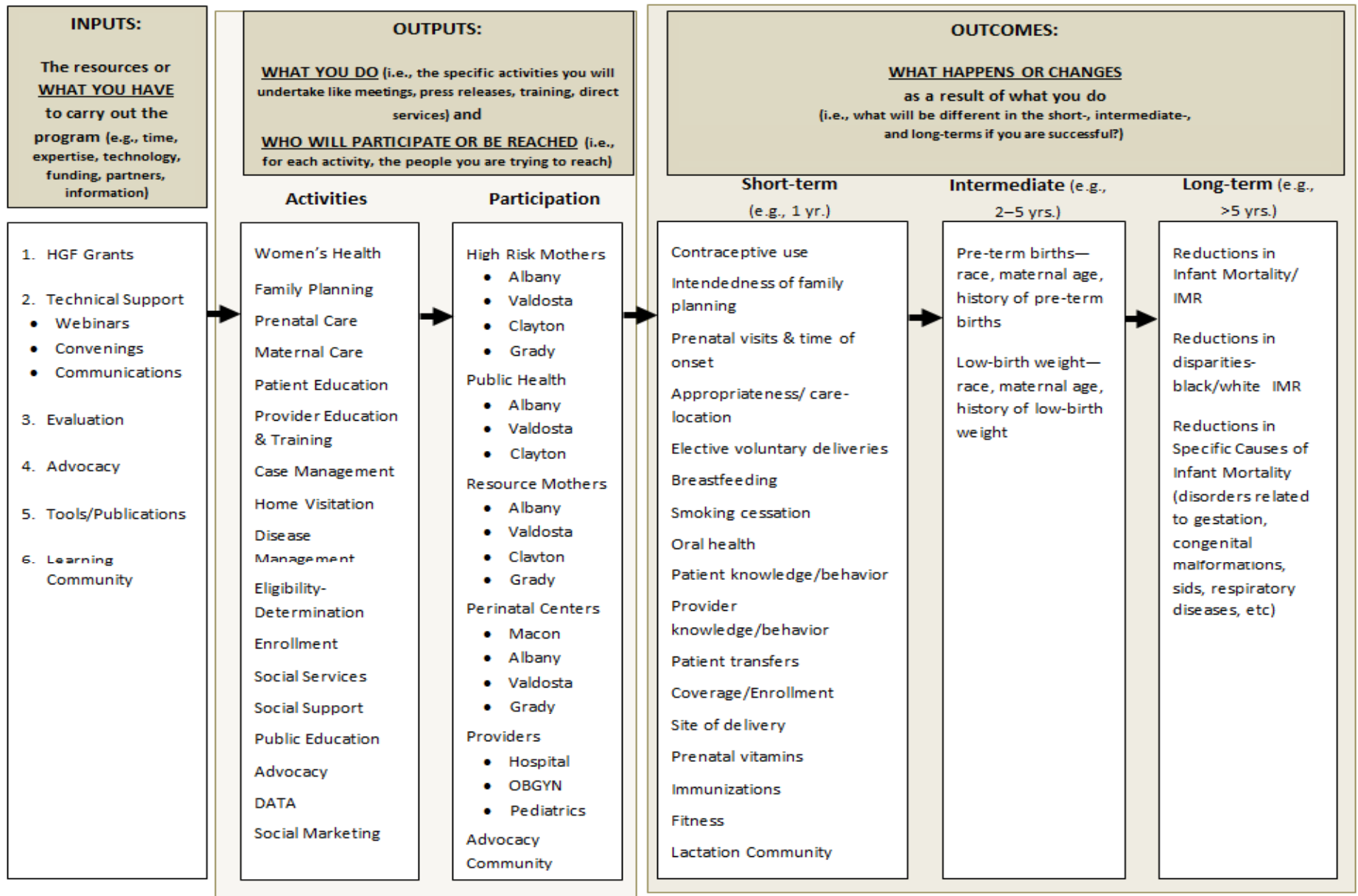


# Promising Approaches

- Prenatal Care
- Smoking Cessation
- Disease Management
- Resource Mothers
- Home Visitation
- Early Elective Deliveries
- Presumptive Eligibility
- Safe Sleep
- Breast Feeding
- Family Planning
- Women's Health



## Promising Approaches to Improved Infant Health



# Evaluation ?'s

- What evidence is there that the activities reached the target audience?
- What was the actual “dose” of the intervention delivered?
- What was the actual “dose” of the intervention received?
- What evidence is there that the activities were delivered as planned?
- What barriers to the intervention exist?



# Evaluation ?'s

- What factors influenced service providers' uptake of recommended practices?
- What factors influenced clients' uptake of recommend behaviors?
- What are the cost, time, facility, and staffing needed associated with implementation?
- What are client barriers to changing health behaviors?



# Future Plans - 2014

- Evidence-Based Practices
- Health Equity Lens
- 3-5 Year Investment at \$2,000,000
- Client, Provider, Organization Outcomes

