



## A Place-Based Approach to Transforming Communities and Improving Birth Outcomes Across the Life Course



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# WHY AM I HERE?



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**Evan**  
Three Year Old



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Place Matters

Infant Mortality Matters

Life Course Matters



# WHERE YOU LIVE AFFECTS YOUR HEALTH



## Disinvested Communities

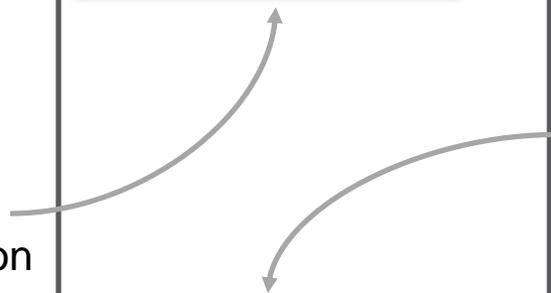
- Limited/Unsafe Parks
- Crime/Violence
- Fast Food Restaurants
- Liquor Stores
- Poor Performing Schools
- Pollution and Toxic Exposures
- Limited Public Transportation
- Absence of High Quality Financial Institutions
- Predatory Lenders

## Communities of Opportunity

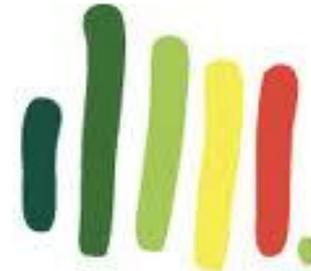
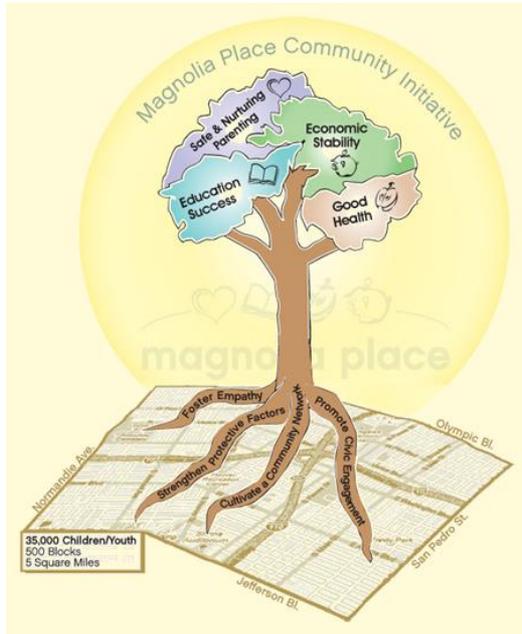
- Parks
- Safe/Walkable Streets
- Grocery Stores
- Good Schools
- Clean Air
- Public Transportation
- Good Jobs
- Strong Local Businesses
- Financial Institutions

Poor Health Status

Good Health Status



# A MOVEMENT: PLACE-BASED INITIATIVES



PROMISE NEIGHBORHOODS INSTITUTE  
AT POLICYLINK

**Strive**  
Every child. Cradle to career.



Harlem Children's  
**Z O N E**

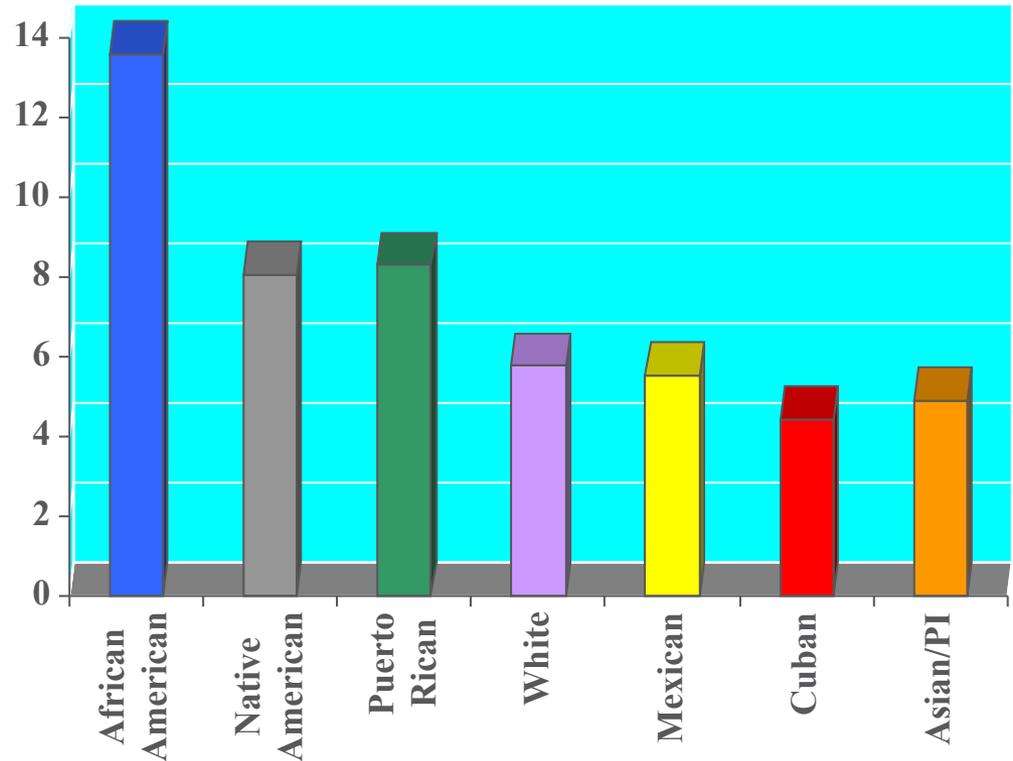


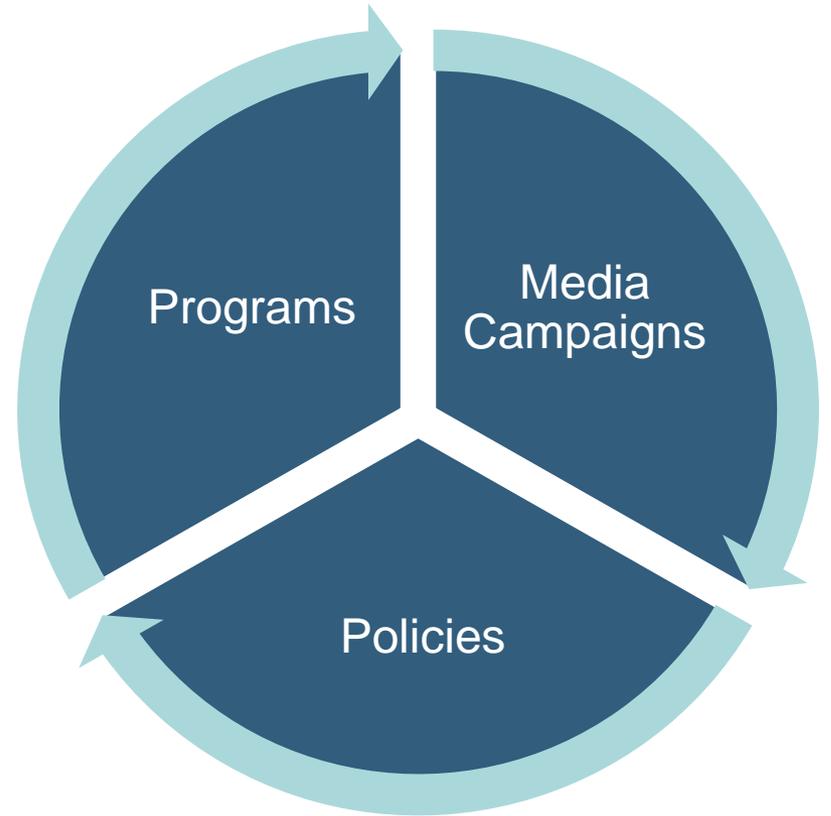
# INFANT MORTALITY MATTERS

Each year, about 25,000 babies die before 1<sup>st</sup> birthday

U.S. Rank in world: 27th-49th

Significant disparities





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# NATIONAL EFFORTS TO REDUCE INFANT MORTALITY

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# LIFE COURSE PERSPECTIVE

The Life Course Perspective is a way of looking at life, not as disconnected stages, but as an integrated continuum.

Life Course is a perspective that seeks to *understand, explain, and improve* health and disease patterns across population groups.



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Life-Course  
Perspective



Program  
Initiative to  
Improve Infant  
Mortality

Place-Based  
Initiative

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## VISION

All babies are born healthy, into communities that enable them to thrive and reach their full potential



## MISSION

To give every baby born in a Best Babies Zone the best chance in life



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# HOW WE PLAN TO GET THERE...



Work with communities with infrastructure already in place

Engage the support, expertise, and technical assistance of local, state, and national partners

Establish and build on existing community driven leadership and ownership to achieve community transformation



## THE BIG IDEA

When it comes to reducing infant mortality, health means more than health care. Health is the product of one's environment, opportunities and experiences. We believe that to address these interrelated conditions, a holistic, neighborhood-based approach is needed.

### WHAT WE DO

Using a place-based, Collective Impact approach, we engage residents and local community organizations in small neighborhood zones to identify opportunities for collaborative action to improve neighborhood health so that babies, mothers and families thrive.

### HOW WE DO IT

We are a catalyst and a convener, bringing together resources with community vision to foster neighborhood-led initiatives that link health services, early care and education, economic development and community systems.

## ATTRIBUTES

### Community Voice

We engage community partners and residents to work together, bringing their voices and visions to transforming their community.

Achieving and sustaining success in a neighborhood zone requires the active participation of residents in the zone, as well as the support of local community organizations and the surrounding city.

### Innovation

A bold, outside-the-box approach is needed to improve birth outcomes and eliminate health disparities.

We look at health from a broad perspective that goes beyond health services to encompass many social determinants and interrelated sectors of the community.

### Collaboration

Our integrated approach draws on opportunities and points of intersection in four interrelated areas that influence community health and birth outcomes: health services, early care and education, economic development and community systems.

Neighborhood residents, community organizations and national partners work together side by side to learn from and collaborate with each other.

### Concentrated Effort

Concentrating our efforts in a small neighborhood zone enables us to maximize our successes.

By focusing our work in these zones, we can engage residents in aligning community assets and addressing multiple factors influencing birth outcomes and people's health in the neighborhood.

### Movement Building

Our intention is to foster fresh ideas in our pilot zones and use the most successful to build a model that can be replicated in communities across the country.

We aim to cultivate a broad-based, nationwide social movement to improve birth outcomes and health for all families.

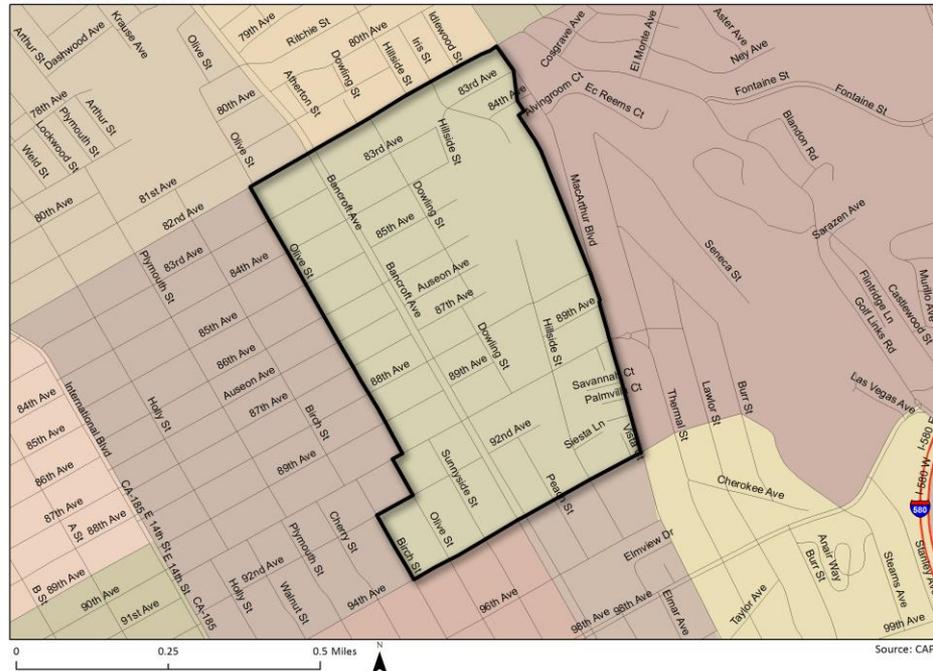
Zone by zone our goal is community transformation.

**OUR VALUES** Community Equity Flexibility Integrity Optimism Respect

# WHAT ARE OUR STRATEGIES?

1. Identify a **defined geographic region** where change is greatly needed and resources are aligned to produce and measure impact.

Census Tract 4097



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# WHAT ARE OUR STRATEGIES?

2. Establish a broad collaborative to work across **four key sectors** – health, economics, education and community.



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# WHAT ARE OUR STRATEGIES?



3. Cultivate a **public health social movement** within each city to rally community action aimed at improving the social determinants of health, birth outcomes, and ultimately the quality of life overall in the zone.



# THREE PILOT ZONES

Oakland  
Castlemont



Cincinnati  
Price Hill



New Orleans  
Hollygrove



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**WHAT DOES SUCCESS LOOK LIKE?**



**Success**

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# LESSONS LEARNED ...*SO FAR*...

- Listen to the community
- Build on community strengths and assets
- This type of work takes time
- Small, short term wins essential
- Balance momentum, community capacity, sustainability
- There isn't one answer or approach
- **Listen to the community**



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# WHAT'S NEXT?

Using what we've learned from other sectors, zones, evaluation, etc to...

- **Improve**
- **Sustain**
- **Scale**



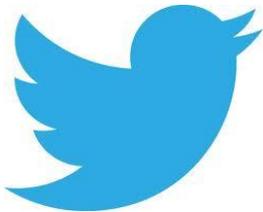
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# SOCIAL MEDIA

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- You!

