



Growing Healthy Families

Healthy Birth Initiative



What is the Healthy Birth Initiative?

The Healthy Birth Initiative (HBI) program addresses significant disparities in perinatal health for African American women and families in Multnomah County. The program specifically targets health inequities related to low-birth weight and infant mortality.

HBI uses a multidisciplinary team to ensure clinical outcomes, to increase the knowledge and efficacy of clients, and to provide services and community supports to program participants. In addition to providing individual services, the program addresses community-level factors that affect African American maternal and child health, including socio-economic disparities in education, employment and housing. HBI is the only program in Oregon focusing on perinatal health disparities in the African American community.

The HBI Mission

To achieve healthy birth outcomes by improving the well-being of mothers, fathers, and their children before, during, and in between pregnancies.

The Project Area

HBI has a geographically defined project area of 64 census tracts in North and Northeast Portland, and mid-Multnomah County.

Why HBI?

- ✓ African American babies in Multnomah County are *two times* as likely to die before their first birthday than white babies.
- ✓ African American babies in Multnomah County are more likely to be low- or very low-birth weight than white babies.
- ✓ African American babies in Multnomah County are more likely to be born prematurely than white babies.

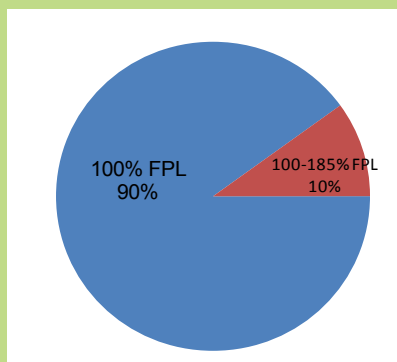
Program Participation

136 Families

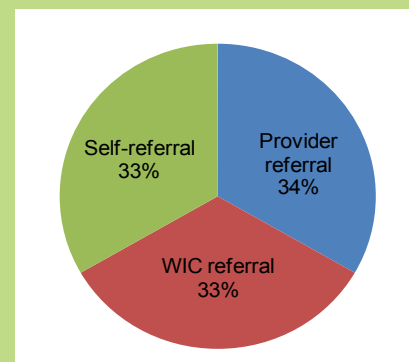
2,000 Community Contacts

100% African American

Income



Referral Source



The Healthy Birth Initiative Service Model

HBI is a partnership between the Multnomah County Health Department, program participants, various health and social service providers, and the community. The HBI program effectively uses a culturally specific approach that addresses needs identified by participants and community members.

Health education and support

- Monthly groups on topics such as healthy behaviors, parenting, relationships, and life skills
- Culturally specific, evidence-based Seeking Safety groups for participants and the community
- Individual, family, and crisis counseling
- Male and father engagement strategy

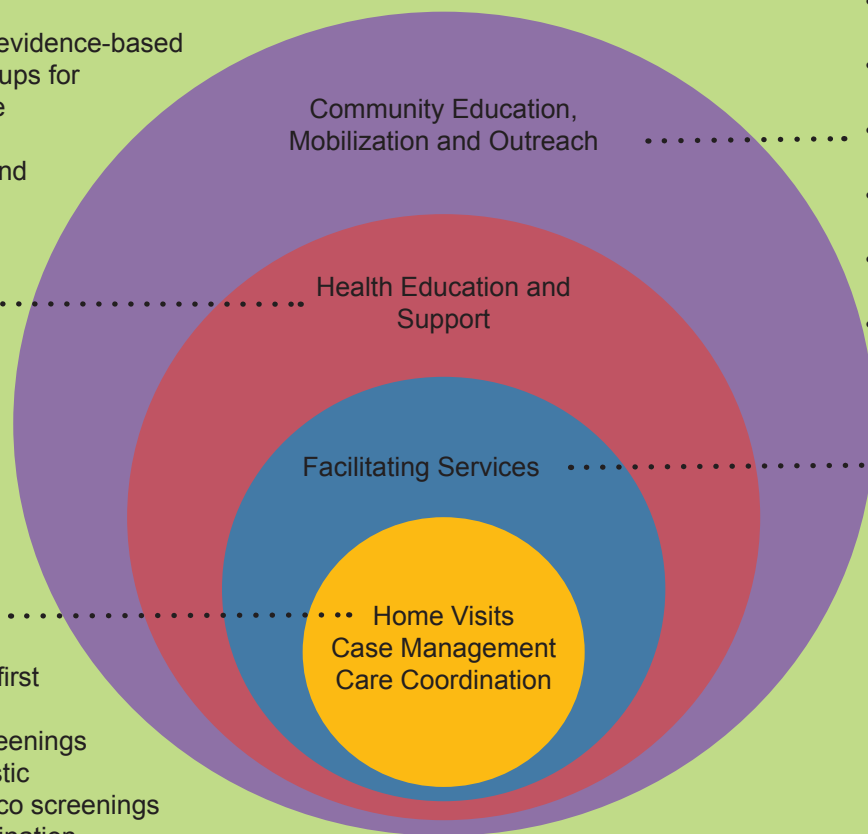
Outreach to providers and the community

A client-governed community consortium of medical and social service providers, and community members:

- Conduct a community education campaign
- Determine program direction
- Implement policies to promote healthy families
- Provide cultural and community perspective
- Network and develop leadership skills
- Advocate for policy and practice changes

Home visits and case management

- Community Health Nurses and Community Health Workers
- Comprehensive case management from prenatal care through the child's first two years
- Developmental screenings
- Depression, domestic violence and tobacco screenings
- Medical care coordination



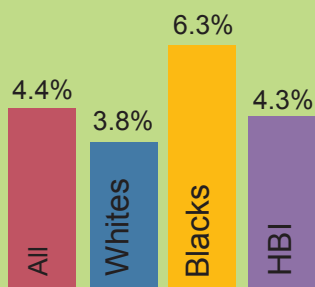
Facilitating services

- Transportation
- Childcare
- Discount car seat program
- Community information specialist focusing on housing, education and employment

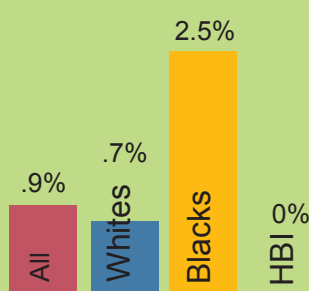
Outcomes

HBI participants have lower rates of infant mortality, low-birth weight and very low-birth weight than other African Americans in the project area who are not in the program.

2010 Low-Birth Weight
1,501 gm - 2,500 gm as % of births



2010 Very Low-Birth Weight
<1,501 gm as % of births



2011 Early Prenatal Care
% of live births

