

# **Healthy Texas Babies Update: Collaboration and Communication**

**11<sup>th</sup> Annual Tarrant County Infant Mortality Summit  
Cook Children's Medical Center  
September 27, 2012**

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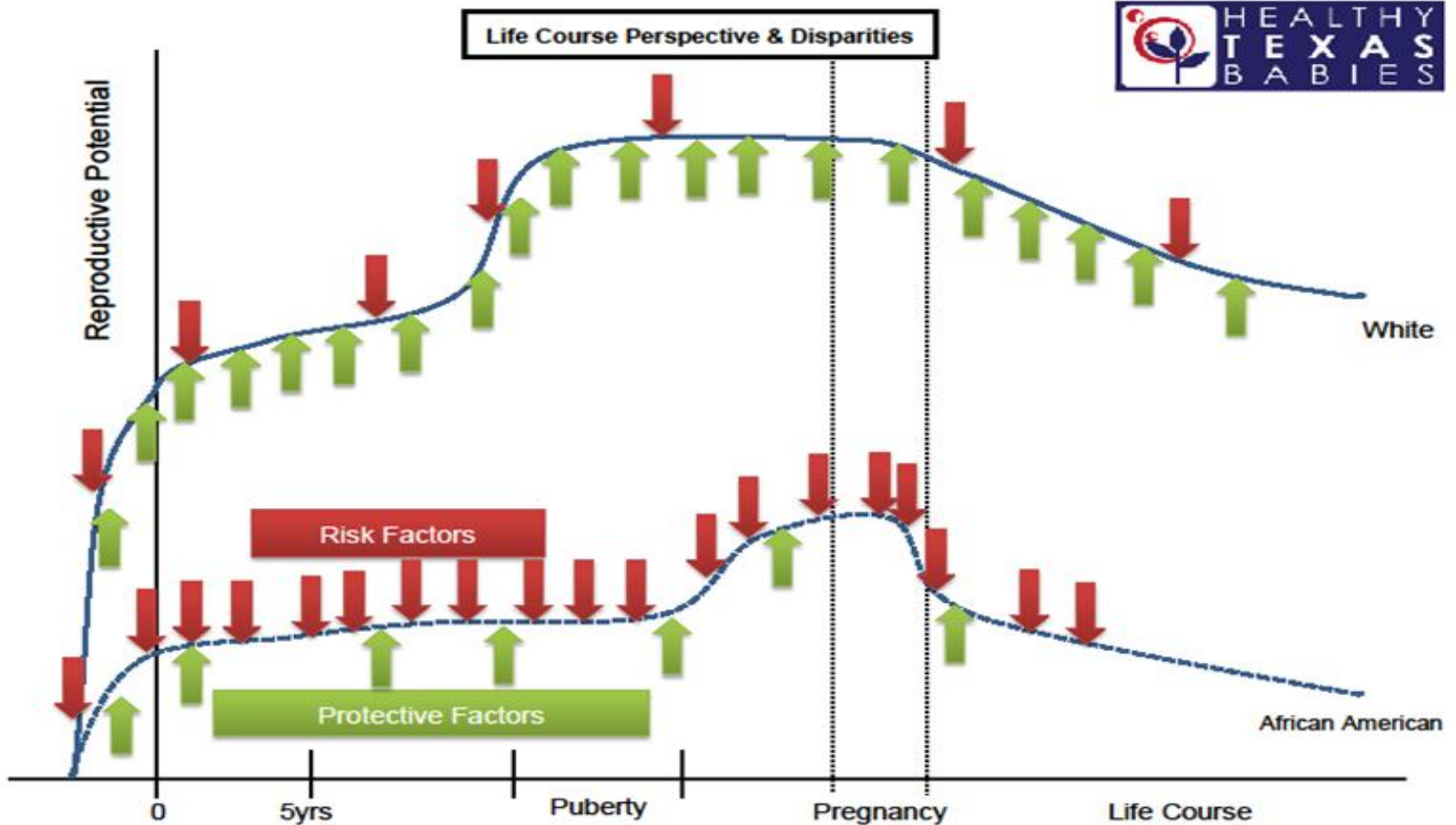
# Objectives



**By the end of the presentation, participant will:**

- ❖ Understand the stakeholder-driven process underlying Healthy Texas Babies and theoretical basis for the program.
- ❖ Understand the program components and activities of Healthy Texas Babies.
- ❖ Understand the progress that has been made over the past year toward improved birth outcomes for all Texans.

# Life Course Perspective



Lu MC, Halfon N. Racial and ethnic disparities in birth outcomes: a life-course perspective. *Maternal Child Health J.* 2003; 7:13-30

Pre-Summit Meeting 1/5/12

# What is Healthy Texas Babies?



**Healthy Texas Babies (HTB) is an initiative to decrease infant mortality**

## **Goals of Healthy Texas Babies Initiative:**

- ❖ Provide local partnerships and coalitions with major roles in shaping programs in their communities
- ❖ Use evidence-based interventions
- ❖ Decrease preterm birth rate by 8% over 2 years
- ❖ Save ~ \$7.2 million in Medicaid costs over 2 years

# Program Components

- ❖ **Expert Panel**
- ❖ **HTB Committees**
- ❖ **HTB Local Coalitions**
- ❖ **Educational Initiatives**
- ❖ **Communications campaign**

# Expert Panel



- ❖ **Expert Panel Workgroups**
  - Providers, Community, Payers
- ❖ **HTB Committees**
  - DSHS staff-led
  - Involve Expert Panel members
  - Develop deliverables
- ❖ **Expert Panel's Role**
  - Participation in decision-making
  - Advise the Commissioner of Health

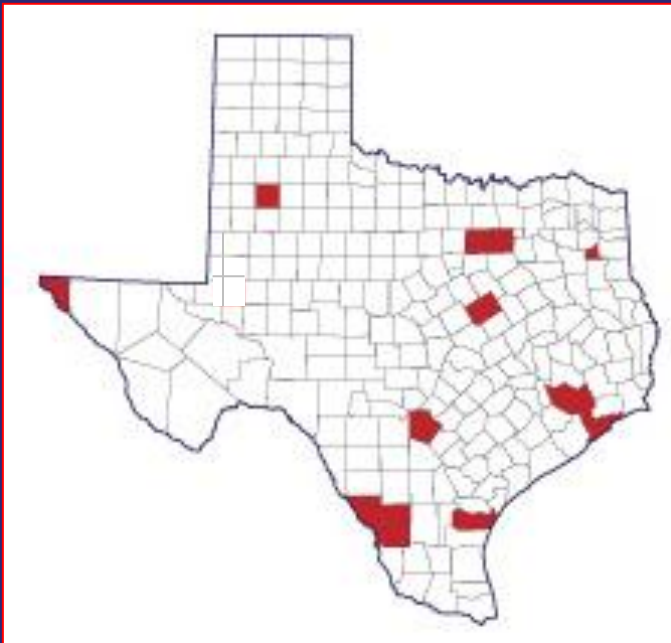
# HTB Committees



## ❖ HTB Committees

- ✓ Maternal Mortality Review Board Creation
  - Baby's First Year Toolkit
- ✓ Fatherhood Tools
  - Maternal Transfer Protocols
- ✓ Life Planning Toolkit
  - Healthy Texas Babies Hospital Designation
- ✓ Preconception Peer Educator Trainings

# HTB Local Coalitions



## Eleven Local Coalitions

### ❖ Evidence-based projects:

- Breastfeeding
- Access to early prenatal care
- Pre- and inter-conception health and wellness
- Centering<sup>®</sup>, Healthy Babies Are Worth the Wait<sup>®</sup>, The Stork's Nest<sup>®</sup>
- Fatherhood Support and Mentoring
- Data collection, analysis and action: PPOR, FIMR



# Educational Initiatives



- ❖ Grand Rounds:  
<http://extra.dshs.state.tx.us/grandrounds/>
- ❖ In-person trainings & webinars
- ❖ Texas Health Steps Online Provider Modules
- ❖ Provider videos
- ❖ Community Health Workers Across Texas – Working Together for Healthy Texas Babies
- ❖ Preconception Peer Educator Program

# Communications Campaign

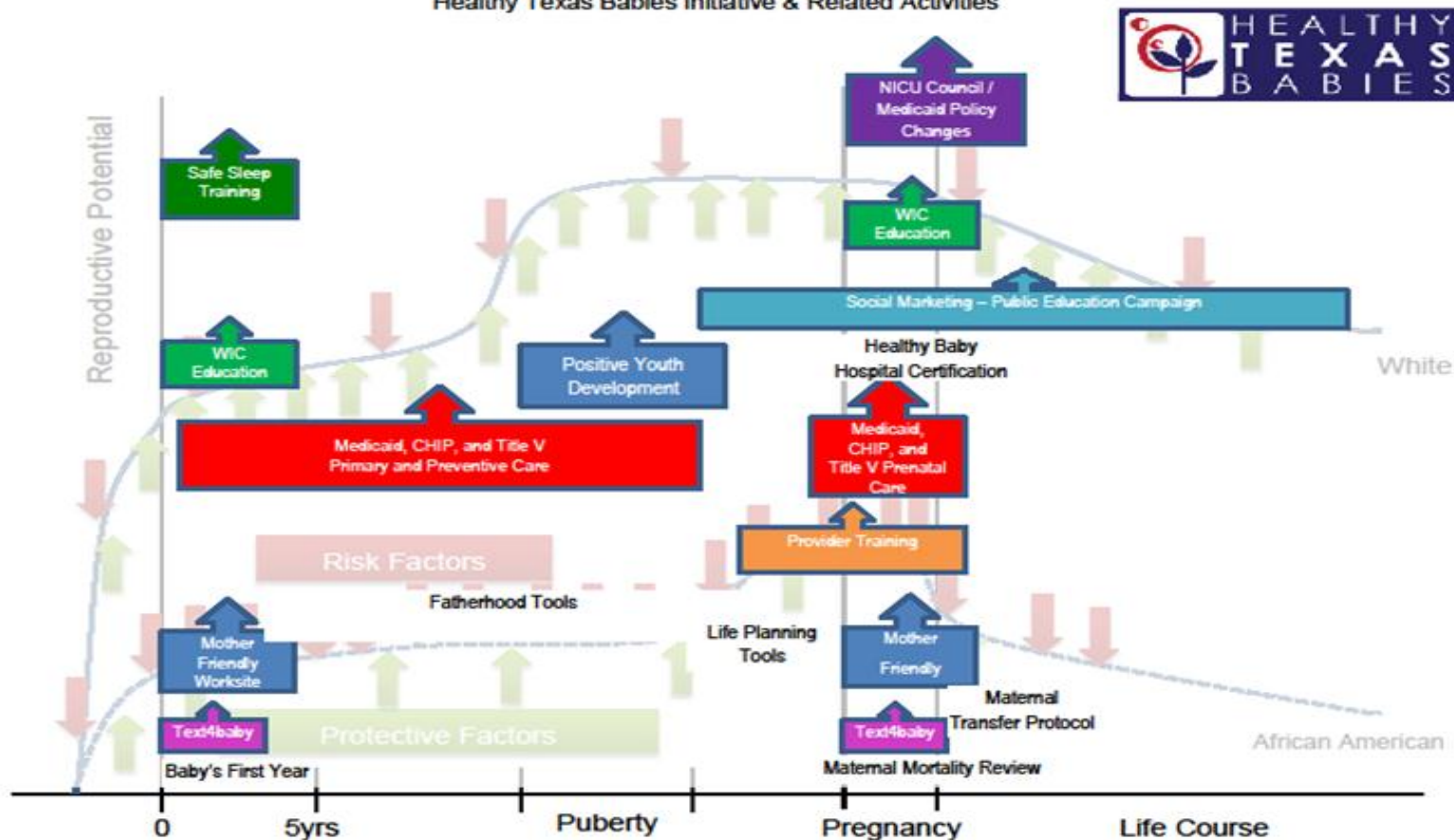


- ❖ DSHS Healthy Texas Babies website
  - [Healthytexasbabies.org](http://Healthytexasbabies.org)
  - [Bebessanosentexas.org](http://Bebessanosentexas.org)
- ❖ Continued collaboration with March of Dimes and other partners
- ❖ *Someday Starts Now* Campaign
- ❖ PSAs – Radio and TV
- ❖ *Live Like a Dad* App for SmartPhones
- ❖ Provider Videos
- ❖ Community Outreach

# HTB and Life Course Perspective



Healthy Texas Babies Initiative & Related Activities



Lu MC, Halfon N. Racial and ethnic disparities in birth outcomes: a life-course perspective. Maternal Child Health J. 2003; 7:13-30

Pre-Summit Meeting 1/5/12

# Moving forward



- ❖ Preconception Peer Educator Training
- ❖ Statewide communications campaign and outreach activities
- ❖ Ongoing Grand Rounds – October 10
- ❖ Ongoing Coalition Support
- ❖ Development of Statewide Maternal-Infant Health Collaborative



**For more information or to get involved in  
the Healthy Texas Babies Initiative:**

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**THANK YOU**