

May 11, 2020			
First Year Cleveland Realigned Priorities based COVID-19: March - June 2020			
Priority Need	Action	Status	
Accurate information and COVID-19 guidance for expectant and new parents	COVID-19 Video #1-Action Team 4 video "Keeping You and Your Baby Healthy and Safe During COVID-19" - Deadline April 10, 2020	Complete-March/April	
	Developed two radio spots encouraging people to visit their healthcare provider if experiencing COVID-19 symptoms and to visit NYC COVID-19 resources web page (WENZ, WZAK, WJMO)	Complete-March/April	
	Proposal to Dominion Energy Charitable Foundations for \$10K for communications support - April 6, 2020	Complete-March/April	
	Final report to Sisters of Charity Foundation - April 15, 2020	Complete-March/April	
	Developed and maintain web page with extensive listing of COVID-19 information and resources	Complete-March/April	
	Develop flyer with COVID-19 and NYC information that Greater Cleveland Foodbank can place in food distribution packages and health care providers can place in care packages	In Progress-April/May	
	Social media posts with tips, resources, guidance - Facebook, Twitter, LinkedIn, Instagram - Ongoing	In Progress-April/May	
	Update and distribute COVID-19 guidance and state, local and community resources via NYC website - Ongoing	In Progress-April/May	
	Expand reach of NYC social media platforms to further amplify NYC and COVID-19 messaging for new and expectant parents	In Progress-April/May	
	COVID-19 Video - Safe Sleep video * Safe Sleep is Always Important, Even During COVID-19" -Deadline May 22, 2020	On Hold	
COVID-19 Video #2 - 2nd version FYC video * Keeping You and Your Baby Healthy and Safe During COVID-19" - deadline June 10, 2020	Not Started-May/June		
Month of May - social media focus on mental health issues associated with COVID-19 for Mental Health Awareness Month	In Progress-May/June		
Once funding secured, develop an additional three radio spots encouraging people to visit their healthcare provider if experiencing COVID-19 symptoms and to visit NYC COVID-19 resources web page- NPR and other local radio spots: Deadline May 1, 2020	Not Started-May/June		
Communication with ODM, ODM grantees, MCPs, OHI on basic needs and barriers to service continuity	Submit ODM grantees' budget reallocation requests to ODM and MCPs - March 25, 2020	Complete-March/April	
	Approval of ODM grantees' budget reallocation requests to ODM and MCPs - April 15, 2020	Complete-March/April	
	Submit recommendations to ODM and MCPs on COVID-19 response in addition to budget reallocations - 3/27	Complete-March/April	
	Email request to ODM to clarify whether dopplers and BP cuffs will be reimbursed by Medicaid MCPs - 4/9	Complete-March/April	
	Complete Q3 2020 ODM Report and submit to CareSource and ODM by April 30	Complete-March/April	
	Ongoing communication with Centering Healthcare Institute on support to ODM grantees to continue virtual group	In Progress-April/May	
	Since 3/16, ongoing outreach and survey to ODM grantees on impact of virus on service continuity and staff	In Progress-April/May	
	Since 3/26, calls with ODM, MCPs, and Infant Mortality Grant Lead Entities every two weeks	In Progress-April/May	
	Since 3/18, weekly calls with FYC and CareSource	In Progress-April/May	
	Email to ODM (Traci Bell-Thomson) and ODH (Alicia Leatherman) every two weeks on Updates on FYC activities	In Progress-April/May	
Advocacy on behalf of expectant parents and new parents	AES survey to Engagement and Public Policy Committee on priority activities - 4/2	Complete-March/April	
	Advocacy with ODM and ODM to identify perinatal support specialists and doulas as essential members of the Lead birnessly FYC Public Policy and Engagement Leadership Meetings	In Progress-April/May	
	Hold Full FYC Public Policy and Engagement Committee Meeting- May 7, 2020	Complete-March/April	
	Hold full team from Action Team 4 on number of COVID - mothers and infants in Labor & Delivery at each hospital	Not Started-May/June	
	Full City Community Action Committee, to be held on May 12, 2020 2 pm-4 pm via Zoom with agenda 50-70	In Progress-April/May	
	Community Fund Raiser to Raise \$50,000 for Food and Diaper for Expectant and New Mothers and Distribute Using an Equity Lens by June 1, 2020 using May (Mother's Day) to Do So	In Progress-May/June	
	Community Fundraiser PSAs/radio spots - Radio One, WCPN	In Progress-May/June	
	Request healthcare institutions ensure that data on the incidence of COVID-19 confirmed cases and deaths by race	Complete-March/April	
	Enlist grass roots agencies to spread the word to residents regarding the importance of providing race and Engage faith-based leaders, grassroots organization, and local communities to gain a better understanding of the challenges, isolation and needs of expectant and new parents. Use this information to educate, inform, and raise awareness about COVID-19 and its impact on expectant and new parents and communities of color.	Complete-March/April	
	Continue request to state, city and county COVID-19 confirmed case and death data by race/ethnicity	In Progress-April/May	
Communicate the impact of racism and health disparities on COVID-19 cases in the African American community	Communication with OCPIM, ACOG, and others and posting articles on racism and COVID-19	In Progress-April/May	
	White paper on racism and COVID-19	In Progress-April/May	
	Commune equity strategic planning resulting in 2020-2023 Strategy Plan	In Progress-April/May	
	Continue social media and other messaging re health inequities related to COVID-19	In Progress-April/May	
	April eNewsletter with letter re COVID-19, equity info	Complete-April/May	
	Submit proposal to Robert Wood Johnson Foundation - Pioneering Ideas	Not Started-May/June	
	Discuss racism, health disparities related to COVID-19 at 5/12 Community Action Council Meeting	In Progress-April/May	
	Collaborate with GC Food Bank to distribute food from emergency food sites to families in priority zip codes with high IMR- names identified by prenatal providers, home visitors and community health workers acting as proxies and pick up food for expecting and new parents and drop off to their home.	Complete-March/April	
	Submit proposal for \$250K to George Gund Foundation - March 11, 2020	Complete-March/April	
	Submit proposal for \$100K to Cleveland Foundation - April 2, 2020	Complete-March/April	
Submit Bright Cities MOU for \$25K - April 7, 2020	Complete-March/April		
Revised Hershey Foundation deliverables in keeping with \$15K award - March 30, 2020	Complete-March/April		
Submit proposal to the Greater Cleveland COVID-19 Rapid Response Fund. Include pads and other devices.	Complete-March/April		
Collaborate with UH, NH, CC Labor & Delivery units to distribute 300 care bags to COVID + and high risk postpartum mothers upon discharge for 3 months (100 bags/hospital); Determine final list of contents; include hard to find items like adult thermometers; Determine what items hospitals will provide	In Progress-April/May		
Collaborate with GC Food Bank and Amazon to distribute COVID-19 care packages to expectant and new parents who have tested positive or are at high risk of contracting COVID-19	In Progress-April/May		
Follow up with Bright Cities on revising and completing MOU	In Progress-April/May		
Decrease isolation and increase engagement by creating social media messaging focusing on self-care, including Explore funding opportunity with Three Arches Foundation - completed call March 17, 2020	In Progress-April/May		
Monitor Local March of Dimes for community grant; initial conference call 4/9	In Progress-April/May		
Explore possibility of fundraising event to raise funds for food, diaper, adult thermometers, tylenol, hydration	Not Started-May/June		
Submit final report to Mt. Sinai Health Care Foundation - May 7, 2020	Complete-March/April		
Explore whether city and county libraries have wifi units available for expectant moms to use for prenatal care.	Not Started-May/June		
Activate platform where people (healthcare workers, non profits, faithbased, public leaders, moms, dads, etc.) can leave positive messages, pictures for expectant and new parents	Not Started-May/June		
Continue work to dismantle racism and build equity	WCPN interview on health inequities related to COVID-19 and parallels to NYC work to declare racism a public health crisis	Complete-March/April	
	Draft Charter for Action Team 11: Intersection of Racism and SDOH and what can be done	In Progress-April/May	
	Radio and TV Interviews on Racism as a Public Health Crisis	In Progress-April/May	
	Follow up City of Cleveland on Racism is Public Health Crisis declaration	In Progress-April/May	
	Continue social media and other messaging re health inequities	In Progress-April/May	
	Continue efforts to address bias and racism in health care systems (Implementing March of Dimes Bias Training)	In Progress-April/May	
	Execute culturally tailored mental health support model for parents who have experienced pregnancy and infant loss, and expectant and new parents (especially African Americans)	In Progress-April/May	
	Continue efforts to address racism and toxic stress among African American women	In Progress-April/May	
Actions for Executive Committee			
Regularly communicate to NYC staff on what you are seeing, hearing and learning and what gaps you need resolved ASAP to improve maternal and infant health outcomes, especially for babies			
Advocate ODM, ODH or local public health departments for the above noted key issues			
Assist in securing new funding to activate above			
Continue to refer expectant and new parents who could benefit from home visiting and community-based programs by calling Bright Beginnings: at (216) 930-3322 or (440) 389-3322 or online			
Listen to Radio for NYC's spots and use your networks and websites to share our video.			
Please link the NYC website to your website: www.FirstYearCleveland.org			
Follow NYC on social media (Facebook, Instagram, Twitter and LinkedIn) and engage with us			
2020 Operations			
Revise FYC budget to get as many funding resources to meet the highest priority basic needs and info to Pregnant and New Parents Using an Equity Lens			
Weekly communications to current funded Action Teams to Learn From and Activate New Solutions			
Realign staff assignments to meet the high priority needs noted above			