Mobilization Strategy

Goal: By the end of 2020, Cuyahoga County’s 2015 infant mortality rate (IMR) of 10.5 will decrease to a 6.0 IMR by mobilizing the community through partnerships and a unified strategy centered on reducing racial disparities, addressing extreme prematurity and eliminating sleep-related infant deaths.

2017-2020 FYC Priorities

FYC Collective Impact 2020 Goal
By the end of 2020, Cuyahoga County’s 2015 infant mortality rate (IMR) of 10.5 will decrease to a 6.0 IMR by mobilizing the community through partnerships and a unified strategy centered on reducing racial disparities, addressing extreme prematurity and eliminating sleep-related infant deaths.

FYC Action Team Leaders
FYC Executive Committee
FYC Community Action Council
FYC Engagement and Public Policy Committee
FYC Communications Committee

FYC Action Team 1: Execute an awareness campaign and employee training campaign to address biases in the workplace that are negatively impacting maternal and child health outcomes (include leaders and Diversity and Inclusion Officers from health, education, employment, housing and public safety).

Margaret Larkins-Petitpierre, University Hospitals, Adrienne M. Crawford Fletcher, CHWIP, and, Jasmin Santana, Cleveland City Council. Funded: $307,017

FYC Action Team 2: Gain a further understanding from African American families that have experienced a loss.

Sabra Roberts and Tracy Carter Funded: $450,000

FYC Action Team 3: Lead research efforts to better understand the roles race and maternal stress play in infant deaths.

Angela Real Barnett, Kent State University, and Christina Farmer, Birthing Beautiful Communities. Funded: $30,000

FYC Action Team 4: Coordinate an integrated equity model with housing, education, research, health care, and public sector leaders to address the link between structural racism and infant deaths. Determine what must be done to eliminate barriers resulting from these economic and social conditions.

Dr. Arthur James, Infant & Maternal Health Expert; and Margaret Mitchell, YWCA Greater Cleveland. Funding: $780,000

FYC Action Team 5: Collect data and launch Learning Circles with local birth hospitals and researchers/experts to identify and resolve issues contributing to infant deaths.

Rita Horwitz, Better Health Partnership Funded: $481,310

FYC Action Team 6: Partner with Maternal and Child Health (MCH) and social service providers to identify opportunities for enhanced service delivery and engagement with MCH population. Engage Cuyahoga County families in the development and implementation of community-driven strategies to improve birth outcomes for women at highest risk for infant death. Educate and engage families to improve maternal and child health outcomes through the provision of evidence-based programs and interventions such as but not limited to CenteringPregnancy®, 1TP, and reproductive health services.

Melissa Federman, Center for Community Solutions, and Lisa Holloway, March of Dimes Funded: $94,000

FYC Action Team 7: Increase the number of expectant mothers being served in a CenteringPregnancy® Model.

Celina Cunan and Alison Tomicak, Cuyahoga County CenteringPregnancy® Coalition DOD 2017-2021 $1.0M

FYC Action Team 8: Address social determinants impacting expectant parents by serving over 4,000 pregnant mothers annually with results-driven interventions that address housing insecurity, employment, education, nutritional needs, and early access to prenatal care and postnatal care.

Faith-based entities, nonprofits, prenatal care providers, Invest in Children, Bright Beginnings, ODH and ODM DOD 2017-2021 $1.0M

FYC Action Team 9: Model the MetroHealth employee sleep ambassador program throughout the county. Hire parents and grandparents that have experienced a sleep-related loss to drive the messaging campaign and lead training. Work in partnership with faith-based organizations.

Rita Andoisten, The Metlife Health System; KeyBank Leadership; K. Michael Benz Funded: $470,000

FYC Action Team 10: Promote use of free State of Ohio Quit Line and Support Tobacco2, an effort to limit tobacco sales to persons age 21 and above.

Terry Allan, Cuyahoga County Board of Health Funded: $90,000

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