

GROWING HEALTHY READERS

Support for Sponsoring Coalitions
To Strengthen Health and Learning

WEBINAR #2 | HEALTH | SEPTEMBER 13, 2012

Webinar Schedule

Implementation and Support Team Webinars

- Driving with Data
First Wednesday, 1 PM ET
- Finance & Sustainability
Second Wednesday, 1 PM ET
- Campaign Leadership
Third Wednesday, 1 PM ET
- Constituency Engagement (formerly
Building Bigger Tents)
Fourth Wednesday, 1 PM ET

Note: There is some alteration in this
schedule to accommodate for winter holidays.

**Webinar
Schedule**

**Learning and Action Collaborative (LAC)
Webinars**

- School Readiness
First Thursdays, 1 PM ET
- School Attendance
Approximately Second Tuesdays, 1 PM ET
- Child Health
Second Thursdays, 1 PM ET
- Summer Learning
Third Thursday, 1 PM ET
- Parent & Family Engagement
Fourth Thursday, 1 PM ET

Note: There is some alteration in this schedule to accommodate for winter holidays.

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Agenda

- 1:05 – 1:10pm: Campaign Emphasis on Integrating Health and Learning – Ron Fairchild
- 1:10 – 1:20pm: Overview of the Healthy Children Project – Jeanne Jehl
- 1:20-1:45pm: Featured Community – Baltimore City Reading for Health – Rebecca Dineen, Gena O’Keefe
- 1:45 - Discussion

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Objectives

- Be able to articulate the rationale for incorporating work that connects health to learning in the Campaign for Grade-Level Reading Network Communities' CSAPs
- Understand the critical issues that impact a healthy pregnancy and birth
- Learn about an innovative model led by the Baltimore City Health Department for engaging maternal-child health providers in promoting children's healthy development and literacy

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Webinar Faculty

- Jeanne Jehl, Senior Consultant, The Campaign for Grade-Level Reading
- Becky Miles-Polka, MS, CNM, Site Liaison, Smarter Learning and Senior Consultant, The Campaign for Grade-Level Reading
- Rebecca Dineen, MS, Assistant Commissioner Maternal and Infant Care, Baltimore City Health Department
- Gena O'Keefe, MD, Senior Associate Annie E. Casey Foundation, Director of Healthy Community Initiatives, Family League of Baltimore

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Why Does Health Matter for Grade-Level Reading?

- All elements of children’s development—cognitive, verbal, social-emotional, and physical—are connected, and all are connected to learning.
- Children from low-income families experience disparities in health and health care.
- By addressing health related factors, Sponsoring Coalitions can significantly advance the work on the CSAP pillars: school readiness, school attendance and summer learning.

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How will the Campaign focus on the connection between health and learning?

In 2012-2013, the Healthy Children Project Team will:

- Develop a Starter Kit of information for Sponsoring Coalitions
- Support planning in communities with webinars
- Identify health-related strategies to help Sponsoring Coalitions achieve goals in the three GLR pillars: school readiness, school attendance and summer learning.
- Highlight the work of GLR Network communities

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Webinar Schedule

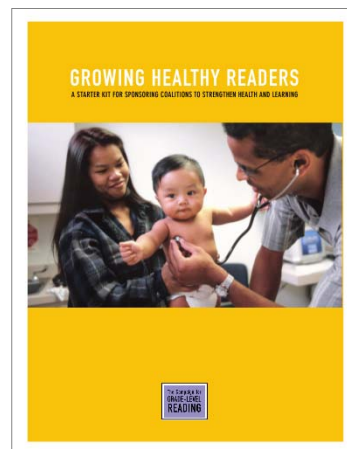
Each webinar will focus on one of the developmental milestones with expert content and a GLR Communities Network approach:

- Born Healthy – September 13
- Thriving at Three – October 11
- Ready at Five – November 8
- Present and Engaged in the Early Grades – December 13

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Growing Healthy Readers Starter Kit

- Introduction
- Getting Started
- The Role of Families
- Developmental Milestones
- Strategies
- Community Solutions
- Resources



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Getting Started

- Identify a subgroup of the CSAP team who have an interest in children's health.
- Scan to understand what other work is going on to address children's health.
- Begin to gather information to understand how health issues affect children.
- Convene a group of people in the community who are knowledgeable about children's health.
- Discuss the findings with members of the team. What priorities make sense?
- Determine whether there are actions the team could take now to strengthen children's health and learning.
- Begin planning in 2012 for implementation in 2013 to address the priority areas in the community

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Our Vision:

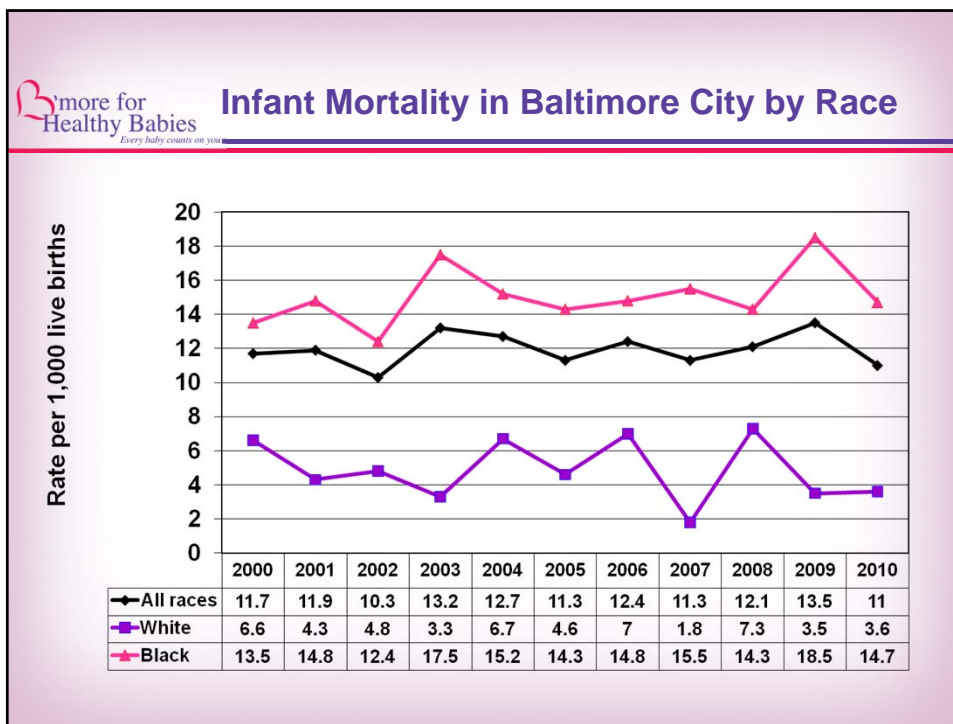
That all of Baltimore's babies are born healthy weight, full-term, and ready to thrive in healthy families.




Background

Baltimore City:

- Highest rate of infant death in Maryland
- Nationally ranked among the worse
- Significant decrease in 2011 rate - 93 infants died compared to 128 in 2009
- Significant disparity
 - African American: 14.5 per 1,000
 - White: 3.1 per 1,000



- more for Healthy Babies**
Every baby counts on you
- ### BHB Objectives
- Reductions in the following:
- **Rate of pre-term births by at least 10% (283 fewer pre-term babies)**
 - **Rate of low birth weight infants by at least 10% (259 fewer low birth weight babies)**
 - **Number of deaths from unsafe sleep by at least 30% (12 infants)**



Factors Affecting Birth Outcomes

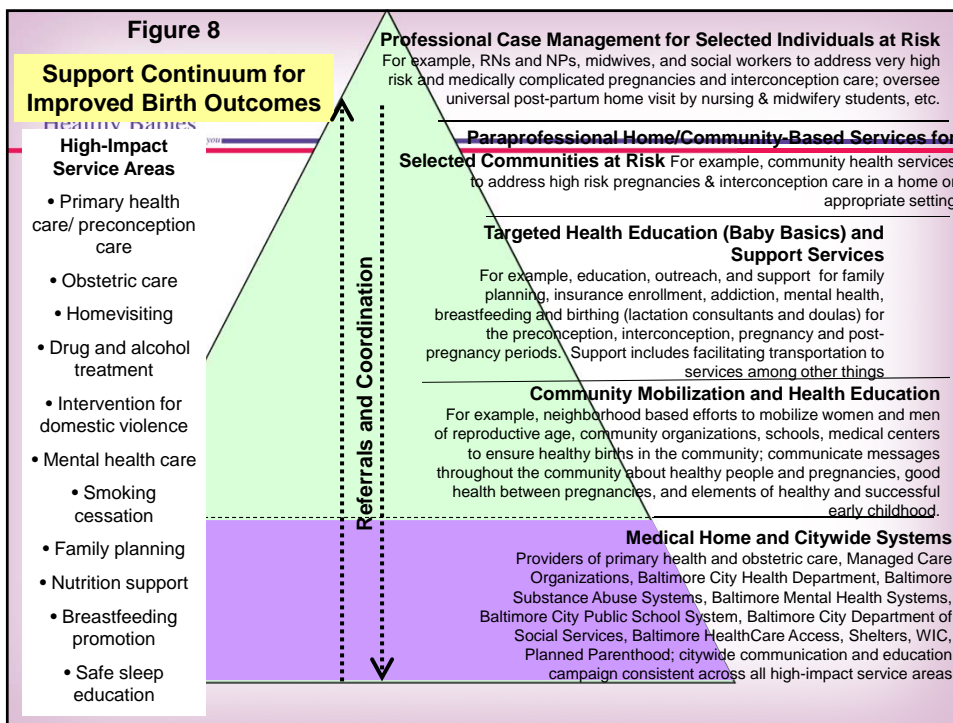
- Health of the mother and father before conception
- Medical and social support during pregnancy
- Access to critical knowledge and services after birth

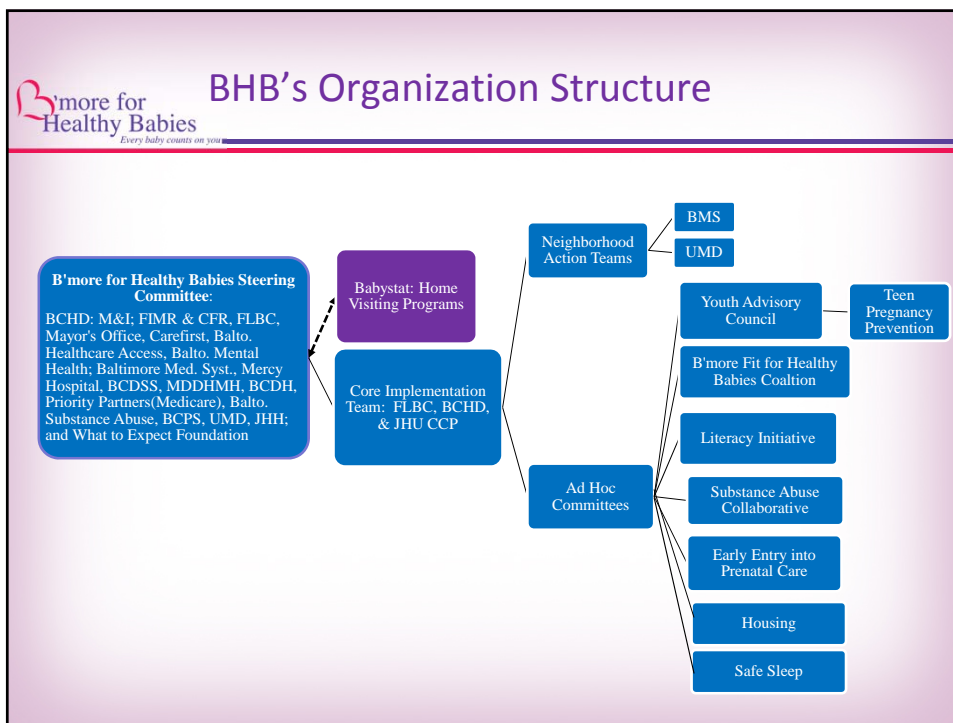
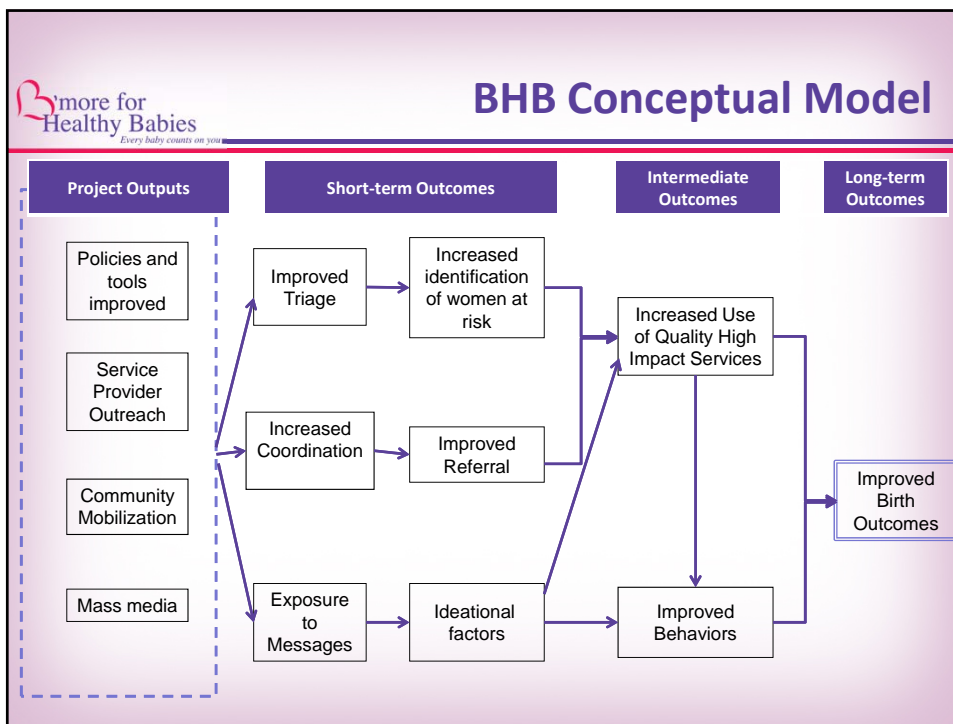
Stage	Pre-Pregnancy	Pregnancy	Post-Pregnancy
Care	Preconception	Prenatal & Obstetric	Postpartum & Neonatal
Modifiable Determinants of Adverse Outcomes	Smoking Substance abuse Poor nutrition/obesity Psychosocial stress Domestic violence Infection/ Sexually Transmitted Infections Underlying Chronic Illness Lack of Health Insurance Coverage		
Underlying Determinants of Poor Reproductive Health	Poverty Environmental exposures Poor housing Racism Genetic factors		
Interventions Specific to Stages	<ul style="list-style-type: none"> • Planned pregnancies: <ul style="list-style-type: none"> - Wanted & timed - Spaced • Good nutrition <ul style="list-style-type: none"> - Adequate folate • High quality primary care • STD treatment 	<ul style="list-style-type: none"> • High quality prenatal care • Access to high-risk obstetrics • Home visiting for high-risk pregnancies 	<ul style="list-style-type: none"> • Breastfeeding • Safe sleep • Adequate nutrition • Immunizations

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High-Impact Service Areas


Primary health care in a medical home	Mental Health
Obstetric care	Smoking cessation
Home visiting	Family planning
Treatment for Alcohol and other drugs	Nutrition support
Domestic violence Interventions	Breastfeeding promotion
Safe Sleep Education	








What's the Situation?


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- Only 68% of Baltimore Residents are high school graduates
- Less than 50% of home visiting clients have completed high school
- Only 67% of Baltimore City Kindergarteners are ready for school
- Only 56% are fully ready in the Language and Literacy domain



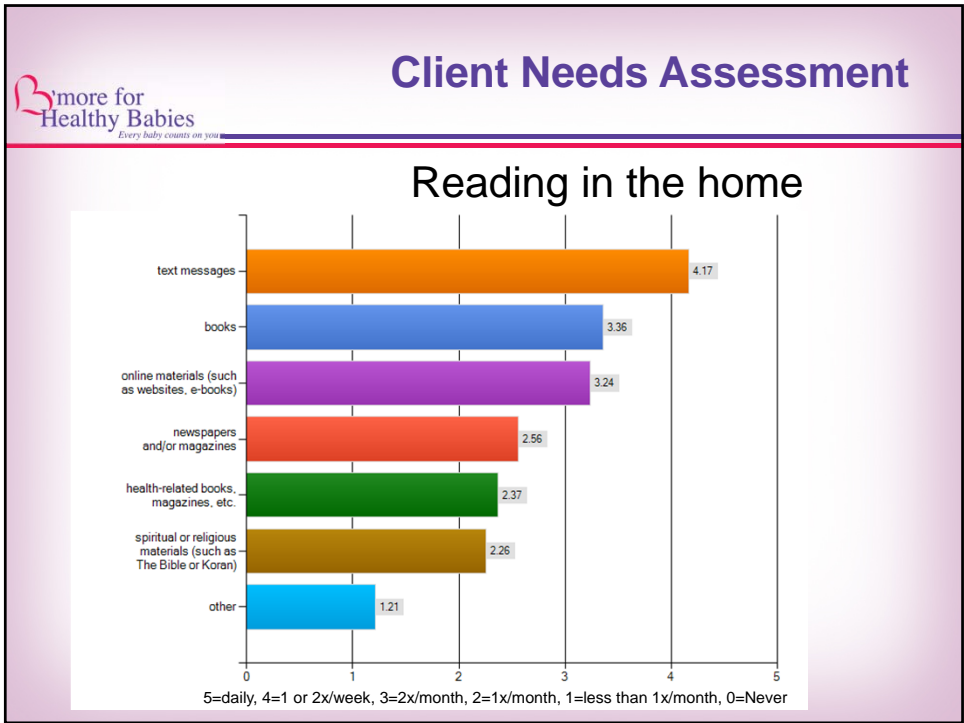
Partners

- **Initiative Partners:**
 - Enoch Pratt Free Library
 - Baltimore Reads, Inc
 - Carson Research
 - Baltimore City Health Department
- **Funders**
 - Barbara Bush Foundation for Family Literacy (FY12 and FY13)
 - Annie E. Casey FY13



Needs Assessment

- Needs assessment developed by Carson Research in consultation with Reading for Health Coalition
- Implemented in October 2011
- Staff and clients from 11 agencies were surveyed including WIC, BITP, and nine home visiting organizations.
 - 103 - Staff surveys completed
 - 128 - Clients surveys completed




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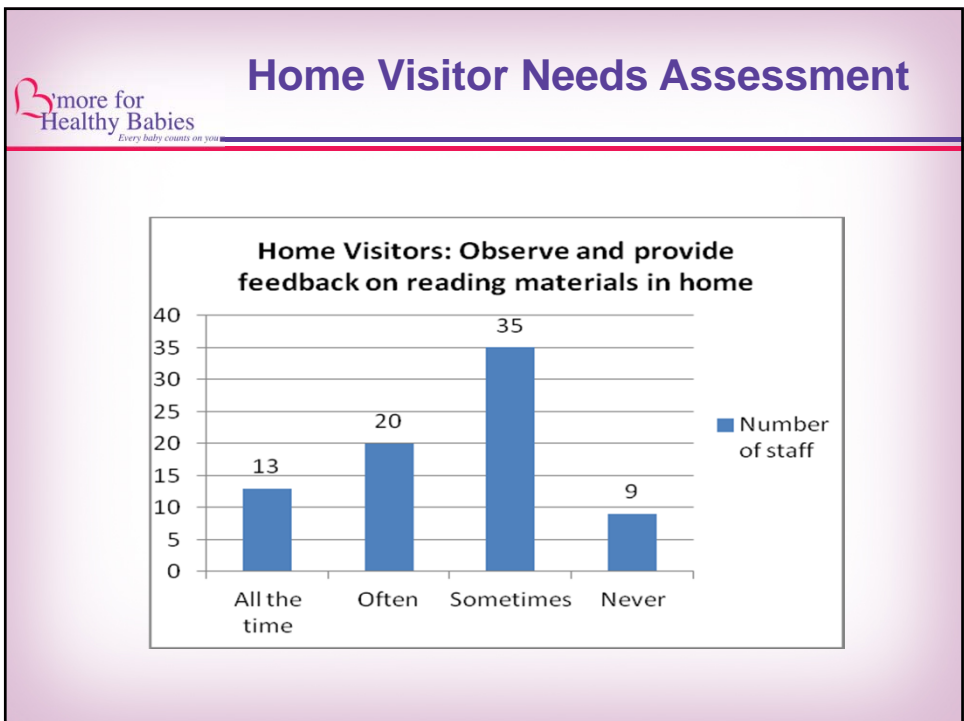
Client Needs Assessment

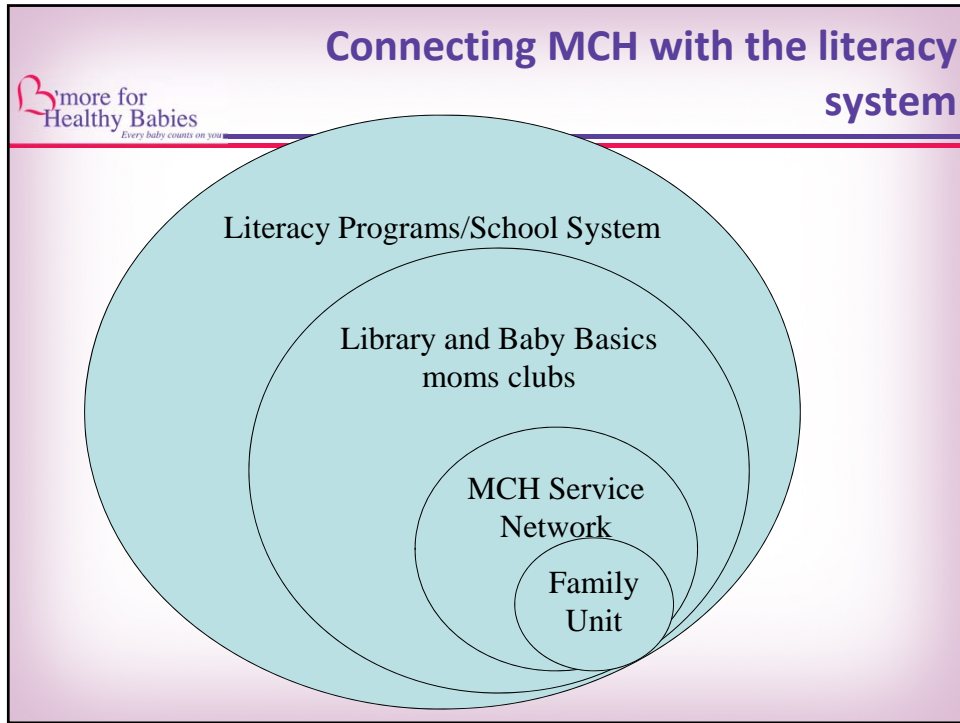
Average number of hours a day television is on	
1-5 hours	46.6%
6-10 hours	16.2 %
11-20 hours	11.4 %
All day	25.7 %

Client Needs Assessment



Since being pregnant...	Never	Less than once a month	Once a month	Twice a month	Once or twice a week	Daily
Looked up information about pregnancy or child's development in the Baby Basics book	14.0	9.7	5.4	10.8	28.0	32.3
Looked up information about pregnancy or child's development in book other than Baby Basics	20.4	9.7	2.2	14.0	21.5	32.3
Used Baby Basics planner	34.1	11.0	11.0	14.3	15.4	14.3
Used information from text4baby	73.7	3.2	4.2	6.3	6.3	6.3





B'more Literacy Continuum

B'more for Healthy Babies
Every baby counts on you

	Capacity	Adult/Caregiver Health Literacy	PreNatal/ Neonatal	1 month - 2yrs	3-5yrs	Kindergarten	1st-3rd grade
Home visiting	~ 850 families	Baby Basics	Baby Basics NFP/Partners	Baby Basics NFP/Partners			
Women, Infants and Children (WIC)	~19000	Baby Basics Quarterly nutritional literacy trainings	Baby Basics Quarterly nutritional literacy trainings	Baby Basics Quarterly nutritional literacy trainings	Quarterly nutritional literacy trainings	Quarterly nutritional literacy trainings	
Judy Centers/Family Support Centers	1986 families	Adult Education	School Readiness	School Readiness	School Readiness	School Readiness	
Early Head Start/Head Start	3400 (HS) 184 (EHS)	Parent Education	Parent Education	School readiness	School readiness		
Baltimore infants and Toddlers (BITP)	1838 children			Mother Goose, Steps	Mother Goose, Steps MITP		
Baltimore School System				Judy Center literacy activities	National Grade Level Reading Initiative MITP literacy activities	National Grade Level Reading Initiative Raising a Reader (in development)	National Grade Level Reading Initiative Raising a Reader (in development)
Libraries	53,600 children	Mother Goose Baby Steps	Mother Goose Baby Steps	Mother Goose Baby Steps/Toddler Jumps	Preschool Leaps		
Baltimore Reads	488 adults	Literacy and GED prep	Book Bank/Exchange	Book Bank/Exchange	Book Bank/Exchange	Book Bank/Exchange	Book Bank/Exchange
Other BHB Prog Community (UD)	45 adults	B'more Fit Clubs Mom's Club	Mom's Clubs	Mom's Clubs			
Medical Providers		Baby Basics	Baby Basics	Reach out and Read	Reach out and Read		




Vision and Strategy

- Vision: Baltimore families reading today will bring a better, healthier tomorrow
- Strategy: Multi-level integration of family literacy into Baltimore City early childhood programs and curricula
- Goal: Bring literacy into the home of every high risk family with whom the city works



Intervention Areas


- Policy: Align/adapt standard of care in current programs to include literacy work that is also tied to national grade-level coalition work
- Services: Integrate literacy activities into existing services and strengthen current early literacy curriculum and referral network



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Intervention Areas


- Communities: Leverage local resources to engage communities in literacy promotion
- Families and Individuals: Families and individuals use early literacy education and are connected to library resources



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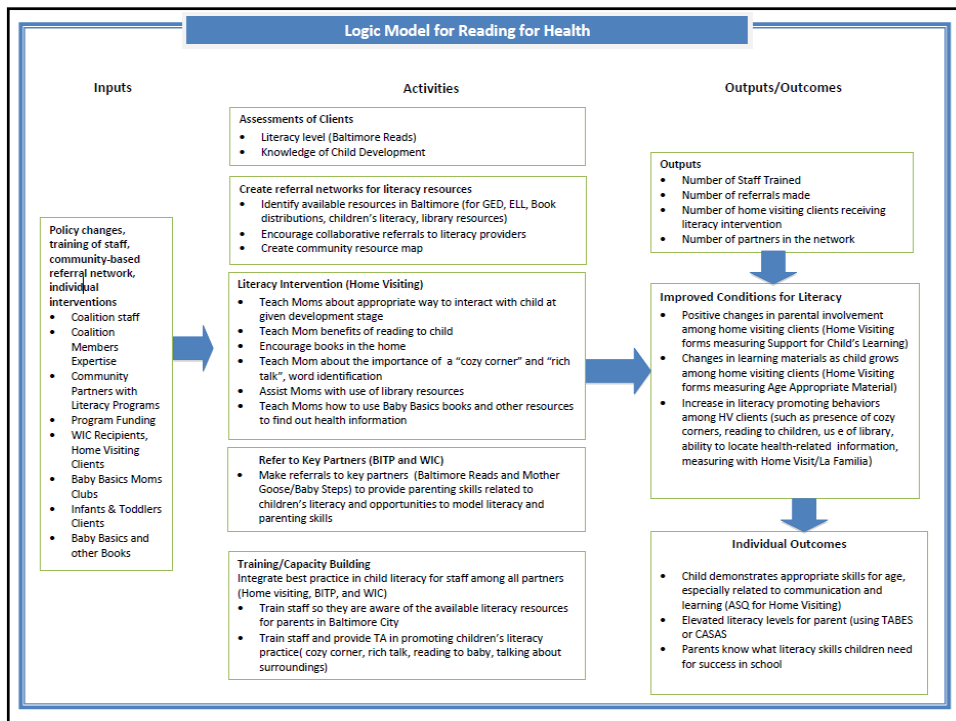
Target Audience

- Staff and clients in the city's programs for high risk pregnant women and infants:
 - Home Visiting
 - WIC
 - BITP
- High risk includes families with low incomes at risk for poor health, social, and economic outcomes



Program Highlights

- Standardized use of ASQ and adult screening
- Expanded referral system for health, social services, and family literacy agencies
- Training and coaching staff in Mother Goose Baby Steps
- Seamless goal planning for families who use both center-based and home-based programs
- Expanded network of Baby Basics moms clubs
- Create literacy friendly environments at all WIC and BITP sites





Q and A

Stephanie S. Regenold, MD, MPH,
Senior Advisor, Babies Born Healthy Initiative
Bureau of Maternal & Child Health, Baltimore
City Health Department

Taj Carson, Ph.D. President, Carson Research
Consulting, Inc.



**Mark Your
Calendar!**

- Upcoming Growing Healthy Readers webinars:
 - Thurs., Oct. 11 at 1-2 p.m. ET—Thriving at Three
 - Thurs., Nov. 8 at 1-2 p.m. ET—Ready by Five
 - Thurs., Dec. 13 at 1-2 p.m. ET—Present and Engaged at Eight