What we don't know is killing us:
how better data will help solve infant mortality

Where we are today
Local numbers are 2010-2014

5.98   7.5   9.5

Deaths per 1,000 live births

Source: US is 2012 CDC data; Ohio is 2012 CDC data; County is 2010-2014 vital records data compiled by Hamilton County Public Health and confirmed with Cincinnati Health Department.

cradle cincinnati
every baby, every day

Why?

cradle cincinnati
every baby, every day

We NEED better data

- What we don't know is killing us
  - We are program rich and systems poor.
  - We sometimes have the data to improve programs, we don't have the data to improve systems.
- Social service agencies use different measures and data systems keeping us from knowing where gaps are and what is working the best.
- Despite our common agenda, we don't have a way to measure standard implementation.
- An aversion to data can cause our community to work *tirelessly* on the wrong stuff.

cradle cincinnati
every baby, every day

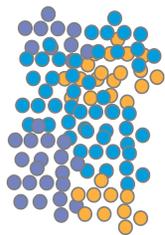## 7 steps for using data to build strategic solutions

- Develop a focused common agenda
- Gather and regularly report on as much data as is available
- Create a culture around data
- Understand the complexity of the system
- Understand the size of the gaps
- Use continuous improvement methods to improve in partnership
- Unite around a true shared system of data

cradle cincinnati
every baby, every day

1) Develop a common agenda

cradle cincinnati
every baby, every day

Focus

Where we start....

Then...

Then.

cradle cincinnati
every baby, every day

2) Gather and report on as much existing data as possible.

cradle cincinnati
every baby, every day

Annual Report

Why do we have such a high number of infant deaths in Cincinnati? Our report tracks the impact of more than 20 measures of pregnancy health and infant health.

Download Report

Monthly Report

We partner with Hamilton County Public Health to report monthly on our county's infant mortality rate.

Download Report

cradle cincinnati
every baby, every day

---

3) Create a culture around data

cradle cincinnati
every baby, every day

Provisional Data: Jan-April 2015

XXXX January –April births in 2015

Compared to XXXX average in 2010-2014

Preterm   XXX% (<37 weeks)   XX% (<32)   XX% (<23)
baseline = 13.7%   baseline = 2.9%   baseline = 0.4%

XXX% had very short **spacing (<12 months)**   XX% had short **spacing (<18 months)**
Baseline = 19.5%   Baseline = 34.3%

XXX% of moms reported **smoking** during 2nd and 3rd trimester of pregnancy.
Baseline = 11.6%

0-X sleep-related deaths

*Source: ODH Vital Statistics, Fetal and Infant Mortality Review; baseline = 2009-2013

4) Understand the complexity of the system

Providers of Medicaid Prenatal Care

- Resident Clinics at TriHealth
- Center for Women's Health at UCMC
- Health Beginnings sites (6)
- Cincinnati Health Dept Clinics (5)
- Mercy Health Clinics
- Health Care Connection (3)
- Win Med (2)
- Crossroads Health Center
- Private doctors accepting Medicaid
- Christ Hospital Family Medicine
- Health Source of Ohio Anderson OB/Gyn

cradle cincinnati
every baby, every day

Providers of Social Support Services

- Beech Acres Parenting Center
- Children's Home
- YWCA – Eastern Ave
- LifePoint Solutions
- Every Child Succeeds
- Santa Maria Community Services
- Services to Adults and Youth
- YWCA - Downtown

- Health Care Access Now
- Healthy Moms and Babes
- Cincinnati Health Department
- TriHealth Outreach Ministries

- Community Action Agency
- First Step Home

cradle cincinnati
every baby, every day

5) Understand the size of the gaps

cradle cincinnati
every baby, every day

Prenatal care inadequacy

44% of moms on Medicaid are not receiving adequate prenatal care (compared to 13% of privately insured moms)

8% of moms in Hamilton County either don't access prenatal care at all or access it in the 3rd trimester. (2.5X worse than National Average)

*Maternal and Infant Health Assessment Chartbook Hamilton County, Ohio 2007-2009 using the Kotelchuck Adequacy Index

*2012 March of Dimes Peristats

cradle cincinnati
every baby, every day

Social service shortage

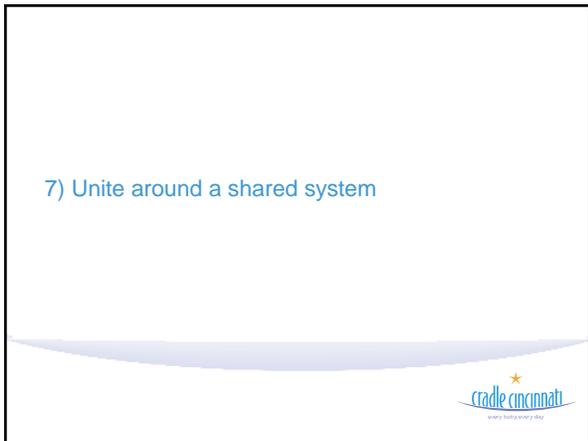**79%** of moms on Medicaid are not being served by the social support services that we know can make a difference.

Cradle Cincinnati analysis of agency data: number of women reached prenatally in 2013 who were touched a minimum of two times by the agency.
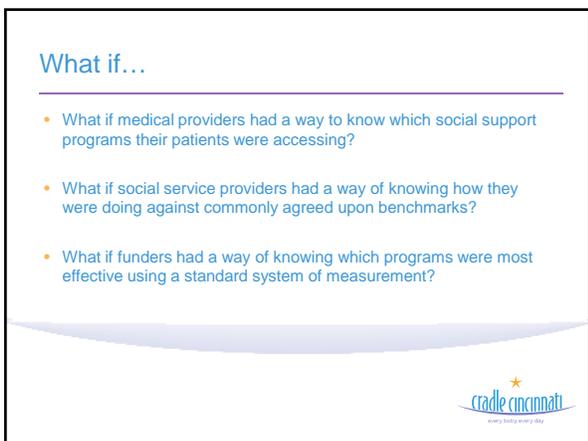
cradle cincinnati
every baby, every day

---

6) Use continuous improvement methods to improve in partnership.

cradle cincinnati
every baby, every day

cradle cincinnati

LEARNING
COLLABORATIVE

cradle cincinnati
every baby, every day

---

7) Unite around a shared system

cradle cincinnati
every baby, every day

What if…

- What if medical providers had a way to know which social support programs their patients were accessing?

- What if social service providers had a way of knowing how they were doing against commonly agreed upon benchmarks?

- What if funders had a way of knowing which programs were most effective using a standard system of measurement?

cradle cincinnati
every baby, every day

Example: Strategies to End Homelessness

- 101 programs that serve the homeless in Cincinnati have united around a single system of data called VESTA.
- Allows for the best ever understanding of the size and needs of our homeless population.
- Allows for "no wrong door" where a homeless individual can enter the system in any way and every agency in the system will no their status.

cradle cincinnati
every baby.every day.