

WHAT

Ohio, We Need Your Help Too Many of Our Babies Are Dying

1,000 babies
die each year
before age one



African American
babies die at
nearly **3X** the
rate of white babies



#1 cause of
baby deaths
is babies born
too soon



Our Babies Count is a public awareness movement to support healthy pregnancies and to support the local programs working across the state to help reduce baby deaths.

WHO

Buckeye Health Plan, CareSource, Molina Healthcare, Paramount Advantage, UnitedHealthcare Community Plan, the Ohio Department of Medicaid, Black Doctors Ohio, and the Ohio Chapter of the American Academy of Pediatrics are launching the “Our Babies Count” public education campaign to encourage pregnancy care for all women. **Because we know that going to the doctor early and regularly can help keep babies from being born too soon.**

WHY

One baby lost is one too many. In addition to lower chance of survival, babies born too soon are also at risk for poor health later in life due to mental illness, obesity and asthma. They may also have a harder time in school and be unable to work when they grow up.

Reducing infant deaths will save families from heartache and save us millions of dollars in healthcare costs.

HOW TO HELP

ORGANIZATIONS

- Visit OurBabiesCount.org for campaign materials to spread the word
 - Order FREE information cards, magnets and stickers.
 - Co-branding is available for Information Cards
 - Access campaign video, fact sheet, e-article, press release, web ad, social media graphics, printable flier, more
- Promote Our Babies Count in your efforts and materials
- Like & follow “Our Babies Count” on [Facebook](#), [Instagram](#) and [Twitter](#)

INDIVIDUALS

- Volunteer with local programs to reduce baby deaths in Ohio (see other side)
- Like & follow “Our Babies Count” on [Facebook](#), [Instagram](#) and [Twitter](#)
- Use [#ourbabiescount](#) to share personal experiences, support pregnant women and send messages of encouragement
- Visit OurBabiesCount.org for pregnancy tips and blog posts by health professionals, real moms and moms-to-be
- Share OurBabiesCount.org with the moms and dads-to-be in your life

HOW TO CONNECT

OurBabiesCount.org

[#ourbabiescount](https://www.instagram.com/ourbabiescount)



Connect with Local Initiatives to Reduce Infant Mortality

Akron (Summit County)

Akron Summit Community Action Pathways Hub – Helps at-risk women and families gain better access to medical care and quality social services to reduce African-American infant deaths.

» **Aimee Budnik, 330-572-8291, abudnik@ascainc.org**

Fame Fathers – Promotes responsible, committed, and involved fathers. Partners include local organizations and agencies to ensure fathers play an active role in the community's fight against infant mortality.

» **Pastor Eugene Norris, 330-873-9794**
norris1477@gmail.com

Mt. Calvary Baptist Church/Minority Behavioral Health Group – Works with community members to share information on infant mortality and to develop parent/grandparent groups.

» **Pastor Jeffery Dennis, 330-807-1459**
agapejad@yahoo.com

Project Ujima/Summa – Offers weekly wellness circles for expectant and new parents in high-risk neighborhoods to help them receive health assessments and share education and support in a group environment.

» **Marlo Schmidt, 234-312-5261**
schmidtm@summahealth.org

Butler County

Butler County Partnership to Reduce Infant Mortality (PRIM) – Offers smoking cessation, CenteringPregnancy, safe sleep, breast feeding support, teen pregnancy reduction, father involvement and faith-based support programs.

» **Jenny Bailer, 513-887-5251, bailerj@butlercountyohio.org**

Canton (Stark County)

Canton-Stark County THRIVE Coalition – Works with community partners supporting Centering Pregnancy programs and home visits to pregnant women needing assistance. Expands program outreach to promote healthy behaviors, improve access to services and enable fathers to provide their families with financial and emotional support.

» **Dawn Miller, 330-489-3327 or 330-454-5800**
dmiller@cantonhealth.org

Cincinnati (Hamilton County)

Center for Closing the Health Gap – Teaches neighborhood residents to advocate for needed resources for a healthy community to combat issues like infant mortality. Fosters partnerships with local organizations to provide holistic solutions to social barriers.

» **Renee Mahaffey Harris, 513.585.9875**
renee.harris@uchhealth.com

Cradle Cincinnati – Supports 211 hotline for families to call about health and social services and provides special Connections Navigators to help expectant mothers in at-risk areas get prenatal care so babies reach their first birthdays safely.

» **Ryan Adcock, 513-803-1285, ryan.adcock@cchmc.org**

Cleveland (Cuyahoga County)

First Year Cleveland – Works to reduce the region's high infant mortality rate by supporting home visits, group prenatal care and local fatherhood programs through a city-county initiative.

» **Matt Carroll, 216-698-7704, mpcarroll@cuyahogacounty.us**

Columbus (Franklin County)

CelebrateOne – Links women to prenatal care through Step One referral service. Provides ongoing support: pregnancy confirmation, appointment reminders and follow up, and transportation. Creates community-based nutrition and social support groups for pregnant and newly parenting moms in high-priority areas.

» **contact@celebrateone.info**

Kappa Alpha Psi Fraternity Fatherhood Matters – Seeks to change the lack of involved fathers, education, employment and good health habits in the black community.

» **Nathaniel Jordan, 614-515-0329, ndjordan@att.net**

Dayton (Montgomery County)

Think for Two – Helps at-risk women overcome barriers to healthy pregnancies through home visits, Centering Pregnancy programs and no-cost childcare and transportation to medical appointments. Supports local parenting, fatherhood and housing counseling programs.

» **Terra Williams, 937-224-8690, twilliams@phdmc.org**

West Dayton Health Promotion Partnership – Targets younger men whose girlfriends or wives are currently pregnant for man to man support group. Ministry leadership training to help identify at-risk women and men. Promotes programs and services to reduce stressors, promote mental health and overall family well-being.

» **Robbie Brandon, 937-640-1679**
rbrandon@sunlightvillage.org

Toledo (Lucas County)

Getting to 1: Community Challenge to End Infant Mortality

– Serves preconception, prenatal, and interconception women and their children ages 0-24 months in identified hot spot zip codes, screens women for infant mortality risk factors and refers to the HUB for clinical/community linkages addressing social determinants of health, and increases cultural competency and grassroots engagement to create an environment that promotes health.

» **Julie McKinnon, 419-842-0800, jmckinnon@hcno.org**

Kappa Alpha Psi Fraternity Fatherhood Matters – Same as Columbus listing.

Youngstown (Mahoning County)

MY Baby's 1st Infant Mortality Prevention Coalition – Offers care coordination agency services and transportation to medical appointments and childcare locations for pregnant and parenting women and children. Plus, moms support groups, safe sleep training, and CenteringPregnancy program sessions.

» **Pat Sweeney, 330-270-2855**
psweeney@mahoninghealth.org

Kappa Alpha Psi Fraternity Fatherhood Matters – Same as Columbus listing.