

Community-Driven Approaches to Impacting Maternal Health

National Perinatal Conference | May 4, 2022



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AGENDA

1

Colorado Access Introduction

2


Data Innovation in Program Design

3

Black Birthing Design Challenge

4

Building Community Connection

A modern office environment with glass partitions. In the background, a person is seated at a desk with a laptop. In the foreground, two people are seated at a desk, facing each other in conversation. The office has a clean, bright aesthetic with white desks and chairs. A green diagonal graphic element is on the right side of the image.

Colorado Access *Who Are We?*





**WE'RE A LOCAL, NONPROFIT HEALTH CARE
COMPANY THAT HAS BEEN CARING FOR THE
HEALTH OF COLORADANS SINCE 1995.**

**Our mission is to partner with communities and empower people
through access to quality, equitable, and affordable care.**

We help lead the transformation of Colorado's health care system
by using our leadership and expertise in health plan operations, integrated
health care delivery, and population health management.

MORE ABOUT US

We live and work in the communities in which our members and providers live and work.
We continue to be a long-term, medium-sized employer in Aurora.

Our employees have diverse backgrounds and work experience.

SERVING MORE THAN 490,000 MEDICAID & 34,000 CHP+ MEMBERS



180+ DIRECT MEMBER-FACING & 25+ DIRECT PROVIDER-FACING EMPLOYEES

Our culture is inclusive, and our staff is diverse, with many people coming from a range of backgrounds.
Our employees speak a variety of languages, including Spanish, Amharic, and Russian.

In Colorado, more and more people are speaking another language than English at home, and our membership is no different.



2020 PREGNANCY REGISTRY: MEMBER DEMOGRAPHICS



RACE AND ETHNICITY	PERCENT
Hispanic or Latino and White or Caucasian	29.8%
White or Caucasian	28.9%
Black or African American	15.8%
Hispanic or Latino	11.0%

Average
Age **27**

12.7% (1,078 of 8,465)
of members are
in the high-risk
pregnancy age.*

*High-risk age is defined
as younger than
18 and older than 35

2021 PREGNANCY REGISTRY

AVERAGE AGE: 27

13% of members are in the high-risk pregnancy age

High-Risk Pregnancy Scoring

1

Past medical
history score

2

Behavioral
health score

3

High-risk
pregnancy age

4

Substance use
disorder score

5

High-risk
pregnancy score

=

Added together, these make
up the total high-risk score.



Black Birthing Health



WHY BLACK BIRTHING HEALTH?

The Problem

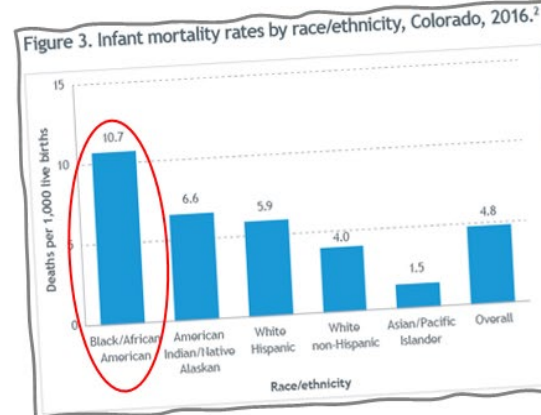
Infant Mortality and Pre-term Births

Nationally, African American women experience four times higher rates of infant mortality and pre-term deaths (compared to whites) as reported by the Henry K. Kaiser Foundation (2016). Infant Mortality Rates by Race and Ethnicity. Specifically, in Colorado rates for Non-Hispanic Black are almost three times higher than rates for Non-Hispanic White.¹ (See table below).

Location	Non-Hispanic White	Non-Hispanic Black	Hispanic	Other
1. Colorado	4.0	11.7	4.7	NSD

NSD = Not sufficient data. Figure does not meet standard of reliability or precision, based on fewer than 20 deaths in the numerator. Infant Mortality Rate: Number of infant deaths per 1,000 live births based on linked birth and death records from 2016. Infants: Defined as children under one year of age.

Source: Children's Colorado Child Health Advocacy Institute
Dinner Talk Series 1 Summary Report (2019)



Black women are 3 times more likely to die due to pregnancy-related complications. Proposed laws promise improvements.

Federal and state legislation addresses long-standing maternal health care disparities

By Moe Clark · April 14, 2021

Source: coloradonewsline.com (April 2021)



The Moment is Now: Congress Must Take Steps to Address the Black Maternal Health Crisis

Aug 17, 2021 · Health Policy Hub · Eva Marie Stahl, Guest Bloggers



LOST MOTHERS

Black Women Disproportionately Suffer Complications of Pregnancy and Childbirth. Let's Talk About It.

We started with 10 women who faced six different maternal complications.

by Adriana Gallardo, Dec. 8, 2017, 8 a.m. EST



2021 Black Maternal Health Week: New Opportunities to Take Action!

Apr 13, 2021 · Health Policy Hub · Rachel Rosales



BLACK BIRTHING HEALTH DESIGN CHALLENGE

PURPOSE

To convene members, community and provider stakeholders around the specific design challenge of Black birthing health to identify new collaborative solutions to fund that address the drastic inequities that exist.

VISION

We want to improve the outcomes for Black birthing health in our community. All birthing persons and their birthing families should feel safe, respected and fully confident in the high quality, culturally responsive care they access and receive.

We are committed to taking small steps toward the big changes needed to repair and shift systematically racist systems, heal with Black birthing families, and reclaim childbirth as a joyful, liberating experience.



WORKSHOP PARTICIPANTS

COA Staff

Community engagement
Health programs
Care management
The office of DE&I
Executive leadership

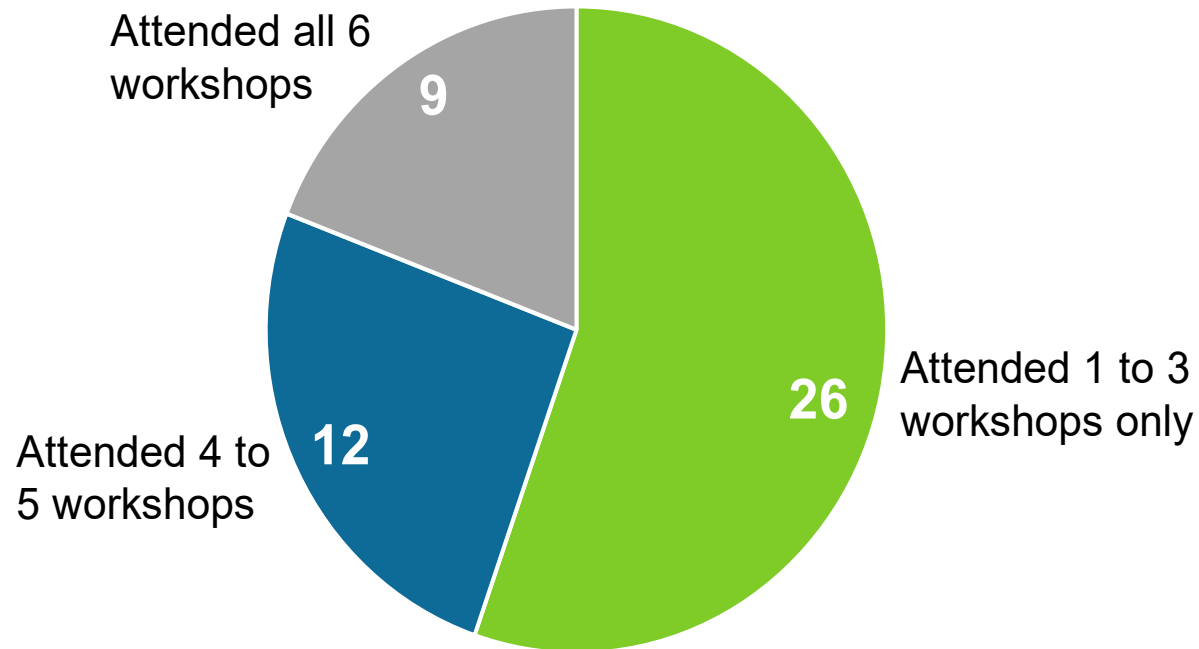
13 Community Members

ACCORDS, U of Colorado
Alice West-Goers Counseling Services
Aptive Resources
Aurora Public Schools
Authentic Mamas Project
The Birth Journey
CDPHE/WIC
Center for African American Health
Centura Family Medicine
Children's Hospital Young Mother's Clinic
Children's Hospital's Children's Health Advocacy
Institute – CO Black Health Initiative
Clayton Early Learning

Colorado Children's Healthcare Access Program
(CCHAP)
Colorado Kids
Colorado Primary Care Clinic
Compound of Compassion
Families Forward Resource Center
FIT & NU, *Revolutionizing Wellness for Women of
Color*
HCPF
Highlands Integrative Pediatrics
Invest in Kids/Nurse-Family Partnership
Kaiser
Mahogany Mothers Circle
Metro DEEP

Sacred Seeds Black Doula Collective
(Soul 2 Soul)
Salud Family Health Center
St Anthony North Family Medicine
Residency Program
STRIDE
Tri County Health Department
UC School of Medicine, Dept of
Psychiatry, Women's Behavioral Health &
Wellness
UC School of Medicine, Adult & Child
Consortium for Health Outcomes
Research & Delivery Science

PARTICIPATION STATISTICS



Attendance breakdown

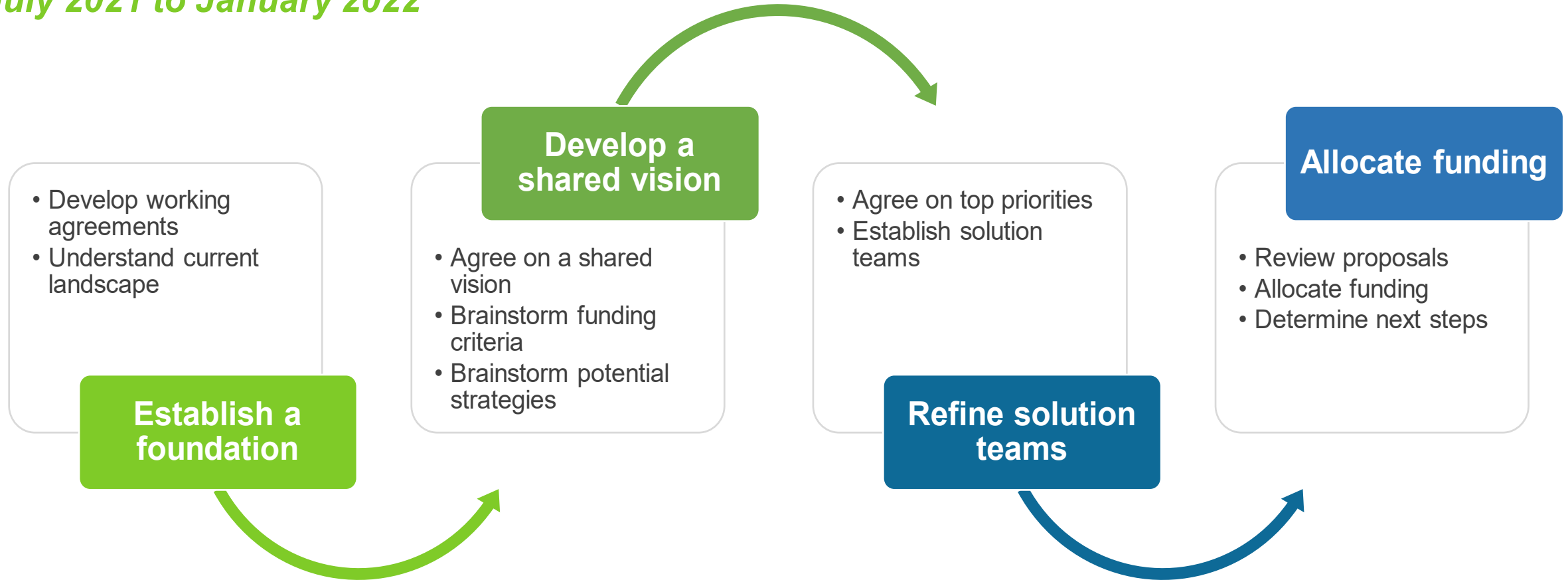
47 participants across all workshops
(entire pie chart)

33 participants (70%) identify as Black

85+% are new relationships for the
community engagement team

OUR PROCESS IN 7 MONTHS

July 2021 to January 2022



OUR PROCESS IN 7 MONTHS

Solution Areas and Strategies



Develop a resource hub/social platform

Create trainings for providers

Expand patient education

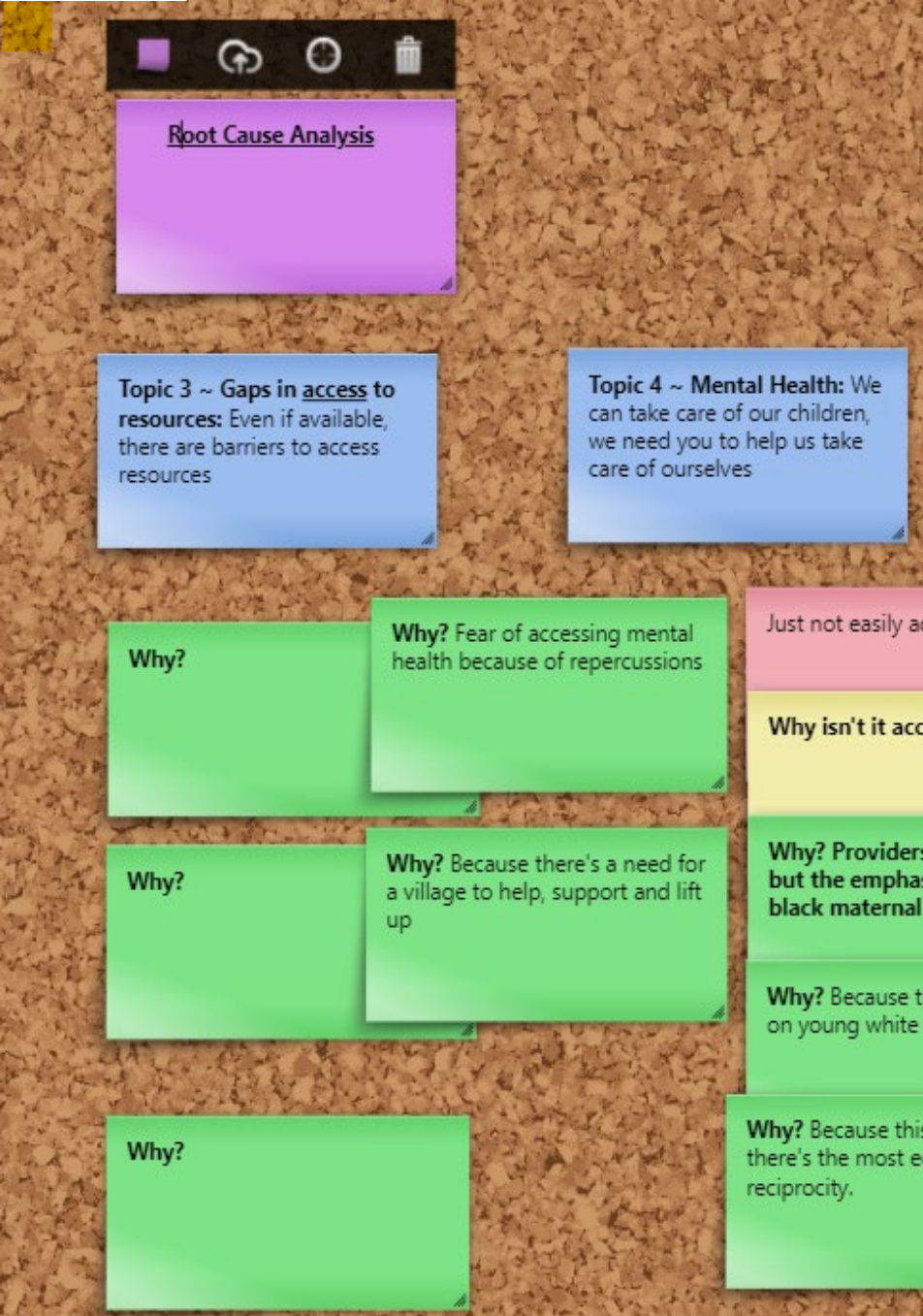


Expand access to Black professional doulas/midwives/birth workers



Address mental health realities and stressors for new families

Establish a large-scale policy agenda; create robust systems of accountability to disrupt systemic racism



PROPOSAL DEVELOPMENT AND FUNDING ALLOCATION

Social Platform / Resource Hub

- Goals / outcomes
- Activities
- Budget

Black Doulas Pilot

- Goals / outcomes
- Activities
- Budget

Mental Health Community Fund

- Goals / outcomes
- Activities
- Budget

FINAL PROJECTS FOR FUNDING

Black Doulas Pilot	Online Community Hub	Mental Health Community Fund
<p>Budget: \$483,000</p> <p>Purpose: Serve 40 Medicaid Black families through the perinatal experience. Study the impacts on health outcomes, cost, and quality.</p> <p>Partners:</p> <ul style="list-style-type: none">• Mama Bird (Doulas)• Stride Community Health Center (three prenatal clinics)• Sacred Seeds Black Doula Collective (consulting, marketing/recruitment)• Adam's Purpose (fiscal sponsor) <p>Solution Team Leadership:</p> <ul style="list-style-type: none">• Dr. Kenya Mitchell <i>Author, Researcher, Consultant</i>• Roberta "Mama Bird" Johnson <i>Mama Bird Maternity Wellness Spa</i>• Marpessa Allen <i>Mahogany Mother's Circle</i>• Shay Jacobs <i>Adam's Purpose</i>	<p>Budget: \$224,000</p> <p>Purpose: Build a hub and social network exclusively for the Black community in Colorado to connect with Black medical professionals, find needed resources, and connect with each other. Market the hub and provide train-the-trainer on how to navigate, update resources, and moderate online groups.</p> <p>Partners:</p> <ul style="list-style-type: none">• Moo Social (platform development)• Denver Delta Inc. (fiscal sponsor)• Community focus groups for design and testing <p>Solution Team Leadership:</p> <ul style="list-style-type: none">• Gloria De Loach <i>Maternal and Infant Health Program Specialist, Public Health Institute at Denver Health</i>	<p>Budget: \$500,000</p> <p>Purpose: Provide grants to community-based organizations looking to serve black birthing individuals and families with mental health supports. Reduce stigma within the Black community and increase accessibility of mental health services.</p> <ul style="list-style-type: none">• RFP process for one-to-two-year awards• Funding decisions made by a steering committee of Design Challenge participants and other experts, grounded in lived experience <p>Solution Team Leadership:</p> <ul style="list-style-type: none">• Kim Brewer <i>Community Advocate, Children's Hospital Colorado, Black Health Initiative</i>• Shakari Lee <i>Stride Community Health Center</i>• Vita Malama <i>The Birth Journey</i>

RELATIONSHIP BUILDING LESSONS LEARNED TO DATE



BLACK DOULAS PILOT LEADERS



THANK YOU

Questions?

