

**2014 Oklahoma Health Improvement Plan (OHIP) Quarterly Report**  
 1st Quarter (July - September); SFY Ending June 30, 2014



**Work Group Name: Children's Health**

**Work Group Goal: Improve Infant Health Outcomes (Lead: Suzanna Dooley)**

Result Objective	Target Completion Date	Actual Completion Date	Accountability (Lead Person(s) Responsible)	Measure	Progress
1. Reduce sleep-related deaths	Ongoing	Same	Lead: Peggy Byerly	Measure:  The percent of infants who are put to sleep on their backs  2008: 64% 2008 PRAMS Data (Baseline) 2009: 64.9% 2009 PRAMS Data 2010: 66.4% 2010 PRAMS Data 2011: 69.9% 2011 PRAMS Data	<ul style="list-style-type: none"> <li>• Finalized Safe Sleep door hangers and the Safe Sleep billboards for use by community-based projects.</li> <li>• Engaged two additional hospitals for a total of 5 of the 9 targeted for Safe Sleep agreements and provision of sleep sacks; focus is on hospitals with the largest numbers of minority births.</li> <li>• Aired "Owner's Manual" TV spot in targeted areas; one of key messages is placing infant on back and in safe sleep environment alone to sleep.</li> <li>• Continued to engage local law enforcement (currently 23 have signed commitments) in the Oklahoma City Metropolitan Statistical Area (MSA) to use the Sudden Unexplained Infant Death Investigation (SUIDI) form in infant death scene investigations; Central Oklahoma Fetal and Infant Mortality Review (FIMR) Project leading this effort. Use of this form will facilitate identification of needed interventions.</li> </ul>

<p>2. Reduce the rate of unintended pregnancy</p>	<p>Ongoing</p>	<p>Same</p>	<p>Lead: Jill Nobles-Botkin</p>	<p>Measure:</p> <p>The percent of women who have an unintended (mistimed or unwanted) pregnancy resulting in a live birth</p> <p>2005: 48.8% PRAMS Data (Baseline)*</p> <p>2008: 50.3% PRAMS Data*</p> <p>2009: 47.7% PRAMS Data*</p> <p>2010: 45.6% PRAMS Data*</p> <p>2011: 46.5% PRAMS Data</p> <p>*Oklahoma births resulting in a live birth were unintended at the time of pregnancy.</p>	<ul style="list-style-type: none"> <li>Revised Missed Contraceptive Fact Sheets to lower literacy level and included pictures to help ensure clients use their contraceptive method effectively; this resource available to county health departments as well as public or private providers.</li> <li>Submitted Oklahoma statewide Title X Family Planning Non-Competing grant application.</li> </ul>
<p>3. Increase the number of women receiving quality (American College of Obstetrics and Gynecology) ACOG preconception care</p>	<p>Ongoing</p>	<p>Same</p>	<p>Lead: Jill Nobles-Botkin</p>	<p>Measure:</p> <p>The percent of women receiving quality preconception care.</p> <p>2011: 25.17% PRAMS Data (Baseline)</p>	<ul style="list-style-type: none"> <li>Printed Women's Health Assessment Tool for use by county health departments as well as public and private providers.</li> <li>Initiated the CoIIN Interconception project through the Oklahoma Health Care Authority on 7/1/13; currently have 23 clients enrolled.</li> <li>Revisited how to measure this objective using PRAMS data; established a new baseline.</li> </ul>

<p>4. Improve identification and early treatment of maternal infections</p>	<p>Ongoing</p>	<p>Same</p>	<p>Lead: Jill Nobles-Botkin</p>	<p>Measure:  The percent of women treated for Gonorrhea or Chlamydia during pregnancy</p> <p>2008: 92.5% 2008 STD MIS Data (Baseline)*  2009: 100% 2009 STD MIS Data*  2010: 100% 2010 STD MIS Data*  2011: 100% 2011 STD MIS Data*</p> <p>*All pregnant women diagnosed with Gonorrhea or Chlamydia.</p>	<p>Completed</p>
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<p>5. Increase the number of mothers receiving (ACOG standards) first trimester prenatal care</p>	<p>Ongoing</p>	<p>Same</p>	<p>Lead: Jill Nobles-Botkin</p>	<p>Measure: The percent of women receiving first trimester prenatal care</p> <p>2005: 75.5% 2005 Oklahoma Vital Records (Baseline)* 2008: 76.5% Oklahoma Vital Records* 2009: 67.2% Oklahoma Vital Records* 2010: 67.4% Oklahoma Vital Records 2011: 66.3% Oklahoma Vital Records 2012: 67.8% Oklahoma Vital Records</p> <p>*Oklahoma births to women initiating prenatal care during the first trimester of pregnancy. <b>NOTE:</b> With the change in the Birth Certificate (BC) revision from 1989 to 2003 as implemented in Oklahoma in April 2009, the BC item has changed from documenting the month of the pregnancy in which prenatal care began to the exact date (mm/dd/yyyy) the prenatal care began. It is felt that the way the item has been restructured with the revision has had some influence in the rate of mothers that have 1<sup>st</sup> trimester prenatal care. The rate has dropped from 76.5% to 67.2%; needing further investigation, currently the thought is the earlier data (pre 2009) is not comparable to present data (post 2009).</p>	<ul style="list-style-type: none"> <li>• Promoted Text4Baby through community-based projects as well as through interactions with clients receiving services in county health departments; requested county health department staff to assist clients with a positive pregnancy test in signing up for Text4Baby while they are still in the clinic (Text4Baby sends messages to individuals enrolled appropriate to their stage of pregnancy. One of the first messages it to connect with a prenatal care provider).</li> <li>• Engaged 22 community-based pharmacies in promoting Text4Baby through provision of pharmacy bags (provided by the Oklahoma Health Care Authority) that provide information on how to sign up for Text4Baby on the outside of the bag; bags also contain resource card from Preparing for a Lifetime as well as information on the tobacco Quit Line.</li> </ul>
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***Specific activities towards objectives completed this quarter:*** County health departments across the state continued to provide leadership for community-based projects with preconception/interconception care and infant safe sleep priority issues of focus. Community members engaged through TV, radio, billboards, baby showers, and other community events.

***Other items to share:*** A new Lead has been identified for Infant Safe Sleep (Peggy Byerly) with the unexpected passing of Julie Dillard.

**Infant Mortality Work Groups and Leads:**

Maternal Care:

Preconception/Interconception: Jill Nobles-Botkin & Daryn Kirkpatrick

Prematurity: Barbara O'Brien & Belinda Rogers

Tobacco: James Allen

Postpartum Depression: Alesha Lilly

Infant Care:

Breastfeeding: Nancy Bacon

Safe Sleep Workgroup: Peggy Byerly

Tobacco: James Allen

Infant Injury Prevention: Lisa Rhoades & Ann Benson

Data: Paul Patrick

Communications: Pamela Williams

Note - Tobacco, Data, and Communications are cross-cutting