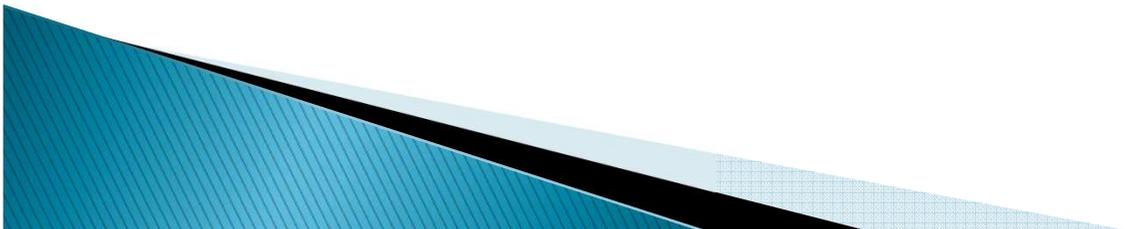


# Preparing for a Lifetime, It's Everyone's Responsibility



# Infant Mortality in Oklahoma

- ▶ In 2013, IMR in Oklahoma was 6.8
- ▶ About 400 infant deaths per year
- ▶ Predominantly rural counties have highest IMR
- ▶ OK and Tulsa counties have highest number of infant deaths
- ▶ Healthy People 2020 IMR target is 6.0

# Racial Disparities in Infant Mortality

- ▶ Infant Mortality Rate by race 2011–2013
  - African American – 15.4
  - American Indian/Alaska Native – 8.1
  - Asian/Pacific Islander – 5.9
  - White – 6.1
  - Hispanic – 7.3\*

\*Persons of Hispanic origin can be of any race and are mutually exclusive from the other race categories.

# Causes of Infant Death

The leading causes of infant death in Oklahoma:

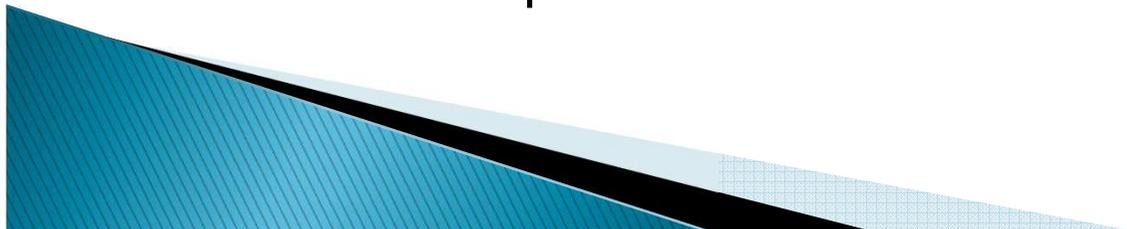
- ▶ Congenital malformations
- ▶ Short gestation and disorders related to low birth weight
- ▶ Sudden Infant Death Syndrome (SIDS)

# Response

- ▶ OSDH Commissioner's Action Team
- ▶ External Partnerships
- ▶ Oklahoma Health Improvement Plan
- ▶ Targeted Interventions

# Preparing for a Lifetime Partners

Coalition of Oklahoma Breastfeeding Advocates  
Community Health Centers, Inc./Central Oklahoma Healthy Start  
Indian Health Services  
Infant Crisis Services, Inc.  
March of Dimes  
Oklahoma Child Death Review Board  
Oklahoma City Area Inter-Tribal Health Board  
Oklahoma City-County Health Department  
Oklahoma Department of Human Services  
Oklahoma Department of Mental Health and Substance Abuse  
Services  
Oklahoma Family Network  
Oklahoma Health Care Authority  
Oklahoma Hospital Association



# Preparing for a Lifetime Partners

Oklahoma Institute of Child Advocacy

Oklahoma State Department of Health and County Health  
Departments

Oklahoma Tobacco Settlement Endowment Trust

OU Medical Center

Smart Start Oklahoma

The Oklahoma City Indian Clinic

The Parent Child Center of Tulsa

The State Chamber

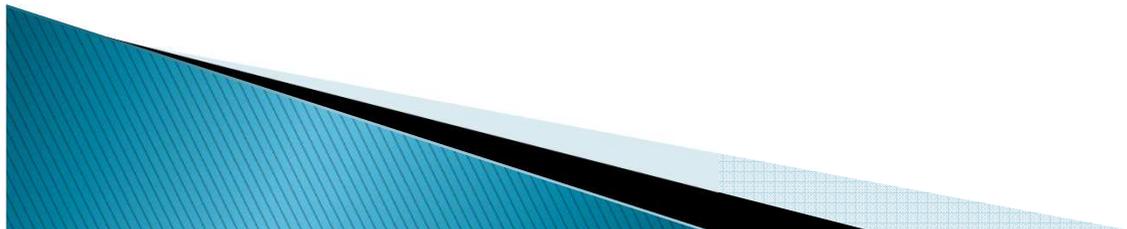
Tulsa Health Department/Tulsa Healthy Start

Turning Point Coalitions

University of Oklahoma Health Sciences Center

OKC/Departments of OB/GYN and Pediatrics

University of Oklahoma College of Continuing Education



# Preparing for a Lifetime Statewide Initiative

- ▶ Web pages  
<http://iio.health.ok.gov>
- ▶ Toolkit
- ▶ Educational materials
- ▶ Training for providers
- ▶ Hospital-based activities

# Preparing for a Lifetime Statewide Initiative

- ▶ Preconception/Interconception Health
- ▶ Tobacco and Pregnancy
- ▶ Premature Birth
- ▶ Breastfeeding
- ▶ Postpartum Depression
- ▶ Safe Sleep for Infants
- ▶ Injury Prevention for Infants

# Preconception/Interconception Health

Preconception health – aims to improve birth outcomes by promoting health of women prior to conception



Interconception health – health of women between pregnancies

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# Preconception/Interconception Health

- ▶ What women can do:
  - Know family health history
  - Live a healthy lifestyle
  - Make healthy food choices
  - Get regular health check-ups
  - Maintain emotional wellness & social support
  - Know health and pregnancy risks
- ▶ What others can do:
  - Support a woman's healthy choices

# Infections that Affect Pregnancy

Infections linked to:

- Ectopic pregnancy (tubal pregnancy)
- Preterm birth
- Low birth weight infant
- Pregnancy loss

# Infections that Affect Pregnancy

What can women do:

- Wash hands often with soap and water
- Tell doctor if suspect urinary tract infection
- Prevent, test and treat, if needed, for STDs
- Get treated, if needed, for vaginal infections
- Talk to doctor about vaccinations
- Avoid people who have infections

# Infections that Affect Pregnancy

What others can do:

- Wash hands often with soap and water
- Avoid pregnant women when sick
- Get tested and treated, if needed, for STDs
- Educate yourself

# Smoking and Pregnancy

- ▶ Smoking during pregnancy is one of the single most preventable causes of poor birth outcomes
- ▶ Smoking during pregnancy can result in:
  - Pregnancy complications
  - Premature birth
  - Stillbirth
  - Low birth weight infant
  - SIDS

# Smoking and Pregnancy

- ▶ What women can do:
  - Quit smoking before, during and after pregnancy (Oklahoma Tobacco Helpline 1-800-QUIT NOW)
  - Avoid exposure to secondhand smoke
- ▶ What others can do:
  - Support a woman's decision not to smoke
  - Avoid exposing pregnant women, infants or children to secondhand smoke

# Premature Birth

- ▶ A premature infant is born before the 37<sup>th</sup> completed week of pregnancy
- ▶ A full-term pregnancy lasts about
  - 40 weeks or
  - 280 days

# Premature Birth

- ▶ Women at greatest risk for having a preterm birth:
  - Women who have already had a preterm birth
  - Women carrying more than one infant
  - Women with uterine or cervical abnormalities

But preterm birth can happen to anyone.

# Premature Birth

- ▶ What can women do:
  - Learn if you are at increased risk
  - Decrease chances of having a premature infant by:
    - quitting smoking and avoiding alcohol or drugs
    - planning the pregnancy
    - controlling diseases such as diabetes or high blood pressure
    - getting prenatal care
  - Learn the signs of premature labor

# Premature Birth

- ▶ What others can do:
  - Provide social and emotional support
  - Support a pregnant woman's healthy choices
  - Learn the signs of premature labor
    - uterine contractions
    - cramps that feel like a period
    - low, dull backache
    - pelvic pressure
    - vaginal discharge
    - abdominal cramps
    - something's not right

# Breastfeeding

- ▶ Breastfeeding decreases the incidence and/or severity of many infectious diseases
- ▶ Breastfeeding may reduce risk for SIDS by 50% throughout infancy
- ▶ Longer breastfeeding is associated with lower health risks

# Breastfeeding

- ▶ What women can do:
  - Breastfeed as soon as possible after infant is born within the first hour of life
  - Breastfeed infant for 1 year or beyond for optimal health benefits
  - Call 1-877-271-MILK (6455) for help
  - Visit <http://bis.health.ok.gov>
- ▶ What others can do:
  - Support a woman's decision to breastfeed
  - Become a Breastfeeding Friendly Worksite



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# Postpartum Depression

- ▶ Depression can affect a mother's role in raising children:
  - Disrupts parent-child bonding
  - Depressed mothers less likely to engage in safe and healthy parenting practices
- ▶ Depressed mothers are more likely to:
  - Miss routine pediatric and well-child visits
  - Use emergency room as routine source of care for children
  - Smoke cigarettes

# Postpartum Depression

- ▶ What women can do:
  - Learn the factors that increase risk
  - Learn symptoms of postpartum depression
  - Get help from a health care provider or mental health professional
- ▶ What others can do:
  - Learn symptoms of postpartum depression
  - Offer support and hope
  - Screen for depression
  - Establish community links for referrals

# Safe Sleep

- ▶ SIDS is a leading cause of death of infants after one month of age to one year of age.
- ▶ In addition to SIDS, infants are at increased risk of dying when put down to sleep in an unsafe sleeping space.

# Safe Sleep

- ▶ What women can do:
  - Place infant on his/her back to sleep
  - Talk to all caregivers about “back to sleep”
  - Do not smoke or allow smoking around infant
  - Place infant in his/her own separate, safe sleep area
  - Place infant in a safety-approved crib with a firm mattress and well-fitting sheet
  - Keep soft objects and loose bedding out of crib
  - Do not cover infant’s head with blankets
  - Have supervised “tummy time” for infant who is awake

# Safe Sleep

- ▶ What others can do:
  - Place infant on his/her back to sleep
  - Do not expose infant to cigarette smoke
  - Place infant in a safety-approved crib with a firm mattress and well-fitting sheet
  - Place infant in his/her own separate, safe sleep area
  - Keep soft objects and loose bedding out of crib
  - Do not cover infant's head with blankets
  - Have supervised "tummy time" for infant who is awake

# Injury Prevention

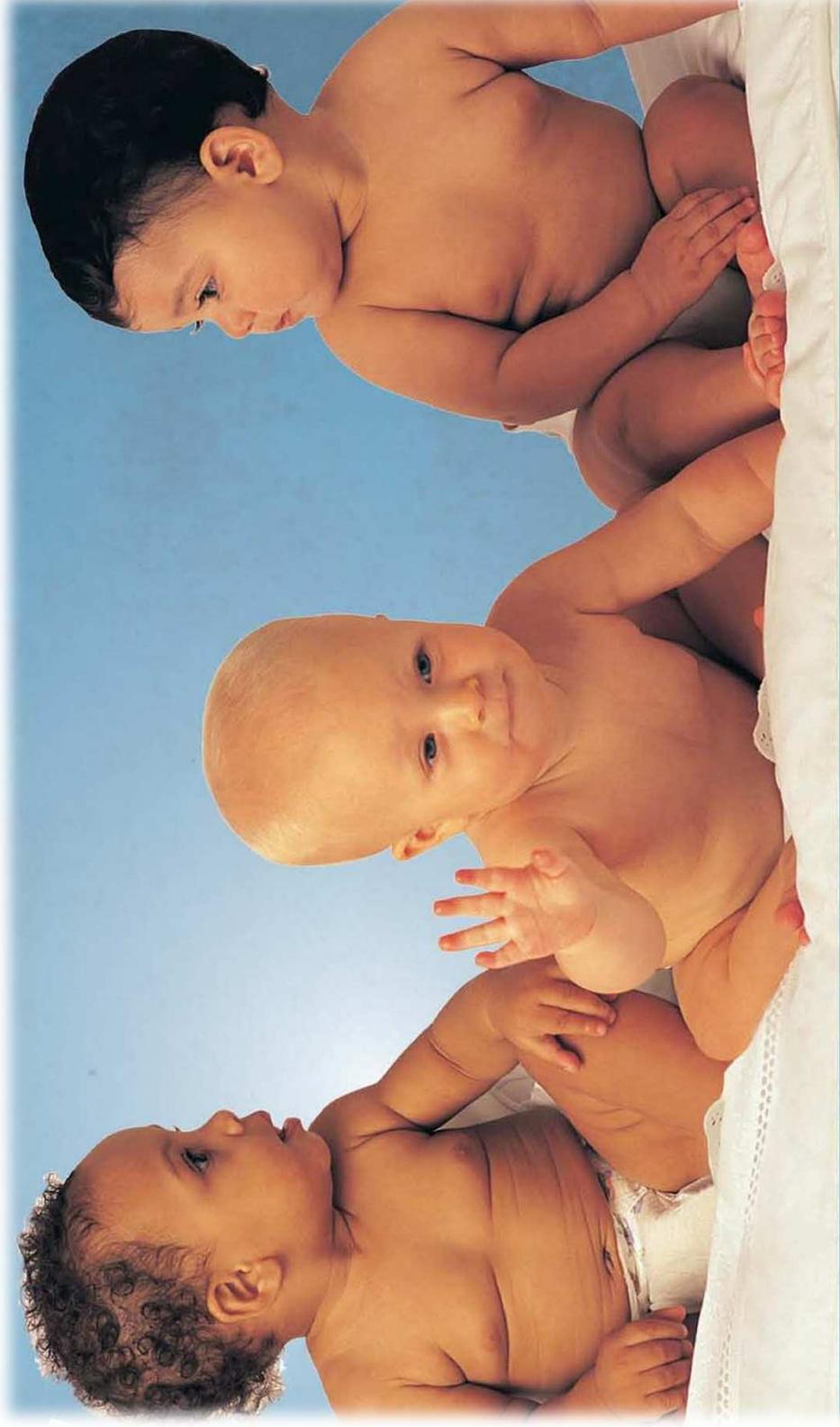
- ▶ Unintentional suffocation is a leading cause of injury deaths for children less than one year of age.
- ▶ Unintentional injuries (accidents) are also a leading cause of infant death.

# Injury Prevention

- ▶ What women can do:
  - Get ready for the new arrival
  - Follow doctor's advice, especially for preterm infants
  - Never shake a infant
  - Install car safety seats correctly
  - Keep infant safe around water
  - Keep environment safe for infant
  - Never leave infant unattended

# Injury Prevention

- ▶ What others can do:
  - Never shake a infant
  - Install car safety seats correctly
  - Report child abuse if you suspect it  
Child Abuse Hotline (1-800-522-3511)
  - Keep infant safe around water
  - Keep environment safe for infant
  - Never leave infant unattended
  - Provide support for families
  - Refer families to community resources



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**<http://iio.health.ok.gov>**

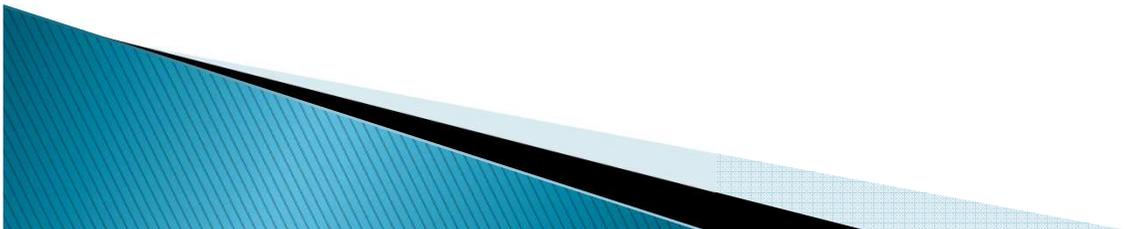
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Program Funding**



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