

N.C. Child Fatality Task Force

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Perinatal Health Committee Meeting

November 19, 2007, 10:00 am – 12:00 noon

Room 1228 Legislative Building, Raleigh

Minutes

Present

Selena Berrier, Anna Bess Brown, Paul Buescher, Janice Freedman, Joe Holliday, Steve Kandall, Julia Leggett, Marty McCaffrey, Marta Pirzadeh, Senator William Purcell, Carol Ripple, Catherine Sullivan, Mary Rose Tully, Sarah Verbiest, and Tom Vitaglione

Project and Information Updates

Thanks to Sarah Verbiest who has posted all power point presentations on her website:

<http://mombaby.org/index.php?c=4&s=45>

Prevention of Recurring Preterm Births

Sarah Verbiest gave a project update on 17P. See her presentation "Update on the North Carolina 17P Project" at <http://mombaby.org/index.php?c=4&s=45>

Safe Sleep Awareness Campaign

Janice Freedman reported that the full contract for Safe Sleep was executed on November 8, 2007. Fortunately, Healthy Start Foundation kept portions of the work moving forward. They have been focusing on the larger Safe Sleep messages. This included a major media campaign about Safe Sleep was conducted in October along with website development and other infrastructure. A major training will be conducted for SIDS Counselors. As such, the Foundations plans to partner with that initiative and expand it for a larger training offering in the spring.

Safe Sleep Advisory Group met in September 2007 and will continue to meet around new messaging for the campaign. This is part of an effort to shape improved and new messages from a variety of stakeholders. These will be converted into a more formal campaign for the spring.

The Healthy Start Foundation has also been coordinating outreach to hospitals around the state regarding Safe Sleep. It is important to find a model that works easily within the hospital system. This is done through a grant from the CJ Foundation. Joe suggested that this project link up with the statewide neonatology (PQCNC) efforts around the *howsyourbaby* survey.

Birth Defects Monitoring Program

Anna Bess Brown thanked the CFTF for supporting increased funding for the BDMP to offset CDC reductions. This program is very important to the state to understand where birth defects are occurring as



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well as providing attention to connecting families with services. Paul Buescher noted that the positions are established and almost all filled at this point. This activity was declared a success and concluded.

Special Presentation to Senator William Purcell

Anna Bess gave Senator Purcell the North Carolina Perinatal Health Association's 2007 Baby Bootie Award. The Award recognized Senator Purcell's tremendous commitment to the health of North Carolina's mother and infants.

Perinatal Quality Collaborative of North Carolina (PQCNC)

Marty McCaffrey gave a project update. See his presentation "Update on the Perinatal Quality Care Collaborative" at <http://mombaby.org/index.php?c=4&s=45>

Regionalization Study

Sarah Verbiest gave an update on a study currently being done by Mike O'Shea at Wake Forest Baptist Medical Center, Martha Bordeaux at Duke University Medical Center, Paul Buescher and Kathleen Jones-Vessey at the State Center for Health Statistics, Joe Holliday at the Division of Public Health, and Alan Stiles, Diane Marshall, Kate Menard and Sarah Verbiest at UNC. The aims are to:

- 1) Examine changes in the distribution/availability of neonatal services in NC
- 2) Examine proportion and trends over time of VLBW and ELBW infants born outside of Level III NICUs
- 3) Examine changes in the distribution/availability of high-risk obstetric services in NC
- 4) Explore associations between hospital of birth (level of care) and mortality including the impact of volume, region, race/ethnicity, and obstetrical level of care.

The preliminary results from this project should be available in March 2008. There may be some policy / legislative issues that arise from this work.

Nurse-Family Partnership

Tom Vitaglione reported on this initiative. The Duke Endowment and Kate B. Reynolds Foundation along with the Division of Public Health are investing major funds in this initiative. Veronica Creech (veronica.creech@nursefamilypartnership.org) and Anne Sayers (asayers@preventchildabusenc.org) are coordinating this project. There are many opportunities for partnering with this project on significant topics to the members of the Perinatal Health Committee. Learn more by visiting: <http://www.homevisitingcoalition.org/NCOverview.pdf>

Electronic Birth Certificate

This project is underway with the goal of being statewide by the end of 2008. Once in place, this will provide live time expanded data.

Farm Workers and Infant Deaths

The work on this effort has stagnated at this point in time. Nothing has moved forward since the presentation heard by this committee several months ago. Perhaps some encouragement from the Perinatal Health Committee to Dr. Steve Cline would be useful. The committee members concurred that this impacts some of the most vulnerable and low income populations in our state. Therefore addressing this issue is critical. Selena and Tom will draft a letter to this effect.

The Period of PURPLE Crying Program: Keeping Babies Safe in NC

Period of PURPLE Crying Program is a statewide intervention and evaluation designed to reduce shaken baby syndrome. Program leaders have successfully pursued funding from the Duke Endowment, the Doris Duke Foundation, and are optimistically waiting on funding approval from the CDC. The proposed program will involve nurses educating the parents of every newborn in NC about crying and the importance of not shaking using the Period of PURPLE Crying, and distributing a DVD and brochure developed by the National Center on Shaken Baby Syndrome to those parents. County health departments, pediatricians, and family physicians will provide a second “dose” of the intervention in prenatal classes and/or at 2 week well-child checks, and there will be a media campaign delivered statewide. Ground support is needed to educate providers about the proposed program, and get their support. A statewide kick-off and press conference is being planned for January 2008, with the Child Fatality Task Force as a co-sponsor.

Updates

There have been a number of national presentations. Chris O'Meara from the NC Healthy Start Foundation presented about the Safe Sleep Campaign at the American Public Health Association. The Counseling from the Heart smoking cessation video was shown in the film festival at the conference. Requests for copies have been pouring in. Sarah Verbiest presented at the same conference about 17P. From the March of Dimes there were three presentations including Amy Mullenix about the NC Folic Acid Campaign social marketing and Leslie deRossett about outreach to Hispanics. There were four presentations from North Carolina at the National Summit on Preconception Health and Merry-K Moos was the key note speaker for the plenary opening session.

Announcements

- A Preconception Summit will be held in Greenville, NC on January 23, 2008 at the Hilton.
- The 2008 Forsyth County Health Summit will be held on Tuesday, January 15, 2008. You can find more information on the Summit and registration by visiting: www.healthycommunity.ws
- Mary Rose informed the group that Breastfeeding was put on the agenda for the National Business Group on Health. <http://www.businessgrouphealth.org/prevention/breastfeeding.cfm>
- Senator Purcell noted that Dr. Dave Tayloe, Pediatrician from Goldsboro, is the President Elect of the National Academy of Pediatricians
- HRSA has a new tool – 5 hour online course with CMEs on health literacy. Their office of minority health also has a series of online courses around cultural competency. <http://www.medicalnewstoday.com/articles/89644.php>
- The North Carolina Institute of Medicine just finished its Health Literacy Report and Recommendations. Their November issue focuses on Patient / Provider Communication. http://www.nciom.org/projects/health_literacy/health_literacy.html

Preconception Health and Health Care

Sarah Verbiest gave a presentation “Reducing Infant Mortality: Development of the NC Preconception Health Plan” at <http://mombaby.org/index.php?c=4&s=45>

More information about preconception health and planning activities in North Carolina is available at www.mombaby.org in the preconception section. Leaders in North Carolina and around the Nation have recognized that in order to impact infant mortality it is essential to consider the health of the mother prior to and in between pregnancy as well. Mothers note that they receive a lot of attention during pregnancy but then turn all of their own attention and resources over to their baby once he/she is born. Unfortunately, pregnancy may unmask a number of risk factors for a woman’s health. This can affect her health in the future and may influence future birth outcomes. Low income women lose their health benefits after the birth of their child thus may not have the resources to attend to their own health needs.

Joe pointed out that we are effective at chronic disease management with people outside of reproductive age. The family planning waiver has also been extremely helpful. What needs to happen is to bring greater attention to the health of women of reproductive age to increase the likelihood that they will have a healthy baby (if they so choose) and reduce their risk of developing chronic disease.

Sarah distributed a publication about interconception health and highlighted the fact that there is a great deal of unrecognized, unmet needs for mothers who had poor birth outcomes. While work is still underway to solidify a preconception plan in North Carolina, it is clear that mothers of infants born preterm and/or with congenital anomalies need increased access to medical services and screening. This is a small subset of all the women in the state who need information about preconception health, yet it is a place to start.

Breastfeeding

Catherine Sullivan gave a presentation “Promoting, Protecting, and Supporting Breastfeeding in North Carolina” <http://mombaby.org/index.php?c=4&s=45>.

The group discussed the various areas suggested for action. One way to group the categories is to focus on what a woman needs to have in order to breastfeed to insure a health baby and go back to work to help support a family. There are a number of recommendations that relate to going back to work. These include: day cares that are breastmilk friendly, and safe and clean places to breastfeed. Catherine pointed out that low income working mothers make up the bulk of the working poor in our state.

Mary Rose proposed that we address gaps in the state employee health plan around breastfeeding. The most significant is the need for providing breastpumps to mothers due to medical necessity. This would include infants born with cleft lips/palates, infants with gastrochisis, and infants who need to stay in intensive care nurseries.

The group also agreed that it was important to focus on the cultural norms / issues around breastfeeding as well as other barriers.

Mary Rose Tully suggested that we need to begin to license milk banks in North Carolina. There is one for-profit company that is beginning to work in North Carolina. This may be problematic if unregulated. WakeMed has one of the nation’s best breast milk banks.

The group compared the benefits of taking a comprehensive approach verses taking a few winnable options / incremental approach. Tom pointed out that a number of the action items required linking with specific agencies such as the Department of Public Instruction, the North Carolina Hospital Association, and the Child Care Association. The current agenda lays out a nice plan of action which other groups such

as the Center for the Care and Feeding of Infants and the Young Child, WIC, the Division of Public Health, and the Perinatal Quality Collaborative of North Carolina. Tom also suggested that the governor's office be contacted regarding the establishment of breastfeeding friendly worksites. The goal is to accomplish as many of the items on the list as possible without legislation. Catherine will present this information at the meeting in December.

Review of Initial Recommendations for 2008 CFTF Legislative Agenda

The committee will request another year of funding for the Reducing Recurring Preterm Birth 17P Project. It will also request recurring funding for the Safe Sleep Campaign. Both of these items are also being considered for the North Carolina Division of Public Health's budget proposal. A series of endorsements regarding breastfeeding related issues will be proposed along with a request to the Governor's Office for an Executive Decision regarding breastfeeding in state facilities. The committee will also propose that Medicaid consider expanding coverage to mothers for two years following a poor birth outcome.

New Steps

The full Child Fatality Task Force will meet on Monday December 3rd at 10am. A meeting or conference call for the Perinatal Health Committee will be held late January / early February to touch base prior to the February 11, 2008 Child Fatality Task Force meeting. The purpose will be to hear any additional ideas for recommendations and to finalize the proposed legislative agenda for this committee.