

Somewhere Over the Rainbow: Driving Equity through Community Collaboration

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Chief Quality Officer Rainbow System of Care



2023 ALL-GRANTEE MEETING

CULTIVATING COMMUNITY GROWING COLLABORATION

Speaker Disclosure

- I am funded by the Health Resources and Services Administration and the Administration for Strategic Preparedness and Response for the EIIC, PPN and ASPR Pediatric Disaster COE
- The views I express are mine alone and do not reflect the views of the Federal Government.



Context

Rainbow Babies and Children's system of care:

- 244 bed hospital within the University Hospitals system
- Newborn network (7 nurseries)
- Rainbow Emergency Services Network (18 EDs)
- 23 pediatric practices- Rainbow Primary Care Institute
- specialty practices across northeast Ohio



Of the 14,843 babies born in Cuyahoga County in 2015,
156 babies died before their first birthday
The county infant mortality rate was 10.5
a 30 % increase from 8.1 in 2014,
and nearly three times the national average

Context:

>2 million metro Cleveland area
Cleveland proper: 47% Black
32% White
4% Asian



Infant Mortality

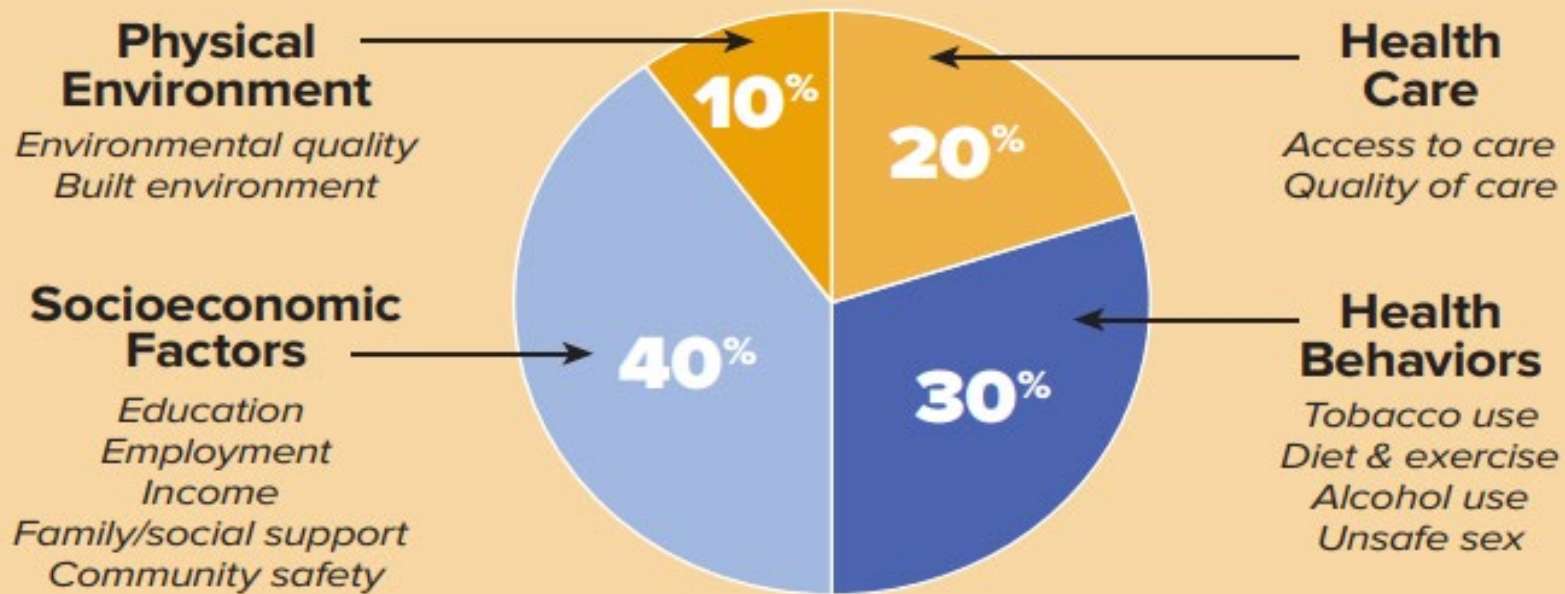


- Birth defects
- Sudden infant death syndrome
- Injuries
- Preterm birth and low birth weight
- Maternal pregnancy complications

CDC Mortality in the United States 2020

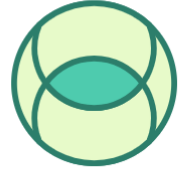
Social Determinants of Health

Population Health



Source: Analysis and adaptation from the University of Wisconsin Population Health Institute's *County Health Rankings* model ©2010, <http://www.countyhealthrankings.org/about-project/background>

A framework through collective impact



It starts with a common agenda

This means coming together to collectively define the problem and create a shared vision to solve it.

First Year Cleveland



Rainbow Babies
& Children's Hospital



MetroHealth

grieving parents and families

frontline caregivers

health care systems

civic and government leaders

faith-based organizations

the City of Cleveland and Cuyahoga County officials

foundations

hospitals

community-based health care providers

nonprofit leaders

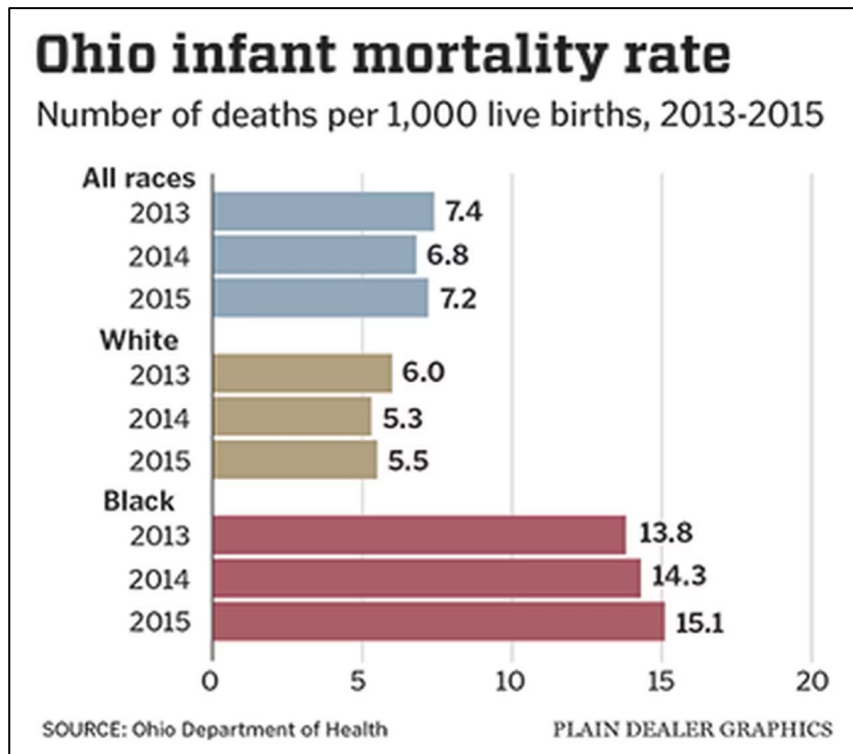
...to launch First Year Cleveland (FYC) in late December 2015 to achieve social change

Ground the work in data and context...



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Ground the work in data and context...



Of the 14,843 babies born in Cuyahoga County in 2015, 156 babies died before their first birthday a 28 % increase from 2014

The county infant mortality rate was 10.5 a 30 % increase from 8.1 in 2014, and nearly three times the national average

Ground the work in data and context, and target solutions

- Birth defects
- Sudden infant death syndrome
- Injuries
- Preterm birth and low birth weight
- Maternal pregnancy complications

CDC Mortality in the United States 2020



Listen to and act WITH the community



BIRTHING BEAUTIFUL
COMMUNITIES



Ohio | Department of
Medicaid



SISTERS of CHARITY
FOUNDATION
OF CLEVELAND



University Hospitals
Rainbow Babies & Children's

grieving parents and families
frontline caregivers
health care systems
civic and government leaders
faith-based organizations
the City of Cleveland and Cuyahoga County officials
foundations
hospitals
community-based health care providers
nonprofit leaders

Focus on systems change AND programs and services

- 11 action teams were created
- Community Action Council
- Coordination of programs and services

Focus on systems change AND programs and services

Priority: Reducing racial disparities

Acknowledge structural racism as an antecedent and address bias in the healthcare workplace

Pregnancy & Infant Loss initiative- black families

Support research in race and maternal stress

Priority: Addressing extreme prematurity

Learning collaboratives and shared data

Maternal and Child Health and social services

providers for county families in high-risk inclusive of

CenteringPregnancy®

Address housing insecurity, employment, education, nutrition and early access to prenatal and postnatal care

Priority: Eliminate sleep related deaths

Model employee sleep ambassador program with hired parents and grandparents

Promote Ohio's Quit Line and Support Tobacco 21 to decrease tobacco access and use



TOXIC

A BLACK WOMAN'S STORY

<https://toxicshortfilm.com/trailer>

HEALTHY NEIGHBORHOODS COMMITTEE OF THE HEALTHY CLEVELAND INITIATIVE AND FIRST YEAR CLEVELAND'S PREGNANCY AND INFANT LOSS INITIATIVE PRESENTS
 A YOUR STORY ON FILM AND STIMULI FILM PRODUCTION TOXIC: A BLACK WOMAN'S STORY STARRING CRYSTLE PAINTHER MICHAEL HEAD RE'SHAWN REESE
 EDITED BY DEVON V. COLLINS DIRECTOR OF PHOTOGRAPHY KAHLL I. PEDUZSAI CASTING JULIAN HOLT MUSIC SUPERVISOR EDWARD NICHOLAS SCRIPT SUPERVISOR DIANE FAYNES
 WRITTEN BY MAYANK KUSHWAH DIRECTED BY DEVON V. COLLINS



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YOUR STORY ON FILM



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First Year
Cleveland



Cleveland, Ohio | 16



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First Year
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Build equity leadership and accountability; shift power within

Executive Committee Co-Chairs:

First Year Cleveland



Patti DePompeii RN
President Rainbow



Akram Boutros MD
President, CEO MetroHealth

Build equity leadership and accountability; shift power within

Executive Committee Co-Chairs:

First Year Cleveland



Blaine Griffin



India Pierce Lee

Infant Mortality



Sustainability
Spread
Accountability

Ground the work in data and context...

While the national poverty rate stood at 15.5 % in 2015, the rate in Cleveland was 39.2 %



REDLINING

- SYSTEMIC DENIAL OF SERVICES
- DENIED ACCESS TO CREDIT AND INSURANCE
- BUSINESSES REFUSED TO INVEST IN NEIGHBORHOODS

A map of Cleveland, Ohio, showing redlined areas in red, yellow, and green. The map is overlaid on a street grid and includes a legend in the top left corner.

Listen to and act with the community

What is right care, right place and right time?

families in a Community Advisory Board

patients and family surveys

townhalls

Innovative funding mechanism

RainbowBCFoundation seed funding

New Market Tax Credits

Philanthropic funds

Listening to the community's reactions

- patients and families
- faith-based organizations
- juvenile justice system
- city government
- county government
- state government
- social services
- donors
- OB and pediatric clinical workers

Focus on systems change AND programs and services

- 95% of patients identify as Black
- 53% of patients live within a 5-mile radius of the Center
- many from neighborhoods with median household income <\$30,000/y
- 90% of patients served are publicly (or un-) insured

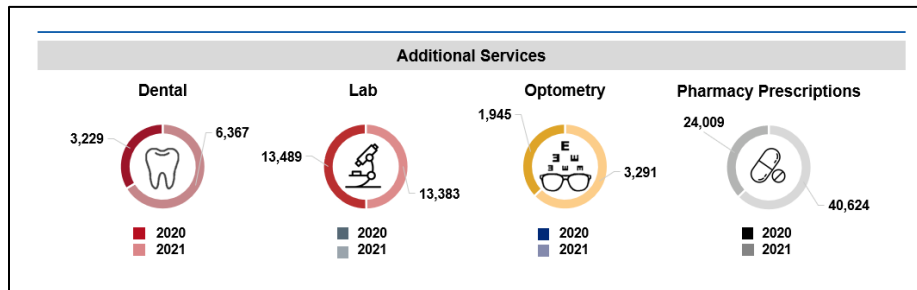
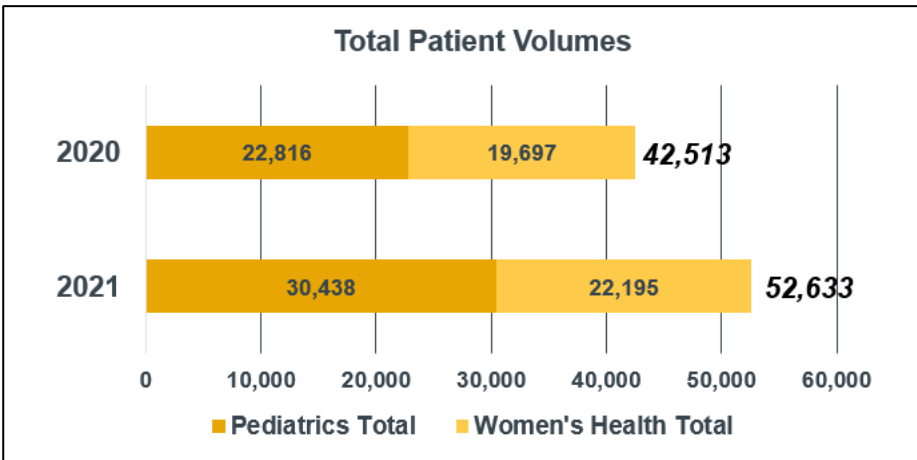


Patient/family-centric wrap around services:

- Pediatric and OB (prenatal)
- Lab
- Optometry
- Dental
- Legal
- Nutrition
- Employment services
- Behavioral and Mental Health services
- Social support and family activities
- CenteringPregnancy
- Rainbow Interdisciplinary Substance Exposure (RISE)
- Community health workers- culturally representative



Ongoing success and iterative improvement



RAINBOW CONNECTS:

In 2021: **7,040** patients screened



- ▶ **2,753** responded with 1 or more need
- ▶ **1,279** individuals served after screening

COMMUNITY OUTREACH:

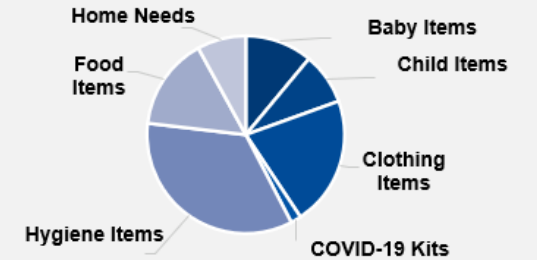
In 2021: **1,390** special event attendees

In addition:

- ▶ **5,698** meals and produce bags provided
- ▶ **57** children attended UH Rainbow Creativity Camp
- ▶ **1,306** Safety Squad program participants
- ▶ **1,614** car seats checked
- ▶ **698** car seats distributed to families in need
- ▶ **400** families received early childhood safety items

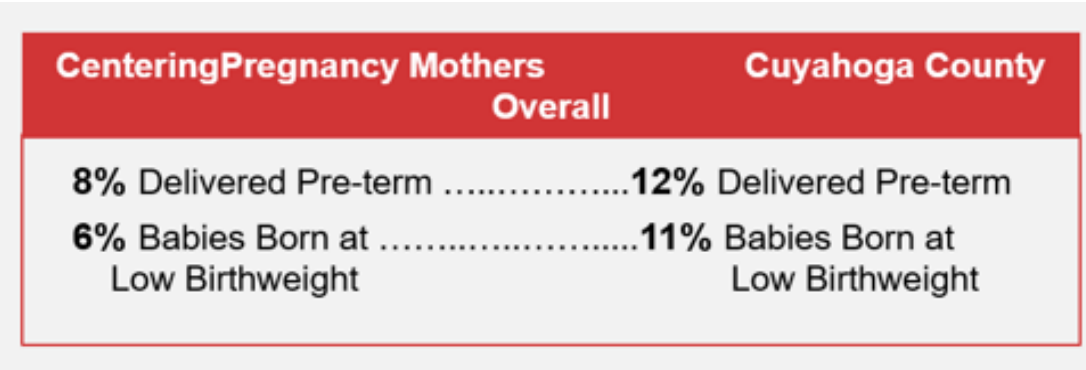
RAINBOW CONNECTS ITEM REQUEST:

In 2021: **14,120** high demand items distributed

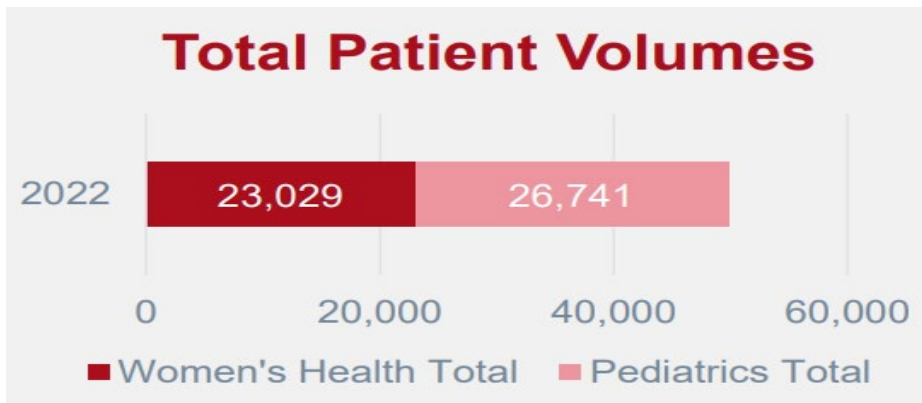


MEDICAL LEGAL PARTNERSHIP:

- ▶ Collaboration with attorneys at the Legal Aid Society of Cleveland supported by [Benesch](#)
- ▶ **1,188** families helped in 2021 with cases centered on public benefits, education, housing and domestic disputes



Ongoing success and iterative improvement



RAINBOW CONNECTS:

Connecting families to resources that address social wellbeing.

- ▶ In 2022: **6,366** patients screened
- ▶ **27%** reported that needs were **urgent**

Primary areas of need included:

- ▶ Utilities (49%)
- ▶ Baby supplies (43%)
- ▶ WIC/SNAP (37%)
- ▶ Rent assistance (36%)
- ▶ Food insecurity (35%)



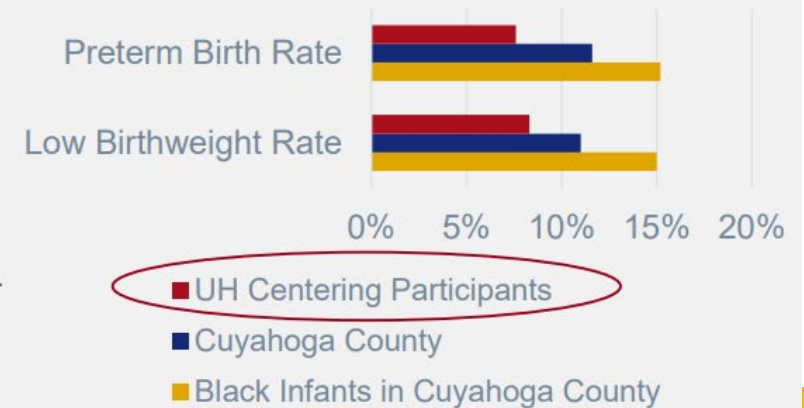
2022 COMMUNITY OUTREACH IMPACT

Event	Number of Participants
Meals and Produce Bags Provided	3,845
UH Rainbow Creativity Camp	166
Safety Squad Programming (School and Community)	6,108
Car Seats Checked	1,352
Car Seats Distributed to Families in Need	448
Families Received Early Childhood Safety Items	195 families 687 items distributed total
Community Outreach (special event attendees)	13,647

CENTERING PREGNANCY :

Evidence-based group prenatal care program aimed at addressing **high infant mortality rates**.

- ▶ Preterm births and low birthweights are **drastically lower** among CenteringPregnancy patients when compared to county rates.
- ▶ Expanded in 2022 to include special topics in **diabetes, breast feeding/lactation** and **mental health**.
- ▶ 2022 CenteringPregnancy visits: **478**



Build equity leadership and accountability; shift power within

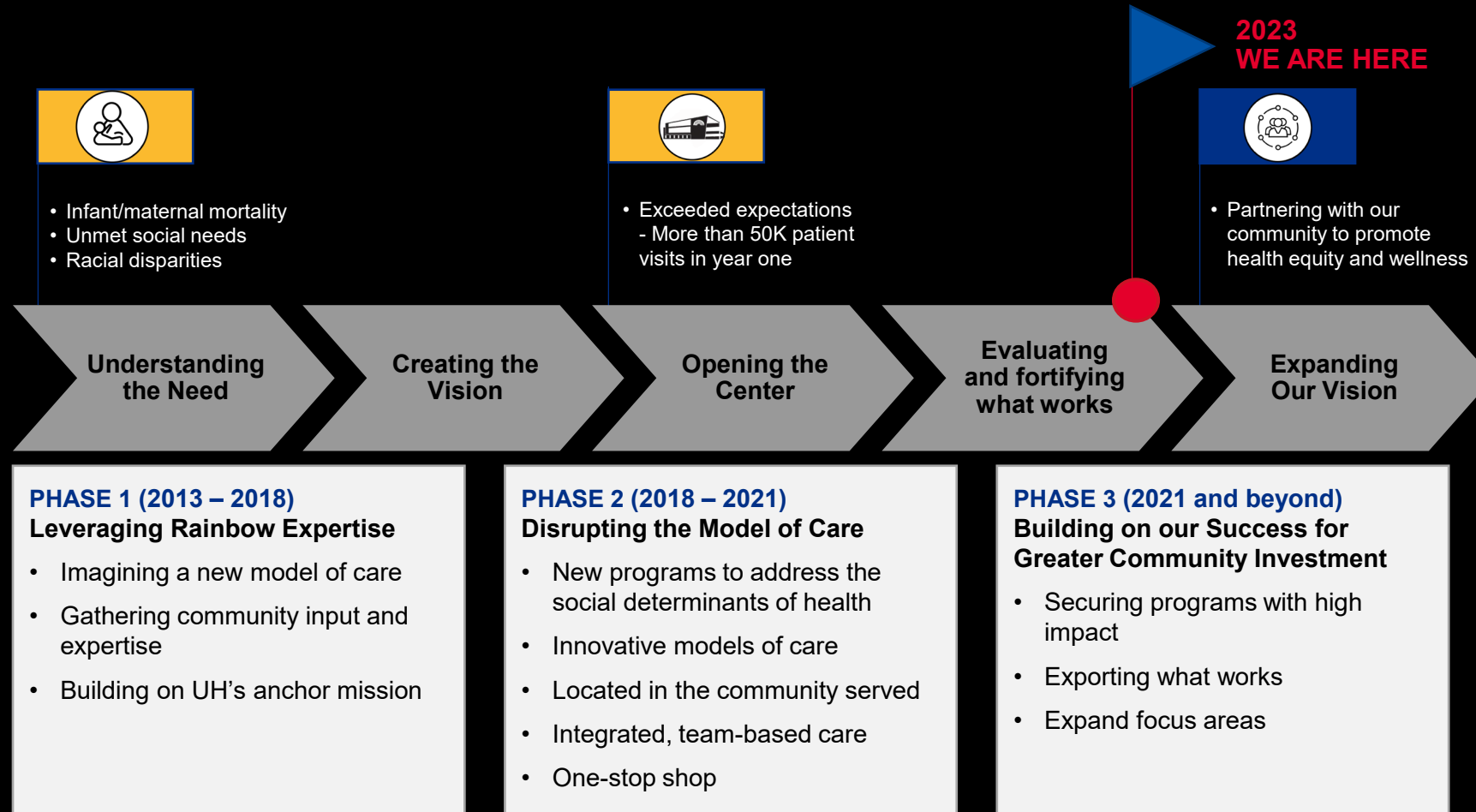


NEWSROOM

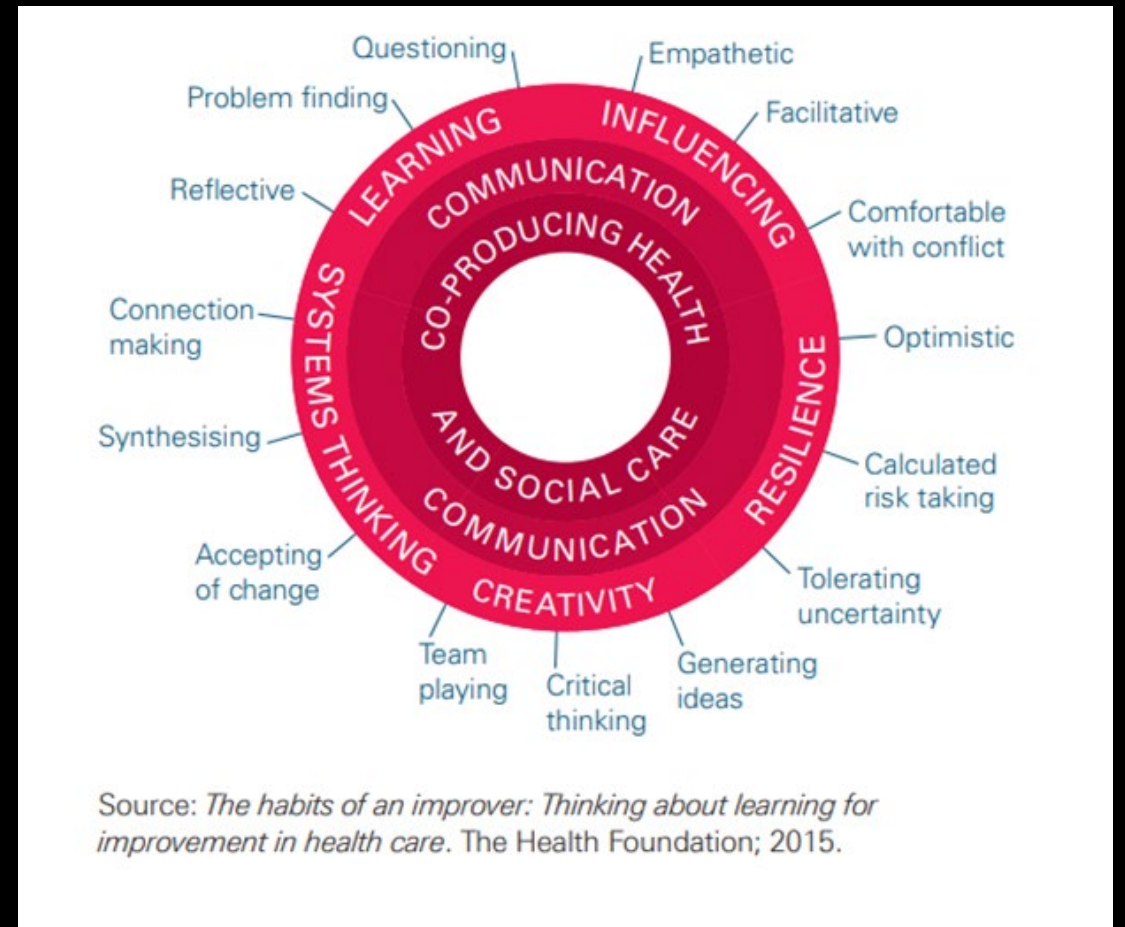
Cuyahoga County Infant Mortality Dropped To Lowest Rate In 30 Years In 2020

Posted June 23, 2021 in [Articles](#)

Transforming with our community



...our Next Generation
of community
engagement:
mental well-being
food security





2023 ALL-GRANTEE MEETING
CULTIVATING **COMMUNITY**
GROWING **COLLABORATION**



Knowing is not enough; we must apply.
Willing is not enough; we must do.