

# 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

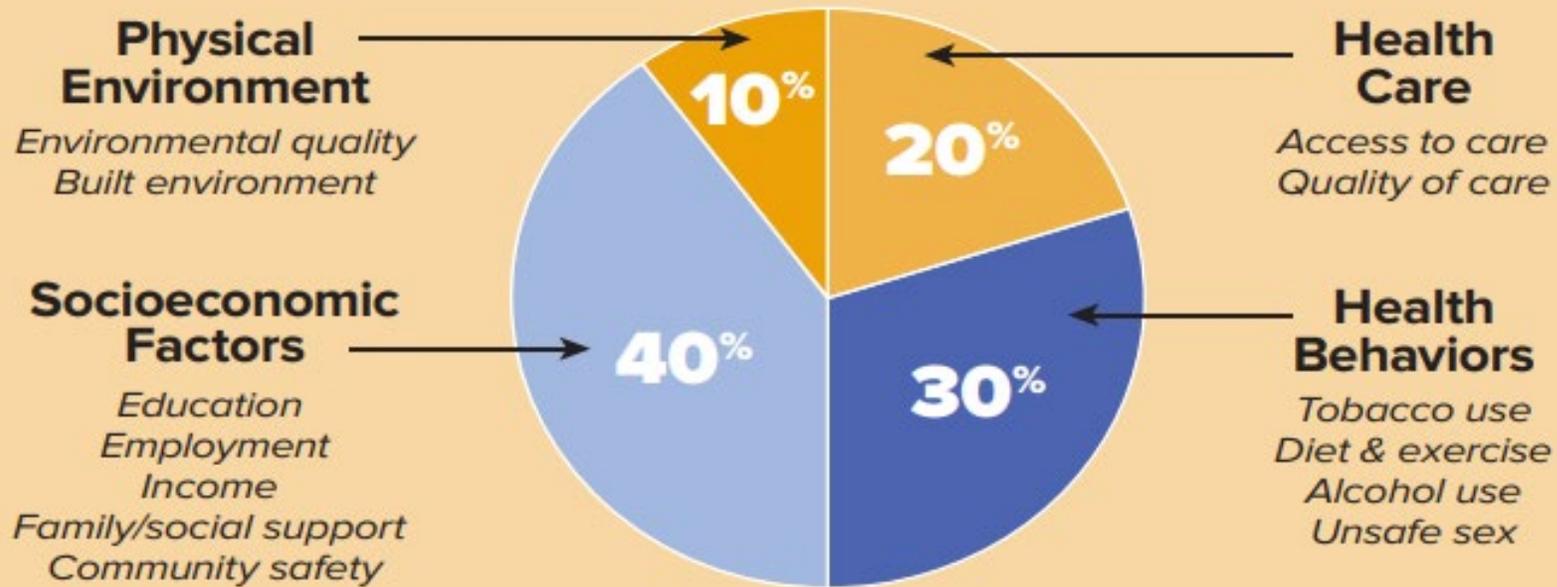


- Birth defects
- Sudden infant death syndrome
- Injuries
- Preterm birth and low birth weight
- Maternal pregnancy complications

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

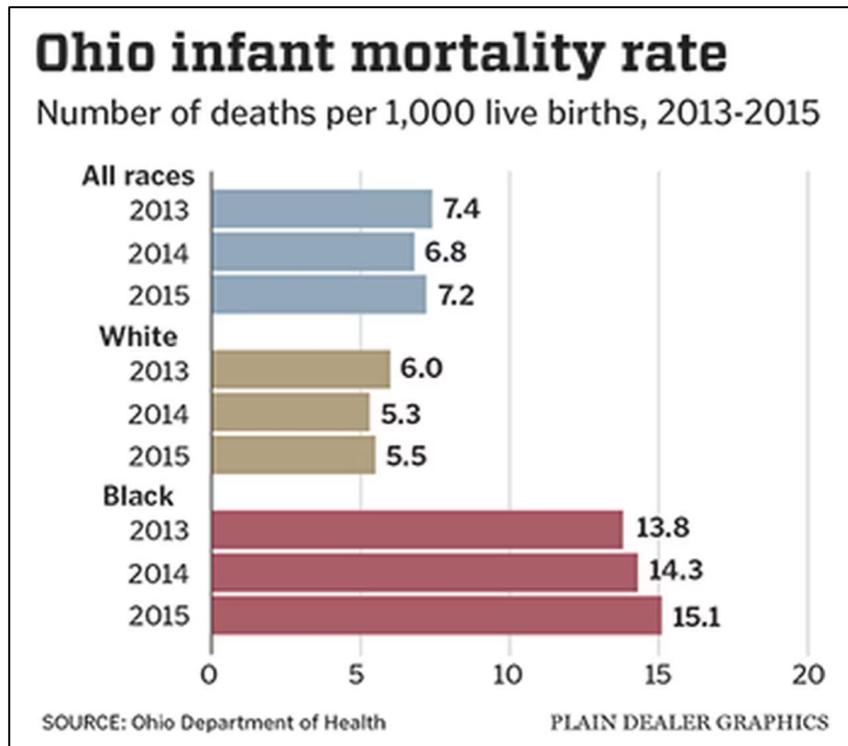
...to launch First Year Cleveland (FYC) in late December 2015 to achieve social change

# Ground the work in data and context...



[www.qlik.com](http://www.qlik.com)

# 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



TOXICSHORTFILM.COM

YOUR STORY ON FILM



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First Year  
Cleveland



Cleveland, Ohio | 16



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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

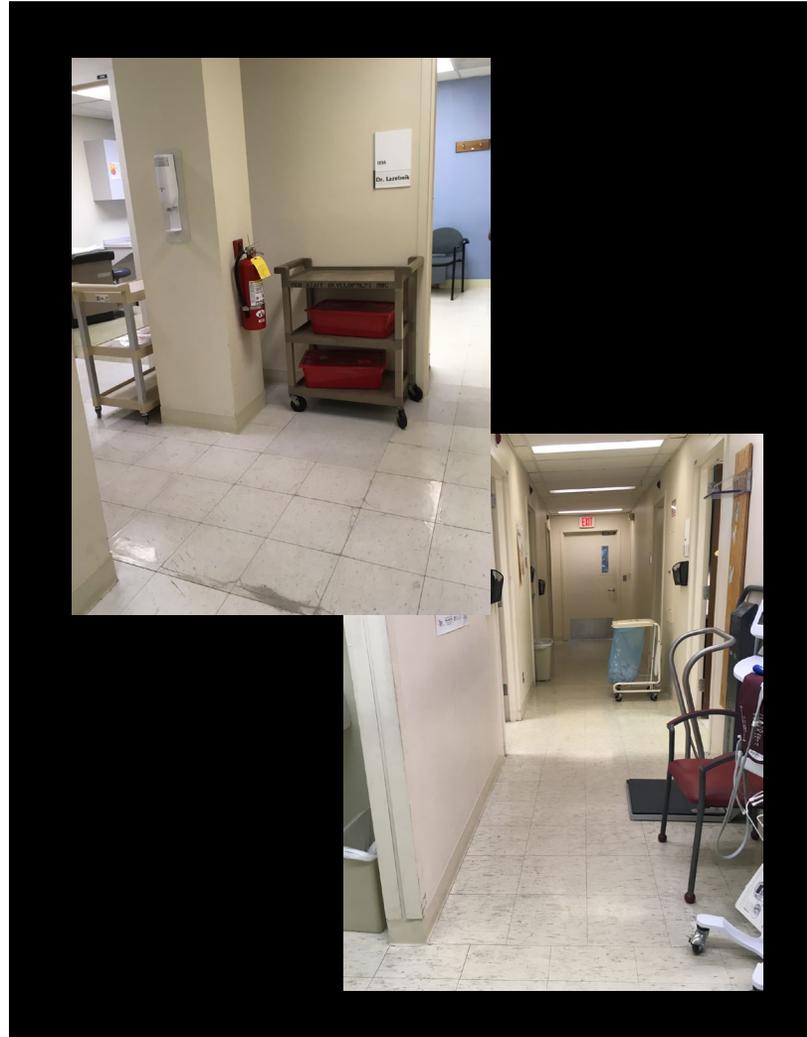
# Infant Mortality



**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

# 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

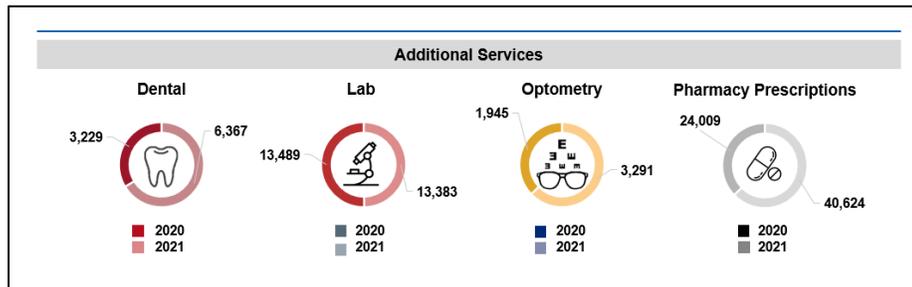
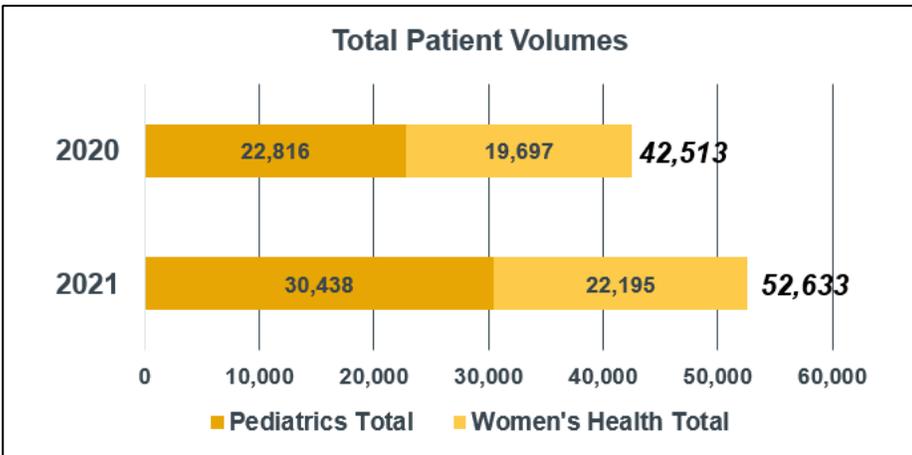


## Patient/family-centric wrap around services:

- 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:

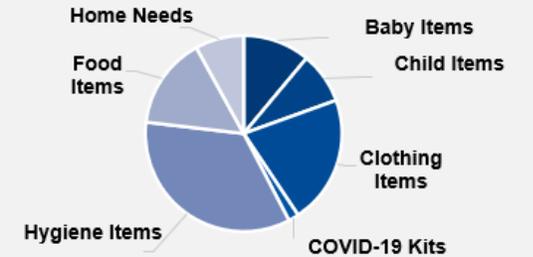
In 2021: **1,390** special event attendees

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

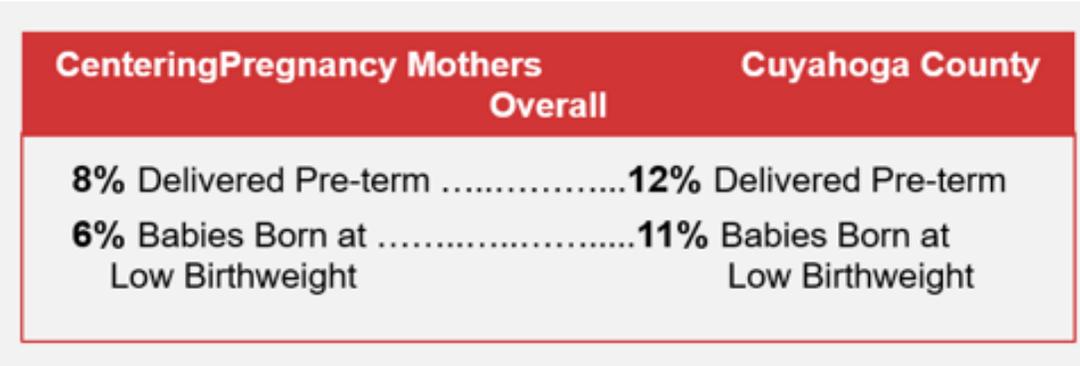
## RAINBOW CONNECTS ITEM REQUEST:

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



## MEDICAL LEGAL PARTNERSHIP:

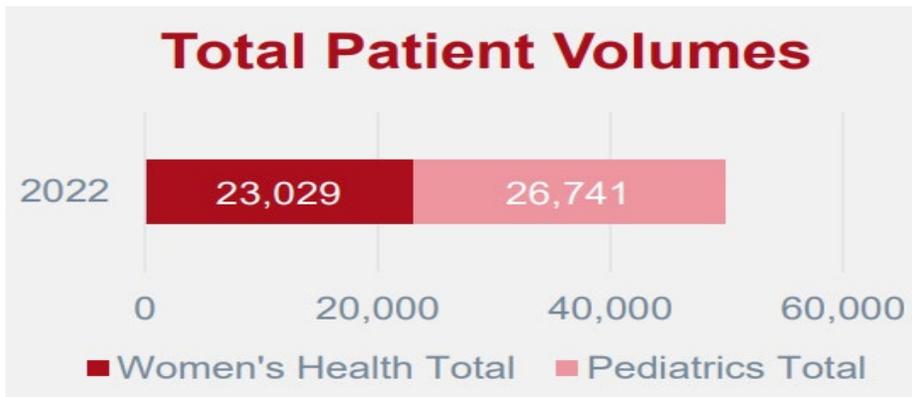
- ▶ Collaboration with attorneys at the Legal Aid Society of Cleveland supported by [Benesch](#)
- ▶ **1,188** families helped in 2021 with cases centered on public benefits, education, housing and domestic disputes



# Ongoing success and iterative improvement



UH Rainbow Babies & Children's  
Ahuja Center for Women & Children



#### 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%)



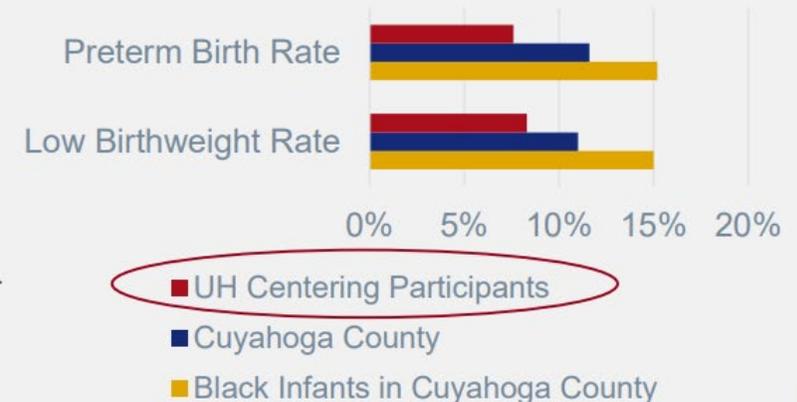
#### 2022 COMMUNITY OUTREACH IMPACT

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

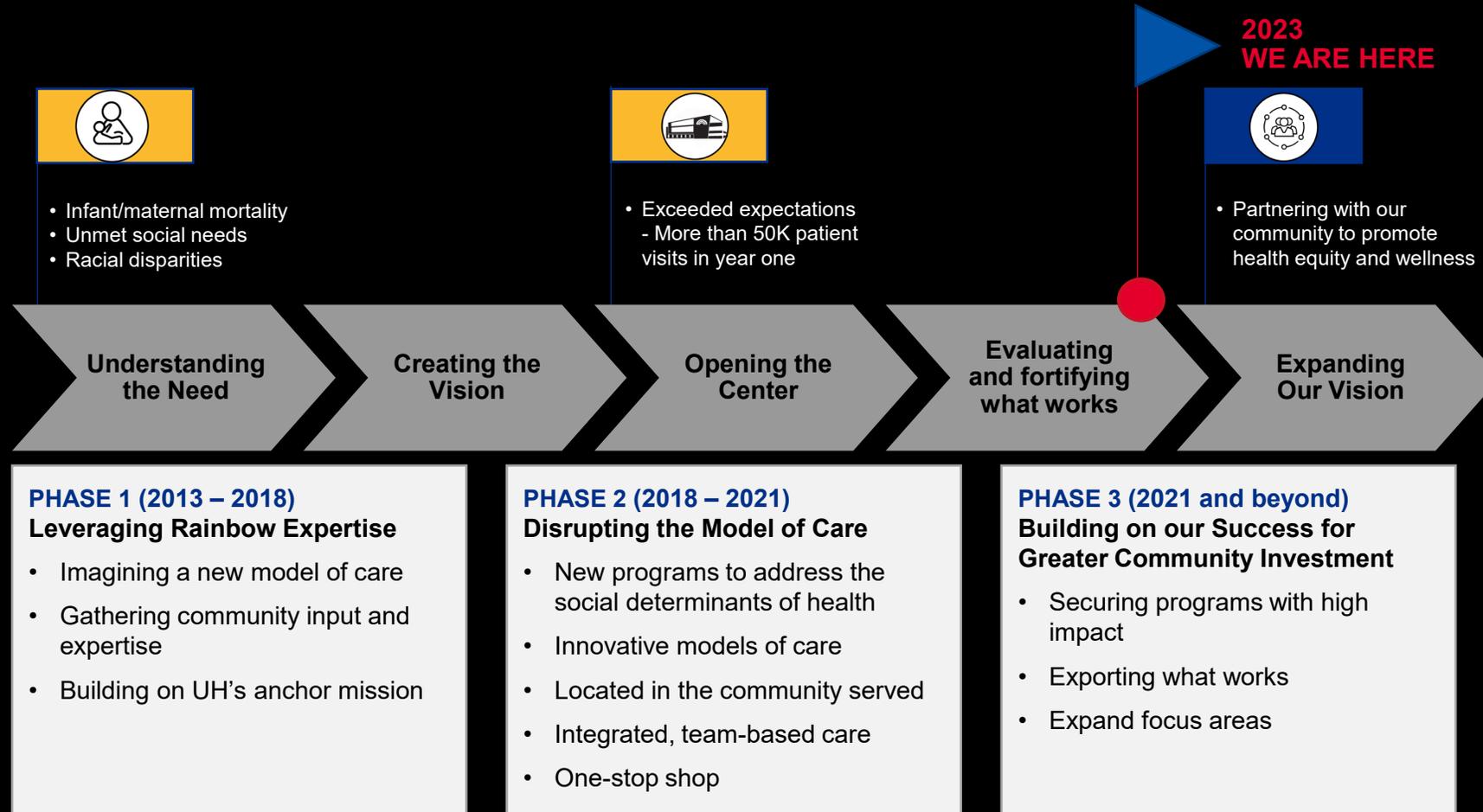


NEWSROOM

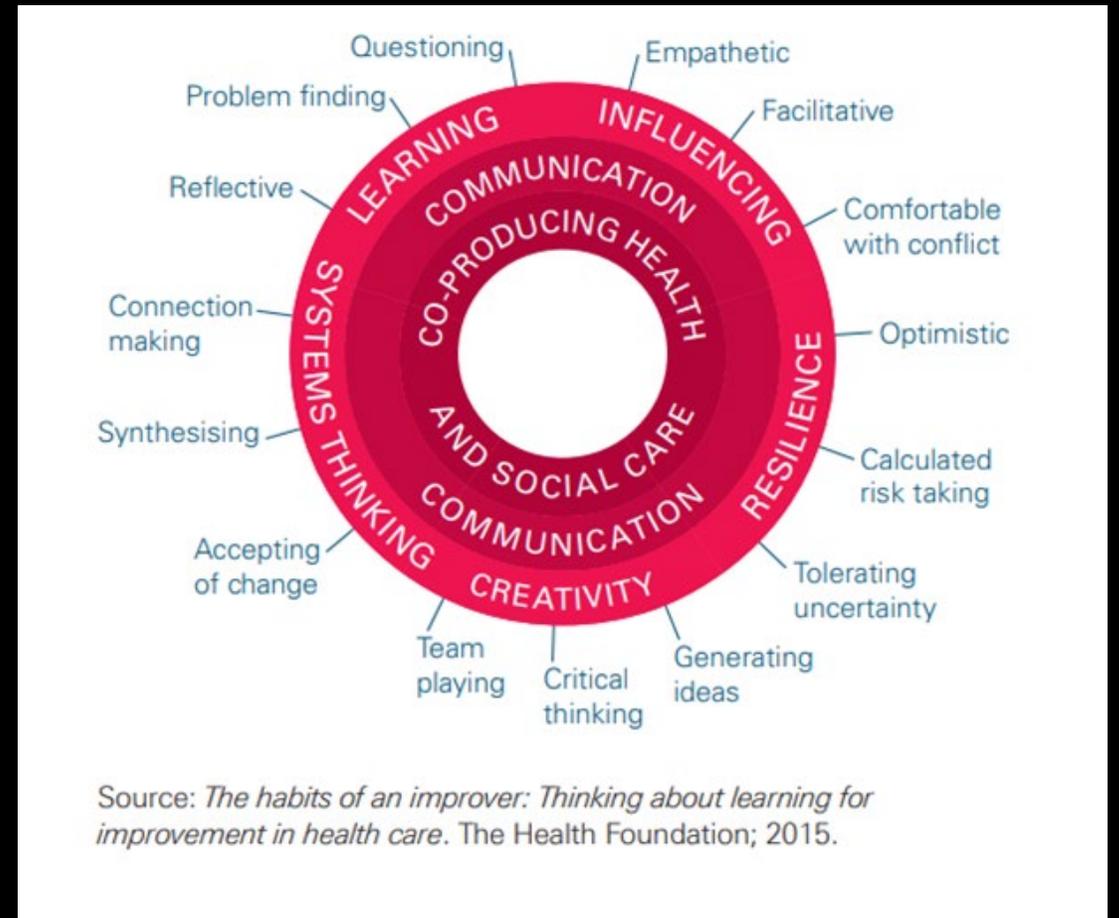
# Cuyahoga County Infant Mortality Dropped To Lowest Rate In 30 Years In 2020

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.