Study: Ohio State-led Intervention Reduces Preterm Birth and Infant Mortality

Combining education with social interactions and support helps moms and babies stay healthy

The Onio State Oniversity Wexner Medical Center	
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NEWS PACKAGE

SUGGESTED TEASE	INFANT MORTALITY RATES ARE DISPROPORTIONATELY HIGH IN NEIGHBORHOODS THAT LACK ACCESS TO MEDICAL SERVICES. COMING UP, HOW A PROGRAM IS ATTACKING THE PROBLEM IN NEW WAYS BY TAKING PRENATAL CARE OUT OF THE HOSPITAL AND INTO THESE NEIGHBORHOODS.
ANCHOR LEAD	EVERY YEAR MORE THAN TWENTY-TWO THOUSAND INFANTS PASS AWAY IN THEIR FIRST YEAR OF LIFE IN THE U-S ² , AND BLACK BABIES ARE MORE THAN TWICE AS LIKELY THAN WHITE BABIES TO DIE BEFORE THEIR FIRST BIRTHDAY. ³ BUT EXPERTS SAY MANY OF THESE DEATHS ARE PREVENTABLE. NOW, A UNIQUE PROGRAM THAT GOES STRAIGHT TO NEIGHBORHOODS WITH HIGH RATES OF INFANT MORTALITY IS HELPING KEEP MOMS AND BABIES HEALTHY BY OFFERING A COMMUNITY OF SUPPORT AND FRIENDSHIP THAT BEGINS DURING PREGNANCY AND CONTINUES THROUGH THEIR BABY'S FIRST YEAR OF LIFE. BARB CONSIGLIO HAS THE DETAILS ON A NEW STUDY THAT SHOWS THIS PERSONAL APPROACH IS WORKING.
(PACKAGE START)	
CG: Courtesy: The Ohio State University Wexner Medical Center	(crying and laughing) "I'm sorry, I knew this was going to happen.": 03
:00 - :03 Shots of Monyia at Moms2B	MONYIA (MAHN-yay) WILSON GETS EMOTIONAL WHEN TALKING ABOUT WHAT THE MOMS-TO-BE PROGRAM HAS DONE FOR HER AND HER CHILDREN. :05
CG: Monyia Wilson Moms2B participant	<i>"Having support like them, you don't have to think it's that hard because they're right there with you."</i> :06
	IT'S SUPPORT THAT IS TYPICALLY LACKING IN

Shots of women arriving at Moms2B, socializing	NEIGHBORHOODS WITH HIGH RATES OF INFANT MORTALITY, WHERE THERE IS A DESPERATE NEED FOR MEDICAL AND SOCIAL SERVICES TO IMPROVE THE HEALTH OF PREGNANT WOMEN AND GIVE THEM A BETTER CHANCE OF HAVING HEALTHY, FULL-TERM BABIES. :11
CG: Dr. Patricia Gabbe Ohio State Wexner Medical Center	<i>"For so long we relied on public health, physicians and pediatricians, obstetricians to correct this, but that has not solved the problem."</i> :13
Shots of Dr. Gabbe in sister circle	SO DOCTOR PATRICIA GABBE (GAB-ee), A PEDIATRICIAN AT THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER, DECIDED TO TRY SOMETHING DIFFERENT. :06
Dr. Gabbe (CG'd earlier)	<i>"I said, 'I think we need to go into a high-risk neighborhood and learn from the mothers.'" :04</i>
Shots of sister circle	BY DOING THIS, THEY LEARNED A LOT ABOUT THE CHALLENGES MOMS FACE AND HOW TO MAKE THE SUPPORT, EDUCATION AND RESOURCES OFFERED AT MOMS-TO-BE SESSIONS GO FURTHER. :08
	(Nats of sister circle) :02
Dr. Gabbe (CG'd earlier)	<i>"We learned so much about their resilience and their willingness to come and how they all want to have a healthy baby." :10</i>
Shots of Moms2B session	EACH SESSION INCLUDES A LESSON ON PREGNANCY AND PARENTING, ACCESS TO SOCIAL AND MEDICAL SERVICES AND A HEALTHY MEAL. DOCTOR GABBE LED A STUDY ¹ ON THE EFFECTS OF MOMS-TO-BE AND FOUND WOMEN WHO ATTEND AT LEAST TWO SESSIONS HAVE LOWER INCIDENCES OF PREMATURE BIRTH AND INFANT MORTALITY. :08
Dr. Gabbe (CG'd earlier)	<i>"When we started in our neighborhoods, it could be as high as 19 per 1,000. Overall now, our black infant mortality is 10 per 1,000. We've never had that happen." :16</i>
Moms of Monyia talking in session	BUT FOR THE WOMEN HERE, MOMS-TO-BE GOES FAR BEYOND THE NUMBERS. :09
Monyia Wilson (CG'd earlier)	<i>"They're there for you whenever, you can call them, leave them messages, text them. They're there. They will respond." :07</i>
	AT THE OHIO STATE WEXNER MEDICAL CENTER,

Shots of Monyia and kids	THIS IS BARB CONSIGLIO REPORTING. :03
(PACKAGE END)	THE PROGRAM IMPLEMENTED VIRTUAL
ANCHOR TAG	SESSIONS AS COVID-19 EMERGED TO CONTINUE HELPING NEW MOMS AND ADDRESS THE UNIQUE CHALLENGES THAT EMERGED DURING THE
	PANDEMIC. MOMS-2-B CONTINUES TO GROW AND EXPERTS ARE WORKING WITH PARTNERS ACROSS THE
	COUNTRY TO EXPAND ITS SUCCESS AND HELP LOWER THE INFANT MORTALITY RATE NATIONALLY.

SOCIAL MEDIA

Share it! Suggested tweet:	A unique program at <u>@OSUWexMed</u> is battling infant mortality by integrating education and support into at-risk neighborhoods, and a new study reveals their personal approach is working. <u>http://bit.ly/384WAU3</u>
Suggested post:	Experts at <u>The Ohio State University Wexner Medical</u> <u>Center</u> are working to reduce infant mortality by learning from moms in at-risk neighborhoods and integrating education, services and support where it's needed most. <u>http://bit.ly/384WAU3</u>

EXTRA BITES

	Gabbe says they arrange for women to get to medical appointments: <i>"If they needed to make sure they got to that prenatal appointment and they didn't have a ride, or they didn't have childcare or whatever. They can text us, or call us, or email us and we'll help arrange all that." :15</i>
CG: Dr. Patricia Gabbe Ohio State Wexner Medical Center	Gabbe says they learned what moms wanted to learn about: "We learn from the moms. What is it that they want to hear, what do they want to learn about, and how do we structure the teaching and the support to keep them engaged?" :12
	Gabbe lists some of the health professionals on their team: "They value having relationships with health professionals. We have physicians, we have nurses, we have social workers, we have medical dieticians, community health workers. So, we have a whole multi-disciplinary team, which is unique." :17
CG: Monyia Wilson Moms2B participant	Monyia says Moms2B helped her find her home: "If it wasn't for them, I wouldn't even be in my place because I needed somewhere to stay, and Jamie took me down there, and was like, 'We're gonna go get this for you ASAP'". :07
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CG: Monyia Wilson Moms2B participant	Monyia says she invites other women to Moms2B: "When I see a pregnant woman that needs help, and they be like, 'Can I get the number,' I'm like, 'Can we meet, and we go together?'" :07
	Monyia says Moms2B brings joy to those who participate: "Even though it's just one day out of the week, it's just so much, just to see their faces and they're happy to see us come. The joy that they bring for us, and it puts smiles on our face when we go home." :13

References

¹The Association of Moms2B, a Community-Based, Interdisciplinary Intervention Program, and Pregnancy and Infant Outcomes among Women Residing in Neighborhoods with a High Rate of Infant Mortality, **Journal of Maternal and Child Health, Jan. 19, 2021.** Online: https://link.springer.com/article/10.1007/s10995-020-03109-9

²Infant Health, Centers for Disease Control and Prevention, Jan. 20, 2017. Online: <u>https://www.cdc.gov/nchs/fastats/infant-health.htm</u>

^{2³}*Infant Mortality*, **Centers for Disease Control and Prevention, March 27, 2019**. Online: <u>https://www.cdc.gov/reproductivehealth/maternalinfanthealth/infantmortality.htm</u>

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