Partnering to Support Healthy Moms and Babies in Baltimore and Beyond
Celebrating 10 Years of B’More for Healthy Babies

Social Mobilization to Drive Change

October 21, 2020
Welcome

Karey M. Sutton, PhD
Health Equity Workforce Director
Association of American Medical Colleges (AAMC)
Partnering to Support Healthy Moms and Babies in Baltimore and Beyond
Celebrating 10 Years of B’More for Healthy Babies

Wednesdays in October
5 - 6:30 p.m. ET

Register for the series:

Session 1: Enhancing Local Partnerships: Community Engagement and Impact
October 7, 2020

Session 2: A Decade of Progress: Examining B’More for Healthy Babies Program Outcomes
October 14, 2020

Session 3: Social Mobilization to Drive Change
October 21, 2020

Session 4: The Path Forward: Sustainability for Future Impact
October 28, 2020
Amber C. Summers, PhD, RDN, CHES
Johns Hopkins Center for Communication Programs
Keyonna Green
Community Advisory Board
B’more for Healthy Babies

Giselle Joseph
Community Outreach Worker, Promise Heights
B’More for Healthy Babies
Upton-Druid Heights

Session 3: Speakers
Tina Suliman, MSPH
Communications Associate
Johns Hopkins Center for Communication Programs
Partnering to Support Healthy Moms and Babies in Baltimore and Beyond

Social Mobilization to Drive Change

October 21, 2020
Centering Community In the Work
Mobilize Community

- BHB Communities
- Faith-based outreach
- City-wide events
- Community Advisory Board
BHB Structure

- **Community Advisory Board (Residents and staff)**
  - Ensures accountability to families

- **Core Implementation Team (Program staff)**
  - Brings program planning expertise

- **Coalitions (Technical working groups with partners)**
  - Brings topic-specific technical expertise

- **Steering Committee (Mayoral Cabinet, heads of public agencies)**
  - Brings sustainability expertise
A CLEAR CALL TO ACTION:

To address inequities in our systems and services that contribute to health disparities through an anti-racist lens.
“Let the doctors know to give -- instead of giving certain options of birth control, let each patient know all the different options right away. Because sometimes the options they give is not the ones that sound the best to us. And there's other ones out there that we never heard about before that might be better.”

Interview Participant (age 27)
BHB’s 2018 “My Birth Control Journey” Formative Research Project
Breastfeeding is the best thing I could have done for my baby.
Keyonna Green
Community Advisory Board
B’more for Healthy Babies
Social Mobilization to Drive Change (My Experience)

Giselle Joseph, CLC
Community Outreach Worker, B’more for Healthy Babies Upton/Druid Heights

@Phhealthybabies
@healthybabiesph
@healthybabiesph
Participant to (leader) Community Advocate

- Learned about an abundance of resources (Parenting Support groups) through Adrian (MIF)
- Participated in B’more Fit
- Became a peer leader with B’more for Heathy Babies
- Parent Leader with Parent University PH
How did I develop the process of Smoking Cessation?

• New rule required that public housing to be smoke free by July 2018.

• Dr. Fernando Wagner is with the School of Social Work and BHB UDH. (Principal Investigator)

• Partnered with Dr. Wagner on developing the Smoking Cessation program because of our previous work in the community and McCulloh Homes.

Smoking during and after pregnancy also increases the risk of sudden infant death syndrome (SIDS).
Process Cont’d

- Community Support Board -11 members (6 moms, 4 grandparents, 1 dad)

- Location YMCA UDH

- Develop contents and materials to address the needs of this specific population (pregnant women)

- Created flyer for the intervention (This took a lot of work lol)

- **SMOKE-FREE MOMMIES PROJECT** (put it out before it puts you out)

- 8 moms were able to quit smoking and replace it with a hobby.

Overall the community members felt a sense of accomplishment, because they were able to participate in a project for their community and they continue to stay involved with **BHB Presently**.
QUIT TODAY

A focused discussion about quitting smoking

Help us learn how to help pregnant women:
• Become smoke-free in 6 weeks
• Stay smoke-free in the following 6 weeks.

What do I need to share in the 90-minute meeting?
• Your experience as a tobacco smoker or former smoker
• What motivate you to quit?
• What helped you to quit?
• What were the barriers?

How do I know if I can participate?
• If you are pregnant and smoke tobacco or quit recently
• If you recently gave birth to a baby and you or someone else in the household smokes
• If you take care of a baby that is less than a year old

put it out before it puts you out ✆ 443-630-9955
New insights gained throughout this project?

❖ Trust

❖ Self Awareness

❖ Personal Strengths
(Vaccinations, Covid-19, etc?)

Being Honest and Transparent
Using Communication for Social Mobilization
Centering and Amplifying Community Voice

Tina Suliman, MSPH
Johns Hopkins Center for Communication Programs
Communications is a process, not a product.

**STEP 1**
Inquire

**STEP 2**
Design Strategy

**STEP 3**
Create and Test

**STEP 4**
Mobilize and Monitor

**STEP 5**
Evaluate and Evolve
Poll:
We surveyed 40 people in WIC clinics throughout Baltimore City. Which card did 39 out of the 40 respondents prefer?

A. Be Your Baby’s First Teacher

B. Be Your Baby’s First Teacher

PLAY! Read with your baby.

SING! Sing with your baby.

TALK! Talk to your baby.

WRITE! Scribble with your baby.

B’MORE! Explore more.

You can do it!
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TALK!
Talk to your baby.

WRITE!
Scribble with your baby.

B’MORE!
Explore more.
Focus demands sacrifice.

What we identify as a need in a community may not automatically create demand.
Knowledge is not the only barrier.

- Attitudes
- Beliefs
- Myths
- Perceived social norms
- Self-efficacy
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- Attitudes
- Beliefs
- Myths
- Perceived social norms
- Self-efficacy
We don't know what we don't know.

- Paternalism vs. Humility
- Tokenism vs. Representation
- Extraction vs. Accountability
Case study: Engaging parenting and expectant young men in Baltimore City
Dads sometimes feel like an afterthought.

"Moms get a lot of support, but the dad doesn't get support. All the books are for the mom. Who is going to give you the rundown?"

"The doctor didn't even look at me. That was like a red flag. I didn't trust what she was saying."
Main components of a communication campaign/piece

01 Message/call to action

02 Frame

YOUR BABY’S BIG MOMENTS

As a new, young mom, I honestly didn’t know what my son should be doing at each step of his life. It helps to know the milestones so I know if I should be concerned.

Your child is learning new ways to play, talk, and move every day! You can learn about some of the big milestones (important signs that your child is growing) for your child's age on the back of this sheet or visit www.healthybabiesbaltimore.com.

If you have questions about how well your child is developing, talk to your doctor. You can also get a free meeting with staff at the Baltimore Infants and Toddlers Program or Baltimore City Public Schools - Child Find. Getting more information always helps.

Questions or Concerns About Your Baby's Development? Call Us, We Will Help!

If your child is 3 or under
Baltimore Infants & Toddlers Program
410-396-1666

If your child is age 3-8
Baltimore City Public Schools - Child Find
410-996-1011

03 Narrative

As a new, young mom, I honestly didn’t know what my son should be doing at each step of his life. It helps to know the milestones so I know if I should be concerned.
The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story.

CHIMAMANDA NGOZI ADICHIE, AUTHOR
The Single Story

Just because you can have a baby, it doesn't mean you should. Especially without planning for one or getting married first. More than 72 percent of children in the African-American community are born out of wedlock. That means absent fathers. And the studies show that lack of a male role model is an express train right to prison and the cycle continues."

DON LEMON, CNN HOST (2013)
The nuanced story

Most Black fathers live with their children and are actively involved in their lives.

FATHERS' INVOLVEMENT WITH CHILDREN ON A DAILY BASIS

SOURCE: Centers for Disease Control and Prevention
Impacts how society judges Black fathers...

...and how Black fathers judge themselves.
Hackathon
HACKATHON FINDINGS
Communication priorities as defined by audience

Overarching needs: Self-efficacy | Growth mindset | Building support network | Resources/help

- Co-Parenting
  - Boundaries
  - Communication
  - Trust
  - Knowing Rights

- Future Planning
  - Education
  - Employment
  - Financial Literacy

- Parenting Skills
  - Problem-Solving
  - Bonding
  - Discipline

- Mental Wellness
  - Coping
  - Anger Management
  - Self-Care
"Sharing knowledge allows the family and community to grow as one. When you are a good parent, it inspires your children to learn from you and to do the same."

AUDIENCE COMMENT
Joseph Farmer
That's what I like to see and here about other then the f##king
Key takeaways

01 Representation matters
02 Stay accountable to your audience
03 Focus demands sacrifice
04 Investing in a community-centered process is worth it
Thank you!

For more examples of B'more for Healthy Babies communication materials, visit us at:

www.healthybabiesbaltimore.com

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@bmore4healthybabies
Q & A

Click the 👋 button to ask a question
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