



# Black Infant Maternal Health Initiative

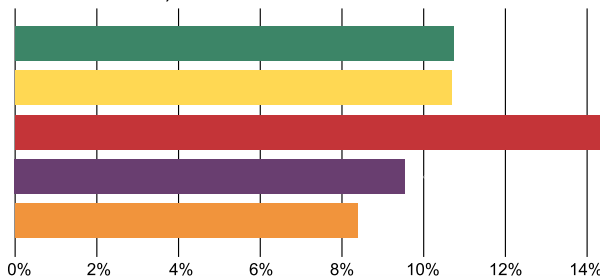
Kern County

A Kern County community steering committee formed in February 2021, meeting monthly to address health and outcome disparities in black infants and mothers.

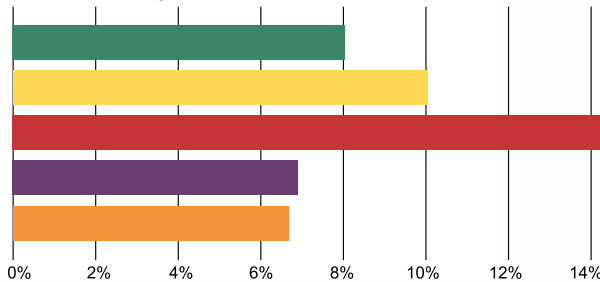
**“Striving for birth equity through unity and empowerment”**

## California Data

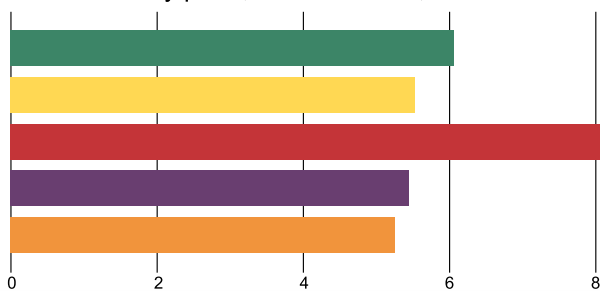
Preterm Birth, 2016-2020



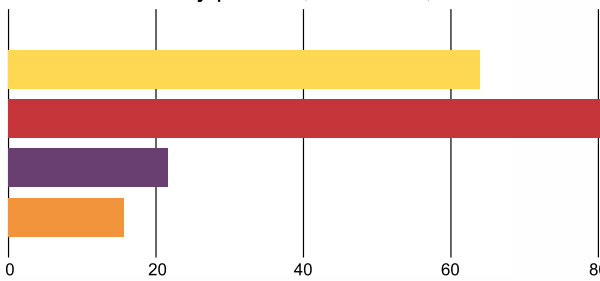
Low Birthweight, 2016-2020



Infant Mortality per 1,000 Live Births, 2015-2019



Maternal Mortality per 100,000 Births, 2015-2020



Legend: AIAN (Green), Asian/NHPI (Yellow), Black (Red), Hispanic (Purple), White (Orange)

Sources: CDC WONDER Online Database; Natality public-use data, 2017; Birth Statistical Master Files, 2019; CDPH, 2011-13; Linked Birth/Infant Death Files, 2015-2016



Empowering Pregnant and Mothering Black Women

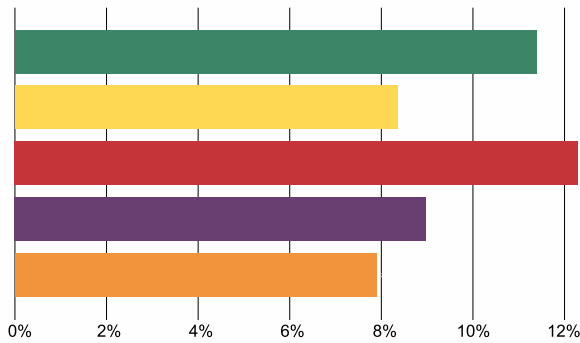


Memorial Hospital  
Mercy Hospital Downtown  
Mercy Hospital Southwest

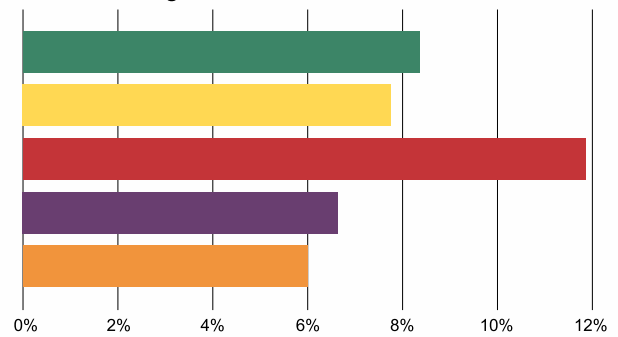


# Kern County Data

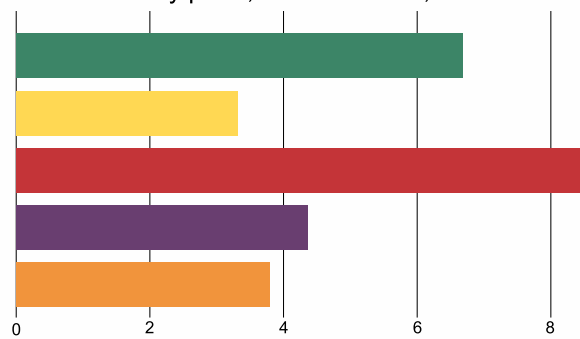
Preterm Birth, 2016-2020



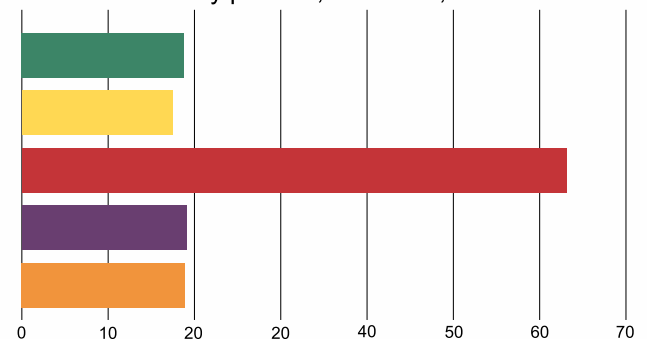
Low Birthweight, 2016-2020



Infant Mortality per 1,000 Live Births, 2015-2019



Maternal Mortality per 100,000 Births, 2015-2020



■ AIAN ■ Asian/NHPI ■ Black ■ Hispanic ■ White

Sources: CDC WONDER Online Database; Natality public-use data, 2017; Birth Statistical Master Files, 2019; CDPH, 2011-13; Linked Birth/Infant Death Files, 2015-2016

# Three-Year Strategic Plan

7/1/2022 - 6/30/2025

## GOAL 1

By June 30, 2025, will increase by 3% African American/Black health care professionals in Kern County by hosting a public awareness campaign, creating a two-year paid internship, and creating an educational pathway through local colleges.

### Objective 1

By June 30, 2023, a partnership with Kern Community College District and California State University, Bakersfield will be made to create an educational pathway to increase the workforce for African American healthcare professionals annually by creating targeted marketing to potential African American/Black students in high schools and African American/Black organizations and identifying African American/Black mentors throughout Kern County.

### Objective 2

By June 30, 2024, a public awareness campaign will be created to increase community awareness of local public health educational paths available in Kern County by incorporating media outlets, visual promotional materials, and communicating the message by participating at local events.

### Objective 3

By June 30, 2025, a minimum 2 year-long paid internship for African American/Black students will be created at public health and community-based organizations, for social workers, nursing, and pre-med students, by locating funding, partnering with local colleges, and identifying organizations to facilitate the internships.

# Three-Year Strategic Plan

7/1/2022 - 6/30/2025

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## GOAL 2

By June 30, 2023, mental health will be addressed as a factor for African American/Black infant and maternal mortality by facilitating focus groups and sister circles, while implementing a three-year phased public awareness campaign.

### Objective 1

By June 30, 2023, conduct 3 focus groups to identify barriers to accessing mental health services by identifying African American/Black mental health professionals to facilitate meetings and engage the African American/Black community to participate.

### Objective 2

By June 30, 2023, launch a phased 3-year public awareness campaign with data, stats, real stories, and solutions by utilizing media outlets, quarterly themes and targeting African American/Black awareness dates throughout each calendar year.

### Objective 3

By June 30, 2023, involve the community, especially African American/Black mothers, to create a monthly sister circle around wellness by locating a facilitator, selecting topics for discussion, and engaging the African American/Black community to participate.

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## GOAL 3

By June 30, 2025, provider awareness of African American/Black infant and maternal health disparities will be measurably increased by encouraging healthcare provider attendance at presentations and trainings.

### Objective 1

By June 30, 2023, an OB/GYN professionals dinner forum will be held to share African American/Black infant and maternal health data by locating a host and funds to sponsor the event, offering continuing education credits, and inviting local OB/GYN professionals.



### Objective 2

By June 30, 2025, work with health plans to identify and provide office training to at least twenty sites on causes of African American/Black infant mortality by identifying provider offices and trainers, creating and implementing a training plan and curriculum, and securing funding to facilitate the trainings.

### Objective 3

By June 30, 2025, increase awareness to fifty healthcare professionals about African American/Black infant and maternal health by utilizing medical associations to distribute information and presenting information and materials throughout the county.