

Black Infant Health Practice Initiative (BIHPI) Community Action Team



Strategic Action Plan for Miami-Dade County

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Goal #1: Improve quality healthcare services provided to women of childbearing age

Objective #1: Increase access and affordability of health care [for everyone]

Action Steps:

1. Engage the media to increase public knowledge of available services (e.g., providers of health and human services, hotlines, support groups).
2. Increase the use of community health workers and health navigators to identify clients with needs and connect them to appropriate care and services.
3. Increase the availability of programs to serve undocumented clients.
4. Increase the availability of transportation and other supportive services.
5. Improve coordination of referrals, care, and services across providers.
6. Advocate for universal healthcare for all citizens.

Objective #2: Increase availability of prioritized services for maternal infant/care

Action Steps:

1. Provide education to adolescent/teen moms on the importance of prenatal care.
2. Provide supportive services to mothers of children up to age 4.
3. Reform regulations concerning the role of midwives and doulas in the local system.
4. Encourage funders to assess resources and existing services available and collaborate around infant mortality to prioritize funded services.

Objective #3: Increase availability of culturally appropriate services

Action Steps:

1. Develop definition of respectful interaction between providers and clients.
2. Educate providers and consumers on expected standards of behavior to improve care and reduce prejudice and personal bias.
 - a. Provide cultural competence training for service providers, give them the tools and skills they need to provide high quality care (e.g., respect, customer service, compassion, cultural sensitivity, effective communication).
 - 1) develop curriculum
 - 2) develop train the trainer module
 - 3) use role-playing exercises to illustrate
 - b. Empower and educate clients, give them the tools and skills they need to calmly negotiate with providers (e.g., what to expect, how to interact with providers respectfully, client/patient rights).
 - 1) develop education and awareness promotional program or events
 - 2) use role-playing exercises to illustrate

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Goal #2: Support public policies that facilitate reduction of disparities in infant mortality in Miami-Dade County

Objective #1: Educate policy makers on the social determinants of infant mortality.

Action Steps:

1. Develop a policy statement about social determinants of health that contribute to disparities in infant mortality.
2. Create a dissemination plan to ensure the policy statement reaches elected officials, directors of public agencies, leaders of community based organizations, funding organizations, and other key policy and decision makers.
3. Identify specific state and local policies concerning social determinants that contribute to infant mortality and advocate for appropriate changes and funding allocations.
4. Identify key policy makers involved in health care reform at local and state levels.
5. Prepare appropriate educational materials to distribute to policy makers.
6. Set up “in-face” meetings with policy makers.
7. Identify individuals and organizations that have an influence with policy makers.
8. Organize a Black Infant Health Practice Initiative day annually in Tallahassee to discuss issues and possible solutions.

Objective #2: Establish collaborative relationships with existing organizations working with Legislators.

Action Steps:

1. Identify organizations who work with key legislators that are willing to take on the Black Infant Health Practice Initiative issue.
2. Invite legislators to Black Infant Health Practice Initiative meetings.
3. Prepare appropriate educational materials to distribute to organizations and Legislators.

4. Identify faith based Initiatives who are willing to take on Black Infant Health Practice Initiative issues with Legislature.

Objective #3: Increase Political and Social accountability through advocacy, education, and awareness.

Action Steps:

1. Engage the media to disseminate information.
2. Engage business community to help devise a business plan that highlights the economic impact of the Black Infant Health Practice Initiative.
3. Engage communities at large through Town Hall meetings, Church meetings, health fairs, etc.
4. Educate school age children about health lifestyles and behaviors.
5. Parenting education beginning in middle schools.

Objective #4: Strengthen the African American family unit.

Action Steps:

1. Engage the media in efforts to increase parenting messages specifically geared at the Black family through public service announcements aired on television and radio.
2. Support programs that promote self-esteem among Black teen and adult women.
3. Encourage Miami-Dade County Public Schools to include comprehensive parenting, money management, home ownership, job training, college prep and self-esteem etc. lessons in Life Skills classes.
4. Prepare educational literature on parenting for collaborating organizations and churches to disperse during programs and at facilities.
5. Collaborate with 5000 Role Models and similar programs to provide education on family roles as well as support the programs’ efforts to increase integrity and success among young African American males.

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Goal #3: Engage a variety of partners in creative community action to reduce infant mortality and social inequality.

Objective #1: Educate the general public on how sources of inequality contribute to infant mortality.

Action Steps:

1. Develop a public information campaign that would include radio, television, and written media elements.
2. Include messages and approaches for specific audiences (e.g., teen mothers, women of childbearing age, men/fathers, providers).
3. Engage the media in efforts to get the word out via public service announcements, regular news coverage, and public events.

Objective #2: Foster Community Collaboration

Action Steps:

1. Establish collaborative relationships with other organizations and individuals working to reduce social inequality (for example:)
 - a. Organizations and individuals addressing public policy, advocacy, and social justice
 - b. Organizations and individuals addressing health care reform
 - c. Organizations and individuals addressing women's health and reproductive rights
2. Increase by 100% the number and variety of partners (organizations & individuals) who are part of the Community Action Team.
3. Develop and implement a plan to sustain and strengthen BIHPI that prioritizes the recruitment and retention of members of the Community Action Team.
4. Increase advocacy efforts between and among constituents, service providers, and grass roots entities.

Objective #3: Ensure the continued engagement of members of the communities affected by disparate rates of black infant mortality by including them on the Community Action Team.

Action Steps:

1. Actively recruit a specific number of clients/consumers (i.e., women of childbearing age in the community) to serve on the Community Action Team.
2. Actively recruit a specific number of other community members (e.g., family, community gatekeepers and males) to serve on the Community Action Team.
3. Develop strategies to encourage participation by and retention of community members of the Community Action Team.