

	Measures			
Mission:	Start Strong Clark County aims to reduce infant mortality by supporting and empowering families, weaving social determinants of health into			
Vision:	All babies born in Clark County will be healthy at birth and thriving at one year.			
Overarching goal	I. Reduce the infant mortality Based on a 5 year rolling average.			
	II. Cut the Clark County black:white IMR racial disparity gap in half by 2025 Black:White IMR ratio from 1.96 to 0.98			

) all strategies to reduce our current racial and ethnic disparities.								

Goal	Strategy	Objectives
Goal 1: Provide evidence-based services that aid in the reduction of preterm births from 11.8% (5 year average 2015-2020) to 10.4 % (state of Ohio 5 year average 2015-2020)		
	A. Reduce substance exposure	A1. Decrease the percentage of women smoking/ vaping at some point in their pregnancies to less than 200 per year
		A2. Begin data collection for positive THC and other substances at birth
		A3.
	B. Reduce health disparities	B1. Clark County will continue to offer Implicit Bias Training and Trauma Informed Care
		B2a. Continue collecting data on social determinants of health
		B2b. Identify a navigation process to reduce barriers to social/ health needs.

Action Steps
a. Continue Baby and Me Tobacco Free/ Mercy Reach Programming
b. Identify practice champions at each OB/GYN to enter names into BMTF portal
c. Promote BMTF and REACH through social media
d. Contact physician offices to discuss education and referral process for REACH and BMTF (Mercy REACH)
e. Discuss in physician meeting at Mercy Health (Mercy)
f. Encourage referrals in the Birthing Center at Mercy Health (Nicole Conley & Danielle Raines)
a. identify data sources for retrieving substance exposure information
a. Create connection with Health Equity group to provide trainings in the community and for service providers
b. Identify gaps in community programs needing implicit bias training and trauma informed care training
a. Clark County will write a grant to support a county navigator role to increase linkage to services.
b. Clark County will continue to explore Pathways HUB community integration.
c. Clark County will continue active engagement with CliniSync statewide social needs referral platform (UniteUs) development and role out.

Measures	Timeline	Owner
Number of referrals to BMTF and REACH		BMTF
Number of referrals to BMTF and REACH		
Social media analytics		
		Mercy REACH
		Mercy
		Mercy
Record a list of data sources, birthing center can run a report	Complete	Mercy, CCCHD
1. Record the number of trainings provided and the number of participants		
2. Identify new training partnerships (CCCHD, Mental Health Task Force)		Steering Committee CCCHD
1. Number of county navigators added (aka Community Health Worker (CHW), (aka, Neighborhood Navigator) 2023 RHC has 5, CCCHD has ***, PRC has 1, others?		
1. Rocking Horse Community Center will provide updates on the pilot to Start Strong coalition		CCCHD
1. A minimum of one member of SSCC will join the Clinisync work group and will report updates at SSCC meetings.		CCCHD, RHC

RHC 5 CHWs (2023)								
AnnMarie Schmersal and Amanda Ambrosia active on Clinisync work group								



Goal	Strategy	Objectives
Goal 1: Provide evidence-based services that aid in the reduction of preterm births from 11.8% (5 year average 2015-2020) to 10.4 % (state of Ohio 5 year average 2015-2020)		
		B3. Reduce cultural barriers to health care services
		B4.
	Fathers engaged in prenatal appointments &	Mindset change to understand importance of their support to part

Action Steps
a. Increase community capacity of interpreters
b. Increase outreach and utilize a "meet where you are" approach
c. Increase community capacity of peer mentors and minority health champions
a. Hire community health equity coordinator
1. develop survey for collecting data to identify barriers to engagement
2. Meet dads where they are - identify groups already meeting with dads in churches
3. Identify barriers to father engagement (generational lack of parenting, mom won't
4. Develop plan to help overcome barriers
5

Measures	Timeline	Owner
1. List of interpreters able to translate for Spanish and Haitian (French) Creole		
Catholic Charities interpreter training in process	Complete April 2023	CCCHD
1. List of outreach events: Minority Health Fair April 29, 2023, Fathering Fest, June 1, 2023, BAM event, 8/2023, DJFS CSAM carnival 8/ 2023	complete, ongoing	Gracie Hemphill
1. Add a minority health representative to Start Strong coalition	Complete 2/2023	Christina Conove
One Health Equity Coordinator hired, CCCHD- COMPLETE 2/2023	Complete 2023	
Complete 4/ 2023	Complete 2023	
June 1 Fathering Strong Event	Complete 6/2023	
allow, single dads run together - same mindset, no support, blame, fear of child support backlash - why pay if can't see kids)		
1 Fatherhood app developed		

Goal		Objectives
Goal 2: Reduce the number of sleep related infant deaths to zero by 9/30/2025.		
	A. Increase availability of safe sleep environments to 300 per year.	A1. Increase community awareness of Cribs for Kids portable crib program
	B. Reduce health disparities	B1. Increase availability of culturally appropriate resources for minority populations
		B2. Clark County will continue to offer implicit bias training and trauma informed care training.
		B3a. Continue collecting data on social determinants of health
		B3b. Identify a navigation process to reduce barriers to social/ health needs.
		B4. Education provided to father on safe sleep practices
		B5. Ensure that both standardized reporting forms and social media c
	C. Ensure accurate and comprehensive collection and distribution of data surrounding sudden unexpected infant deaths.	C1. Outline a county wide process for collection and submission of SUIDI form.
		C2. Develop a formal report and reporting structure for sudden unexpected infant death reviews.
	E. Increase community awareness of safe sleep recommendations	E1. Social media presence

Action Steps
A1a. Promote at community events and through social media
A1b. Increase access to portable cribs at various locations
B1a. Identify current resources
B2a. Create connection with Health Equity group to provide trainings in the community and for service providers
a. Clark County will write a grant to support a county navigator role to increase linkage to services.
b. Clark County will continue to explore Pathways HUB community integration.
Incentivize fathers to take training
Outreach follow CLAS guidelines.
C1a. Survey county agencies on awareness and current process for utilization of SUIDI forms.
C1b. Identify county process for collection of SUIDI form.
C2a. Identify current reporting process
C2b. Research availability of standardized reporting forms.
C2c. With input for Clark County Child Fatality Review committee, develop a reporting form and process.
E1a. CCCHD Facebook live
E1b. SS website banner promoting safe sleep

Measures
Number of new referrals sources
Number of cribs distributed
B1a1. Compile a list of resources and update Local Resource page on SS website
1. Record the number of trainings provided and the number or participants
1. Number of county navigators added (aka Community Health Worker (CHW), (aka, Neighborhood Navigator)
1. Rocking Horse Community Center will provide updates on the pilot to Start Strong coalition
1. identify resources available
2. identify barriers to attending
3. connect dads to resources and mentoring opportunities
Survey results.
Document outlined process.
Record current reporting process
1. Record number of views
1. Record number of views of safe sleep education page

Timeline
Complete 2023
Complete, ongoing
March 2023
December 2023

Goal	Strategy	Objectives
Goal 3: Raise Awareness of the Importance of Preconception and 1st Trimester Health		
	A. Promote Start Strong website	A1. Promote through partner agencies, social media and county events
		A2. Maintain accurate, up to date information on website
	B. Targetted efforts focusing Clark County adolescents	B1. Identify access points for adolescents
		B2. Maintain and increase collaborative relationships with Clark County ESC/ GRADS and Springfield City School District (SCSD)
		B3. Promote through social media
		B4. Create a pregnancy educational resource packet in partnership with GRADS program and SCSD
		B5. Involve fathers in classes and teen program of GRADS
		B6. Education and awareness
	C. Decreasing Lead Exposure	C1. Identify a baseline number of prenatal care providers using the Ohio Department of Health Prenatal Risk Assessment for Lead.

Action Steps
A1a. Distribution Start Strong promotion flyers to partner agencies
A1b. Schedule presence on social media
A2a. CCCHD staff dedicated to maintaining website
A2b. Standing agenda item for website feedback/ updates at Start Strong meetings
B1a. Mercy Health to provide child birth classes at SCSD
in process
Health Class Guest Speaker, Brittney Bruce from Sexual Health and Wellness Clinic
C1a. Recruit local OB provider advocate to join Start Strong
C1b. CCCHD lead case management team will survey all prenatal care providers regarding use of the Prenatal Risk Assessment for Lead and tally results

Measures

Number of flyers distributed, presented to RHC providers 5/2023,
Social media analytics

One additional GRADS staff member hired (Candace Copeland) and placed at Springfield High School

Timeline	
Complete, ongoing	GRADS
	GRADS
	June 2023
	December 2022

Goal	Strategy	Objectives
Goal 3: Raise Awareness of the Importance of Preconception and 1st Trimester Health		
		C2. Identify baseline number of women of childbearing age identified with an elevated blood lead level (EBLL).
	D. Increase Early Identification and Intervention for lead exposed mothers, infants and childrens	D1: Establish OB policy to lead screen pregnant women.
		D2: Establish hospital policy for lead screening cord blood of all stillborn babies prior to disposal and newborns whose mother either identified with an EBLL or was not screened for lead.

Action Steps
C1c. Obtain prenatal EBLL results from OB practices and collaborate to decrease them
C1d. CCCHD lead team and Shannon Chatfield make referrals as needed for home lead assessment, ODH, WIC, food pantry, CCJFS, Project Woman, and Early Childhood services
C2a.. Obtain lead test results of women of childbearing age to measure outcomes.
C2b. Identify an existing tracking mechanism for women of childbearing age lead results or create a tracking mechanism if needed
C2c. Collate women of childbearing age lead test results annually to monitor change in percent of increase or decrease of women of childbearing age with an EBLL
D1a. Investigate related polices in states that require lead screening of all pregnant women
D1b. Work with local OB providers to create a mechanism for tracking prenatal blood lead lab results.
D1c. Work with local OB providers to establish practice of lead screening all pregnant women at the beginning of their 2nd trimester and to retest them at the beginning of theri 3rd trimester.
D2a. Investigate related policies in states requiring lead screening of all pregnant women
D2b. Enlist OB cooperation to either establish practice of neonatologists ordering lead screening or make pediatric lead screening referrals for newborns of mothers with EBLL

Measures

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Submit proposal to the Ohio Department of Health requesting CCCHD access to data
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Timeline	
	December 2024
March 2022 and ongoing	
	December 2024
	December 2023
	September 2025
6/1/2023, complete	
	December 2022
	January 2024
	December 2023
	June 2025

Goal	Strategy	Objectives
Goal 3: Raise Awareness of the Importance of Preconception and 1st Trimester Health		
	E. Increasing Lead Safe Awareness	E1: Marketing efforts to increase community lead safe awareness.
		E2: Engage local prenatal care providers.
	F. Reduce health disparities	F1. Increase availability of culturally appropriate resources for minority populations
		F2. Clark County will continue to offer implicit bias training and trauma informed care training.
		F3a. Continue collecting data on social determinants of health
		F3b. Identify a navigation process to reduce barriers to social/ health needs.
		Fathers learning about birth spacing

Action Steps
E1a. CCCHD distribute lead safe literature throughout Clark County – April 2022 and ongoing
E1b. CCCHD press releases
E1c. CCCHD website
E1d. CCCHD social media
E1e. Start Strong website
E2a. CCCHD lead case management team connect with local prenatal care providers to develop a partnership to identify and lead screen pregnant women at risk for lead exposure
E2b. Send letter to OBs requesting partnership
E2c. Disseminate lead related pregnancy and breastfeeding brochures and resources
E2d. CCCHD lead team presentations to local prenatal care providers
E2e. Schedule statewide lead medical expert to address Start Strong Clinical Collaborative
E2f. Establish exchange of elevated blood lead level (EBLL) information between CCCHD and local OBs
F1a. Start Strong website includes culturally appropriate information
F2a. Create connection with Health Equity group to provide trainings in the community and for service providers
F3a1. Clark County will write a grant to support a county navigator role to increase linkage to services.
F3b1. Clark County will continue to explore Pathways HUB community integration.

Measures
E1b1. How lead affects the fetus in pregnancy and breastfeeding implications
E1b2. Partnership with local OBs to address maternal and prenatal lead poisoning
E1d1. Facebook Live session re: lead affects pregnancy and breastfeeding implications
E1d2. Facebook posts re: lead affects pregnancy and breastfeeding implications
E1e1. Incorporate information re: lead affects pregnancy and breastfeeding implications
1. Record the number of trainings provided and the number of participants
1. Number of county navigators added (aka Community Health Worker (CHW), (aka, Neighborhood Navigator)
1. Rocking Horse Community Center will provide updates on the pilot to Start Strong coalition
1. identify resources available

Timeline	
April 2022 and ongoing	
	January 2023
	June 2023
June 2022 and ongoing	
	October 2022
October 2022 and ongoing	
	June 2023
	June 2022
August 2022 and ongoing	
	December 2023
	June 2023
August 2022 and ongoing	

Goal	Strategy	Objectives
Goal 3: Raise Awareness of the Importance of Preconception and 1st Trimester Health		
		Fathers engaged in prenatal appointments & bonding w/
		F4. Ensure that all flyers and social media follow CLAS g

Action Steps
inborn child
guidelines

Measures

2. identify barriers to attending

3. connect dads to resources and mentoring opportunities

Timeline	

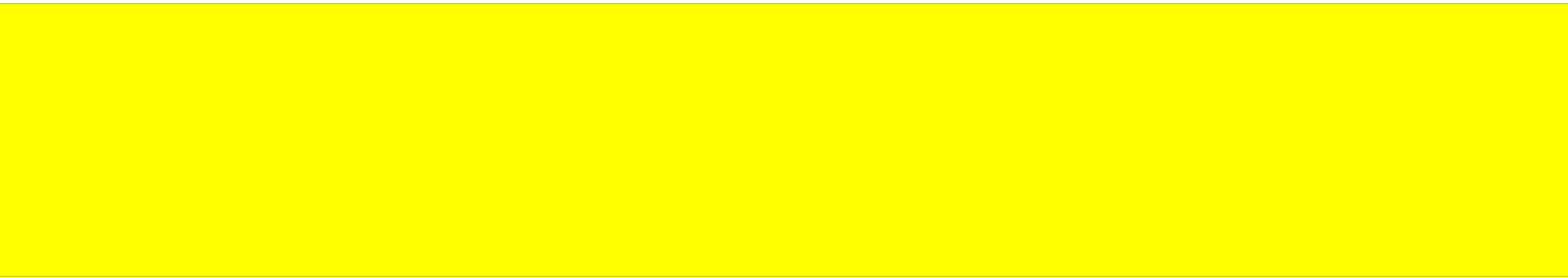
Goal	Strategy
By September 30, 2025 Clark County will increase breastfeeding initiation rates from 58.2% (2019) to 75.7% (to match the rate for the state of Ohio, 2019)	
	A. Implement a care coordination system across the prenatal through weaning stages, including the development of formal referral systems, follow-up accountability, and handoff protocols during transitions of lactation care from one provider or setting to another.
	B. Increase community capacity to provide breastfeeding support.
	C. Improve consistency of breastfeeding messaging by using evidence-based information and co-creating educational materials among lactation support providers and institutions within the community to avoid provision of conflicting information to breastfeeding parents. (NACCHO 3.1)
	D. Reduce Health Disparities/ Increase fatherhood engagement

Objectives
A1. Establish community clinical linkages among healthcare providers, community-based organizations (CBOs) and other LSPs through networking and relationship building, leading to a memorandum of understanding (MOU) or other formal/ informal agreements outlining each party's responsibility to ensure a seamless transition of care.
B1. Mercy Health to continue to explore opportunity to develop a community breastfeeding support group with support being provided by a rotation of community breastfeeding support providers from various organizations.
B2. Increase the number of health care professional enrolled in the CLC/CLS training provided by WIC.
D1. Ensure that both curriculum and breastfeeding messaging follow CLAS guidelines
D2. Survey parents at BAM event 1.) would you be interested in joining a BF support group 2.) Who/where do you get BF support currently

Action Steps
A1a. Support hospitals to strengthen evidence- based maternity care practices (such as BHFI steps 3 and 10) by outlining clear procedures for connecting to the appropriate level of care in the community (NACCHO 3.3)
A1b. Recruit and engage key community stakeholders to the Start Strong Breastfeeding Subcommittee.
B1a. Identify a curriculem to follow within this support group.
Complete a Fresh Eyes Endeavor by visiting 1-2 WIC clinics with breastfeeding initiation rates at state average or above.
ines

Measures
BF referral system developed, 2023, beginning implementation 6/2023
9 community stakeholders recruited to join BF subcommittee 6/2023
2 health care professionals enrolled in this training 6/2023, WIC in process of hiring peer helpers

Goal	Strategy	Objectives
Goal 1: Provide evidence-based services that aid in the reduction of preterm births from 11.8% (5 year average 2015-2020) to 10.4 % (state of Ohio 5 year average 2015-2020)		
	Fathers engaged in prenatal appointments and birthing classes	Mindset change to understand importance of their support to partner - reduces stress, helps mom better take care of herself
Goal 2: Reduce the number of sleep related infant deaths to zero by 9/30/2025.		
	Fathers trained in safe sleep practices	Get fathers to take training



collecting data to identify barriers to engagement

they are - identify groups already meeting with dads in churches and other small groups to build trust & start collecting data

father engagement (generational lack of parenting, mom won't allow, single dads run together - same mindset, no support, blame, fear of child support backlash - why pay if can't see kid

help overcome barriers

available

attending

resources and mentoring opportunities

Goal	Strategy	Objectives
Goal 3: Raise Awareness of the Importance of Preconception and 1st Trimester Health		
	Fathers learning about birth spacing	
	Fathers engaged in prenatal appointments & bonding w/unborn child	
	Increased Awareness of the importance of fatherhood engagement for maternal child health	
		Targetted efforts for Clark County adolescents
	Improve health equity	Ensure that all survey's and identified resources and mentoring opportunities are followi

available

attending

sources and mentoring opportunities

ool kick off at Father Fest

fo fathering tool from organizations (All members)
