The Arkansas Birthing Project

Improving Maternal and Infant Outcomes: A community-based, culturally aware, social support intervention approach

Zenobia Harris, DNP, RN
Sarah Rhoads, PhD, DNP,
Hari Eswaran, PhD

Dr. Rhoads discloses she receives royalties from Angel Eye Camera System, LLC.
Objectives

• Discuss the way racism has a negative impact on Black maternal outcomes in the US.
• Discuss the need for social support interventions for Black women who are pregnant.
• Describe an innovative social support intervention which can assist in providing culturally aware support to Black women during pregnancy and a year after birth.
“Where you live, should not determine whether you live or die.”

Sources: Photos – UAMS, Rhoads
Quote - U2 song *Crumbs from the Table.*
Rural Health Disparities – Obstetrics

<table>
<thead>
<tr>
<th>Higher Rates compared to Urban/Suburban Women</th>
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<tbody>
<tr>
<td>Greater distance to a hospital with obstetric services</td>
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<td>Late Prenatal Care (2\textsuperscript{nd} or 3\textsuperscript{rd} Trimester)</td>
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<td>Hospitalizations with complications during pregnancy</td>
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<td>Low birth weight</td>
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<td>Preterm birth</td>
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<td>Infant mortality</td>
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<td>Delivery in a lower level facility when needed a higher level facility</td>
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<td>Inadequate transportation to prenatal care services</td>
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<td>Inadequate family planning services</td>
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<td>Unplanned pregnancies</td>
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Current Health Care Statistics for Black Women who are Pregnant

Black women face significantly higher maternal mortality risk

Maternal deaths per 100,000 live births (2011-2013)

- Black women: 44 deaths per 100,000 live births
- White women: 13 deaths per 100,000 live births
- Women of other races: 14 deaths per 100,000 live births

Source: Centers for Disease Control and Prevention
Credit: Alyson Hurt/NPR

Black Health Disparities – Obstetrics

Maternal mortality is significantly greater in the Delta region of the United States compared with the non-Delta United States.

After controlling for maternal race/ethnicity, age, marital status, and education, the risk of maternal death is 16% higher in the Delta region of the United States.

The need of a social support intervention for Black women who are pregnant.
What is the Birthing Project USA and Arkansas Birthing Project?
Social Support Intervention

- Most interventions are typically medical interventions
- Looks holistically at health of the woman and her baby
Structure of the Program

- Bunch Managers
- Sister Friends
- Little Sisters
Structure of the intervention

- Sister Friends meet with their Little Sister
  - Sister Friends and Little Sisters matched into pairs
  - Meet monthly at least 10 hours
  - During pregnancy and 1 year after birth
Celebrations

- Baby B Q
- Showers
- Strut and Stroll
- Dreaming Ceremony
Each Birthing Project is different

- Community driven
- Local intervention
Telling our story

- Website
  - Arkansasbirthingproject.com
- Blogs
  - Maternal Mortality
  - March for our Lives

The Startling Truth About Black Maternal Mortality

December 13, 2017 / Susana Morris

(Editor’s note: Susana Morris is a blogger, activist, and professor. She is also co-founder of the Crunk Feminist Collective (CFC). This article re-affirms why it is important for women of color to have a Sister Friend during pregnancy)

Maternal mortality is on the rise in the United States, under stark racial lines. In fact, Black women are four times more likely to die in childbirth than white women. This is a reproductive justice and human rights crisis. The New York Times reports that, “The leading causes of maternal death in the US are blood clots, severe bleeding and pregnancy-induced high blood pressure, a condition known as preeclampsia.”

While it is true that the overwhelming number of maternal deaths—99% of them—occur in developing countries and that generally speaking the United States is a pretty good place for a woman to have a baby, it is also true that pregnancy and child birth outcomes vary wildly by class and socioeconomic situation. Indeed, 11% women are more likely to die during childbirth than
Online course modules

Arkansas birthing project Website

Patients Learn Site
DR. BINGHAM FORMED THE INSTITUTE FOR PERINATAL QUALITY IMPROVEMENT (PQI)

Expanding the use of improvement science to save the lives of mothers and newborns!
SPEAK UP FOR BLACK WOMEN

Set Limits
Practice and Prepare
Express Your Concerns
Apologize
Keep Trying
Uncover and Learn
Persuade Others to SPEAK UP

#speakupagainstracism  #speakupforwomen

www.perinatalQI.org
#SpeakUpAgainstRacism

"In the end, we will remember not the words of our enemies, but the silence of our friends."

Dr. Martin Luther King, Jr.
Next Steps

Join us by completing the following steps:

✓ Sign the SPEAK Up Pledge
   at:  https://www.perinatalqi.org/page/SpeakUp
✓ Share the SPEAK UP Video
✓ Complete the PQI on-line introductory course titled: Why We All Need to SPEAK UP for Pregnant Black Women
✓ Complete the Harvard Implicit Bias test: https://implicit.harvard.edu/implicit/takeatest.html
✓ Attend an in-person SPEAK UP day-long implicit bias training program
✓ Expand your expertise in developing and leading quality improvement by attending PQI's free webinars and attending the day-long conference titled: Implementing Perinatal Quality Improvement

Want to do even more? Email: Info@perinatalQI.org to schedule an day-long, in-person SPEAK UP training program at your facility
Our Vision of a Culture of Health

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Questions?
Contact Information

Zenobia Harris, MPH, DNP, RN
zharris@prodigy.net
Arkansasbirtingproject2@gmail.com
www.arkansasbirtingproject.org

Sarah Rhoads, PhD, DNP, WHNP-BC
srhoads@uthsc.edu
References

2. Birthing Project USA [http://www.birthingprojectusa.org](http://www.birthingprojectusa.org)