

A stylized, colorful illustration of a landscape. The background features wavy blue and white bands representing the sky. The foreground consists of rolling green hills with varying shades of green. On the left, there are several stylized trees and plants: a tall green tree, a purple and pink flower, and an orange flower. A small red bird is flying in the sky. The overall style is simple and artistic.

Utilizing the Arts to Spread the Message about Infant Mortality

Antonia S. Mead, PhD, MCHES
Shawna A. Barnes,
Rennae A. Williams, EdD, ATC
Johnson C. Smith University

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What is Infant Mortality?

The death of a baby before his or her first birthday.

Infant Mortality Rates

- In the U.S.*
 - 6.75 deaths per 1,000 deaths - US
 - 13.31 Non-Hispanic Black Americans
 - 5.63 Non-Hispanic White Americans
- In North Carolina*
 - 7.2 babies deaths per 1,000 live births
 - 5.5 white babies deaths per 1,000 live births
 - 12.9 African American (non-Hispanic) babies deaths per 1,000 live births

More Facts...

- *Over 50% of all pregnancies are unplanned.*
- *Preterm births are at higher risk for infant mortality.*
- *25,000 infants die each year in the United States.*
- *1 in 33 U.S. babies is born with birth defects.*

Sources: NC Preconception Health Campaign, Centers for Disease Control and Prevention, March of Dimes, Office of Minority Health

Who is Impacted by Infant Mortality?

- African Americans have 2.3 times the infant mortality rate as non-Hispanic whites.
- African American mothers were 2.3 times more likely than non-Hispanic white mothers to begin prenatal care in the 3rd trimester, or not receive prenatal care at all.

Control and

Sources: NC Preconception Health Campaign, Centers for Disease Prevention, March of Dimes, Office of Minority Health

What is Preconception Health?

- Preconception health refers to the health of women and men during their reproductive years.
- It emphasizes individuals thinking about how their behaviors, lifestyles, and medical conditions affect their ability to live healthy lives and to have healthy children.

What is PPE?

- May 2007, the Office of Minority Health (OMH), of the Department of Health and Human Services launched *A Healthy Baby Begins with You* to raise awareness about infant mortality
 - Focus on the African American community
- Created the Preconception Peer Educators (PPE) get message out to target college age students

PPE Goals

Preconception Peer Educators Training Goals

- Reach the college-age population with targeted health messages emphasizing preconception health and healthcare.
- Train minority college students as peer educators.
- Arm the peer educators with materials, activities and exercises to train their peers in college and in the community at large.

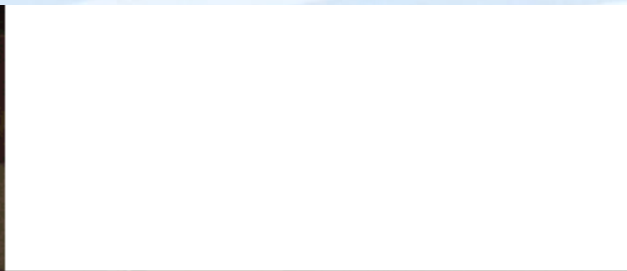
Approaches to Educating Our Community

- *Three Phases of Conception*
- *Infant Mortality Fact Yards during Infant Mortality Awareness Month*
- *Crisis in the Crib Viewing & Discussion*
- *Program partnerships with Residence Life, Athletics*
- *Off campus at local churches and schools*
- *Preconception Through the Arts*

“Bright Beginnings, Healthy Futures— A Look At Preconception Health Through The Arts”

- *A unique approach to educate our peers about preconception health.*
 - *PPEs performed*
 - *Collaborated with the Visual and Performing Arts department at JCSU.*
 - *Utilized videos accessed on YouTube*
 - *Enlarged photos of babies under the age of 1 (including preemies)*





**Bright Beginnings,
Healthy Futures**
*A Look At Preconception Health
Through The Arts*

April 18, 2012
7:00PM
Grimes Lounge
Johnson C. Smith University
Charlotte, NC

A Lecture Event Sponsored By
JCSU Preconception Peer Educators

04.10.2011



Our Event



Successes & Challenges

Successes

- Attendees learned valuable information
- Students joined the PPE organization

Challenges

- Making sure the message would be understood
- Incorporating different aspects of the performing arts
- Program conflicts on campus

What You Can Do

- *Get Involved*
- *Educate your family & community*
 - *JCSU PPEs will come to your campus and train students*
 - *Be a role model*



References

- *Centers for Disease Control and Prevention*
- *NC Healthy Start Foundation*
- *NC Preconception Health Campaign, Centers for Disease Control and Prevention, March of Dimes, Office of Minority Health*

Contact Information

- Shawna Barnes, President, sabarnes@jcmail.jcsu.edu
- Advisors:
 - Dr. Antonia Mead, amead@jcsu.edu, 704-378-1236
 - Dr. Rennae Williams, rwilliams@jcsu.edu, 704-378-3561

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

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JCSU Preconception Peer Educators

The Twitter logo, featuring the word "twitter" in blue lowercase letters followed by a blue bird icon.

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