



Institute for  
Healthcare  
Improvement

# WIHI - Black Women and Maternal Care: Redesigning for Safety, Dignity, and Respect

Dial In: 1-877-668-4493

Code: 661 166 830



ihi.org

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# Madge Kaplan

## IHI Director of Communications

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**Madge Kaplan, IHI's Director of Communications**, is responsible for developing new and innovative means for IHI to communicate the stories, leading examples of change, and policy implications emerging from the world of quality improvement — both in the U.S. and internationally. Prior to joining IHI in July 2004, Ms. Kaplan spent 20 years as a broadcast journalist for public radio – most recently working as a health correspondent for National Public Radio. Ms. Kaplan was the creator and Senior Editor of Marketplace Radio's Health Desk at WGBH in Boston, and was a 1989/99 Kaiser Media Fellow in Health. She has produced numerous documentaries, and her reporting has been recognized by American Women in Radio and Television, Pew Charitable Trusts, American Academy of Nursing and Massachusetts Broadcasters Association.

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# Joia Crear-Perry

Founder & President, National Birth Equity Collaborative



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**Joia Crear-Perry, MD**, is the Founder and President of the National Birth Equity Collaborative. Most recently, she addressed the United Nations Office of the High Commissioner for Human Rights to urge a human rights framework to improve maternal mortality. Previously, she served as the Executive Director of the Birthing Project, Director of Women's and Children's Services at Jefferson Community Healthcare Center and as the Director of Clinical Services for the City of New Orleans Health Department where she was responsible for four facilities that provided health care for the homeless, pediatric, WIC, and gynecologic services within the New Orleans clinical service area. After receiving her bachelor's trainings at Princeton University and Xavier University, Dr. Crear-Perry completed her medical degree at Louisiana State University and her residency in Obstetrics and Gynecology at Tulane University's School of Medicine. She was also recognized as a Fellow of the American College of Obstetrics and Gynecology. Dr. Crear-Perry currently serves on the Board of Trustees for Community Catalyst, National Medical Association, and the New Orleans African American Museum.

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# Ebony Marcelle

## Community of Hope Director of Midwifery



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[www.IHI.org/WIHI](http://www.IHI.org/WIHI)

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**Ebony Marcelle, CNM, MS, FACNM**, is the Director of Midwifery at Community of Hope that includes Family Health and Birth Center. Formerly the Administrative Chief of Midwifery Service at Medstar Washington Hospital Center she completed her nursing education at Georgetown University and Midwifery at Philadelphia University. She was recognized by Save the Children for their "Real Award Midwife Honoree" in 2014. In 2015 she was recognized by the American College of Nurse Midwives with the "Young Whippersnapper" award for midwives excelling professionally with less than 10 years' experience. Last year she completed the Duke University and Johnson & Johnson Nursing Leadership Fellowship. Mrs Marcelle is known for her passion in midwifery and midwifery's role in social justice. She continues to build culturally aware midwifery with driven clinical models of care specifically for underserved African American women. She is currently serving on the following boards: March for Moms, National Association for the Advancement of Black Birth, and a collaborator with Black Mamas Matter. Most recently she was appointed to the District's Inaugural Maternal Mortality Review Committee. She resides in Washington, DC, with her husband, Step-son, and two fur-children.

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# Kiddada Green

Founding Executive Director, Black Mothers' Breastfeeding Association

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[www.IHI.org/WIHI](http://www.IHI.org/WIHI)

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**Kiddada Green, MAT**, is Founding Executive Director, Black Mothers' Breastfeeding Association (BMBFA), co-founder of Black Breastfeeding Week, and lead consultant for the First Food Friendly Community Initiative. As an expert in community-centered approaches, she put forth recommendations for *The U.S. Surgeon General's Call to Action to Support Breastfeeding*. Ms. Green is also an esteemed member of the inaugural class of the W.K. Kellogg Foundation's Community Leadership Network Fellowship Program. She has attracted worldwide audiences with presentations for both GOLD Learning and iLactation. Her work has been published internationally in *Breastfeeding Medicine, The Official Journal of the Academy of Breastfeeding Medicine*. Ms. Green has been featured in several acclaimed publications, including *Ebony Magazine*. She holds a Bachelor's degree from Michigan State University and a Master's Degree in the Art of Teaching from Oakland University.

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# Shannon Welch

## IHI Project Director

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**Shannon Welch, MPH**, is a Director for the Institute for Healthcare Improvement (IHI). She brings over 14 years of experience working in local public health in a variety of roles. Her current portfolio of projects includes work on IHI's Merck for Mothers initiative. Shannon previously worked with the 100 Million Healthier Lives initiative, focused on supporting individuals, organizations and communities in their efforts to learn and apply a set of Community of Solutions skills to accelerate population health improvement. She also led the States of Solutions initiative (supporting states to apply an equity lens to their improvement work to drive better outcomes) and led design and implementation efforts of a leadership development curriculum for the RWJF Health Policy Research Scholars program. Prior to joining IHI, Shannon worked for the Oklahoma City-County Health Department as the Division Director of Community Health. Shannon is a graduate from the University of Oklahoma, where she earned a BS in Health and Sport Sciences. She holds a Master of Public Health degree from the University of Oklahoma Health Sciences Center.

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# Overview

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**Merck for Mothers** has an ambitious 10-year goal to end preventable maternal deaths worldwide.

The **Institute for Healthcare Improvement** (IHI) has an aligned mission to improve health and health care worldwide and a deep commitment to improving maternal health and equity.





# IHI's Why

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Seeking to improve outcomes for all women and babies in the US and reduce disparities in maternal health, the [Institute for Healthcare Improvement \(IHI\)](#) is engaged in a large-scale, three-year project supported by a grant from [Merck for Mothers](#).

The goals are to **spread the use of evidence-based care** practices to reduce complications such as hemorrhaging, hypertension, and blood clots; deploy strategies to **reduce disparities** in maternal outcomes; and **partner with women, their caregivers, health care providers, and community initiatives** to better learn and address factors that improve health outcomes for mothers and newborns.



# EVERY TWO MINUTES, A WOMAN DIES FROM COMPLICATIONS RELATED TO PREGNANCY AND CHILDBIRTH. TOGETHER, WE CAN CHANGE THIS.

Black women are 3-4 times more likely to die during pregnancy and childbirth than White women<sup>[4]</sup>

3-4x

**\$500<sup>M</sup>**

investment

**7.1<sup>M+</sup>**

women reached

**10**

years

**50<sup>+</sup>**

programs

**100<sup>+</sup>**

partners

**30<sup>+</sup>**

countries

Sources: <https://merckformothers.com/> and <https://www.cdc.gov/vitalsigns/maternal-deaths/index.html>



# Our Purpose in This Work

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- Amplify the voices of Black women to address structural racism and implicit bias to ensure equity, dignity, and safety for all Black women during the prenatal, birth, and postpartum periods.
- Create and/or strengthen meaningful collaborations among people with lived experience, community organizations and workers, and health care systems.
- Co-design and share evidence-based learnings grounded in lived experience.



# Current Theory of Change

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## AIM

To improve maternal outcomes and experience of care for Black women as measured by improvements in clinical outcomes and measures of dignity and respect.

In the first phase of this work, IHI will partner with and support (using our existing assets) 4 communities to facilitate co-designed improvement efforts at the local delivery-system level.

The goal of these improvement efforts will be to reduce inequities in care delivery and outcomes for Black women; to test and scale up maternal health and care supports; and to create a learning system to share across communities.



# Current Partner Communities

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## Detroit

- High Volume Delivery Center: Henry Ford Health System (HFHS)
- Community stakeholders: WIN Network Detroit, Black Mothers Breastfeeding Association, Detroit Institute for Equity in Birth Outcomes, Institute for Population Health, Wayne State University School of Medicine, Detroit Health Department

## DC

- High Volume Delivery Center: TBD (potentially unity health care; MedStar)
- Community stakeholders: DC Primary Care Association (DCPCA), Community of Hope, Mamatoto Village, and others

## New Orleans

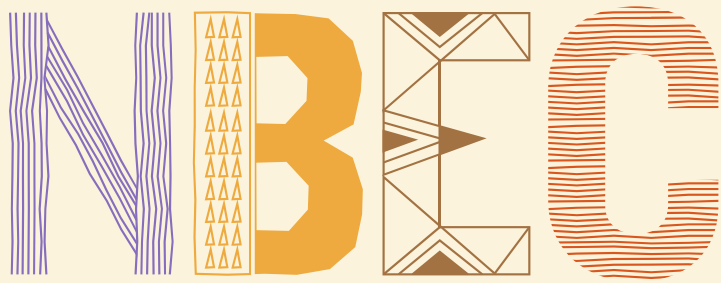
- High Volume Delivery Center: Touro Hospital
- Community stakeholders: Birthmark Doulas, LAPQC

## Atlanta

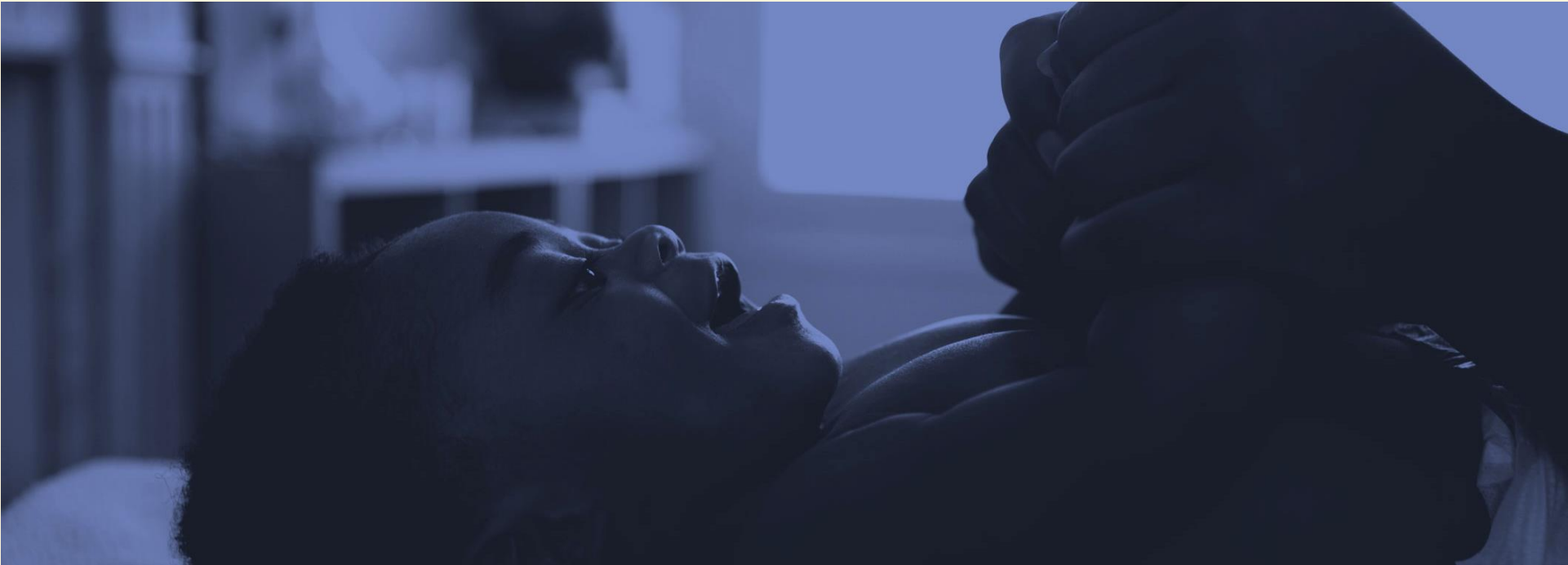
- High Volume Delivery Center: Grady Memorial Hospital







NATIONAL BIRTH EQUITY COLLABORATIVE



## **Black Women and Maternal Care: Redesigning for Safety, Dignity and Respect**

Joia Crear-Perry, MD, FACOG

WIHI August 2019

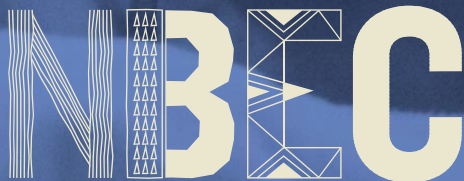


# Mission

NBEC creates solutions that optimize Black maternal and infant health through training, policy advocacy, research and community centered collaboration.

# Vision

All Black mothers and babies thrive.



NATIONAL BIRTH EQUITY COLLABORATIVE

*Core Values:*

*Leadership, Freedom, Wellness,  
Black Lives, Sisterhood*

## birth equity (*noun*):

1. The assurance of the conditions of optimal births for all people with a willingness to address racial and social inequalities in a sustained effort.

Joia Crear-Perry, MD  
*National Birth Equity Collaborative*

# Maternal Mortality/Morbidity

## Risk factors

### Clinical

- Eclampsia
- Cardiac disease
- Acute renal failure
- Preconception BMI
- Chronic conditions
- Serious obstetric complications
  - Blood transfusion
  - Ventilation
  - Hysterectomy
  - Heart failure

### Social

- Housing
- Income
- Neighborhood safety
- Air quality and environmental stresses
- Food Insecurity
- Access to quality, comprehensive health care services
- Low educational attainment
- Unemployment and rigid scheduling



## WORKING SUCCESSES

### **Research**

- Mothers Voices Driving Birth Equity
- Birth Equity Index

### **Family Centered Collaboration**

- Kindred Partnership with BMMA

### **Advocacy/Public Engagement**

- Strategizing for passage of HR 1318 “Preventing Maternal Deaths Act”



# State Based Solutions

- Perinatal and Maternal Care Quality Collaboratives
  - PQCs leading systems-wide education and trainings for health providers
- Maternal Mortality Review
  - MMRCs on local and state levels
- Adopting health and racial equity frameworks
  - E.g. IHI Health Equity Framework used in Health Department and Hospital strategic planning

## Data collection and reporting

- Patient reported experience measures
- **Z- Codes**

## BACKGROUND

**Women in the US are dying in pregnancy and childbirth at unprecedented rates.**

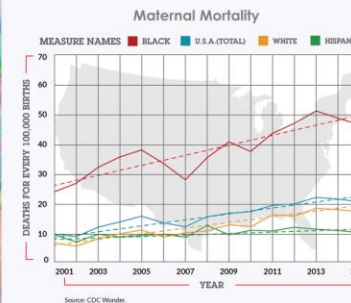
The community closest to the pain and suffering through disparate deaths and complications are Black mothers and birthing people.

Disrupting birthing narratives and care required cultural shifting from mother/individual blame to provider/systems accountability.

Cultural transformation depends the capacity for providers and systems to listen to, understand, and respond to community voices in sharing stories of disrespectful and dismissive care and service gaps.



**Listen to Black Women  
Trust Black Women  
Respond to Black Women**



**NBEC**

National Birth Equity Collaborative (NBEC) optimizes Black birth outcomes through training, research, community centered collaboration, and advocacy. NBEC uplifts Black women led organizations, guiding clinicians and researchers to center women, their families and their stories.

**ACOG-  
AIM**

The American College of Obstetrics and Gynecology (ACOG) is the lead partner in The Alliance for Innovation on Maternal Health (AIM) program. AIM is a national alliance to promote consistent and safe maternity care to reduce maternal mortality and severe maternal morbidity.

**CMQCC**

California Maternal Quality Care Collaborative (CMQCC) based at Stanford University, is a multi-stakeholder organization committed to ending preventable morbidity, mortality and racial disparities in California maternity care.

## PURPOSE

**To develop and apply a community informed theoretical model in the creation and testing of a participatory patient-reported experience metric (PREM) of mistreatment and discrimination in childbirth.**

There is no metric for patient-reported experience of mistreatment and discrimination in childbirth and pregnancy developed by, for, and with impacted Black communities, mothers, and scholars

## Research & QI Methodologies

Reproductive Justice

Cultural Humility

Research Justice

Systematic analysis and disruption of hierarchy of knowledge construction and power in QI, clinical research, and public health

Prioritization and amplification of community voice and knowledge

Co-development of shared language, vision, and understanding of respectful and dignified maternity care

Co-creation and testing of best practices that lead to improved listening, shared decision making and trust between Black mothers, clinicians, and health systems

## OBJECTIVES

- Facilitate and sustain opportunities for Black mothers stories to be valued, seen, & heard in semi-structured focus group interviews
- Develop a community informed theoretical model in collaboration with Black mothers/birthing people based on group interviews
- Map existing theoretical constructs onto those identified from Black mothers and CBOs to inform the co-creation and co-testing of a PREM of respect, mistreatment, and discrimination
- Utilize the PREM in systems accountability, quality improvement patient advocacy and interprofessional education

# Z-Codes

## **Z59 Problems related to housing and economic circumstances**

- Z59.0, Homelessness
- Z59.1, Inadequate housing
- Z59.2, Discord with neighbors, lodgers and landlord
- Z59.3, Problems related to living in residential institution
- Z59.4, Lack of adequate food and safe drinking water
- Z59.5, Extreme poverty
- Z59.6, Low income
- Z59.7, Insufficient social insurance and welfare support
- Z59.8, Other problems related to housing and economic circumstances
- Z59.9, Problem related to housing and economic circumstances, unspecified

## **Z60 Problems related to social environment**

- Z60.0, Problems of adjustment to life-cycle transitions
- Z60.2, Problems related to living alone
- Z60.3, Acculturation difficulty
- Z60.4, Social exclusion and rejection
- Z60.5, Target of (perceived) adverse discrimination and persecution
- Z60.8, Other problems related to social environment
- Z60.9, Problem related to social environment, unspecified

## **Z65 Problems related to other psychosocial circumstances**

- Z65.0, Conviction in civil and criminal proceedings without imprisonment
- Z65.1, Imprisonment and other incarceration
- Z65.2, Problems related to release from prison
- Z65.3, Problems related to other legal circumstances
- Z65.4, Victim of crime and terrorism
- Z65.5, Exposure to disaster, war and other hostilities
- Z65.8, Other specified problems related to psychosocial circumstances
- Z65.9, Problem related to unspecified psychosocial circumstances

## **Z72 Problems related to lifestyle**

- Z72.0, Tobacco use
- Z72.3, Lack of physical exercise
- Z72.4, Inappropriate diet and eating habits
- Z72.5, High risk sexual behavior
  - Z72.51, High risk heterosexual behavior
  - Z72.52, High risk homosexual behavior
  - Z72.53, High risk bisexual behavior
- Z72.6, Gambling and betting
- Z72.8, Other problems related to lifestyle

## **Problems related to life management difficulty**

- Z73.0, Burn-out
- Z73.1, Type A behavior pattern
- Z73.2, Lack of relaxation and leisure
- Z73.3, Stress, not elsewhere classified
- Z73.4, Inadequate social skills, not elsewhere classified
- Z73.5, Social role conflict, not elsewhere classified
- Z73.6, Limitation of activities due to disability
- Z73.8, Other problems related to life management difficulty
  - Z73.81, Behavioral insomnia of childhood
    - Z73.810, Behavioral insomnia of childhood, sleep-onset association type
    - Z73.811, Behavioral insomnia of childhood, limit setting type
    - Z73.812, Behavioral insomnia of childhood, combined type
    - Z73.819, Behavioral insomnia of childhood, unspecified
  - Z73.82, Dual sensory impairment
- Z73.89, Other problems related to life management difficulty
- Z73.9, Problem related to life management difficulty, unspecified

## **Z75 Problems related to medical**

- Z75.3, Unavailability and inaccessibility of health-care facilities
- Z75.4, Unavailability and inaccessibility of other helping agencies



# Setting the Standard for Holistic Care of and for Black Women



# NBEC Best Practices

- Address provider implicit bias and respectful care
- Equalize power dynamics between stakeholder groups
- Invest in curriculum development or continued provider education in equity and reproductive justice
- Connect to and build trust with all patients of color and other oppressed populations
- Develop and invest in community engagement models for participatory policymaking
- Meaningful co-creative partnerships for collective impact



# Thank you



Founder President  
[drjoia@birthequity.org](mailto:drjoia@birthequity.org)



@birthequity





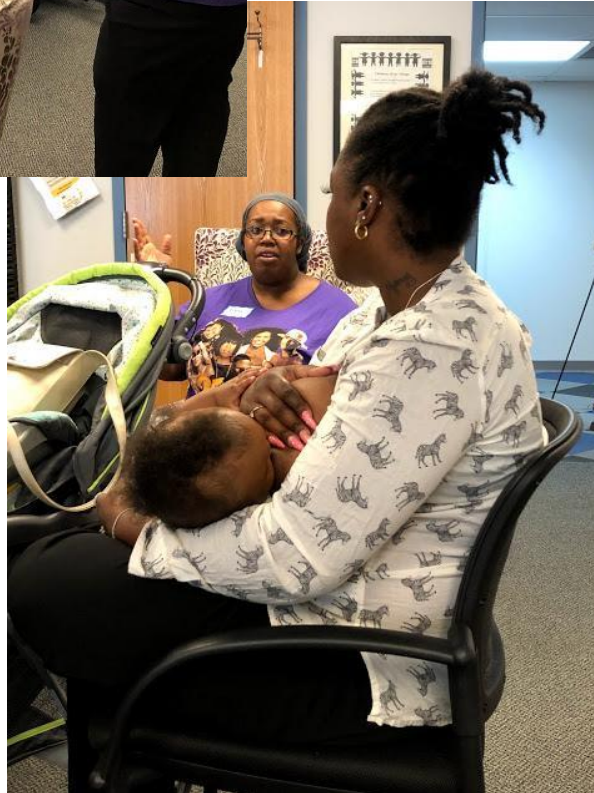
BLACK  
BREASTFEEDING  
WEEK  
AUGUST 25-31



WABA | WORLD BREASTFEEDING WEEK 2019  
1-7 AUGUST 2019

Community Leadership





# CELEBRATING WORLD BREASTFEEDING WEEK

DONUTS, BAGELS  
COFFEE & TEA TIME

MEET & GREET

WITH  
BLACK MOTHERS'  
BREASTFEEDING ASSOCIATION

WHERE: MCKENNY CENTER  
19750 BURT RD, SUITE 205  
DETROIT, MI 48219  
WHEN: MONDAY, AUGUST 5, 2019  
TIME: 9AM-12PM



MORE INFO?  
(313)400-1215  
CARMENH@BMBFA.ORG



WABA | WORLD BREASTFEEDING WEEK 2019  
1-7 AUGUST 2019



# Black Breastfeeding Week





# THE DETROIT BIRTH & BREASTFEEDING HACKATHON



BLACK  
BREASTFEEDING  
WEEK  
AUGUST 25-31



MAKE THE  
BREAST PUMP  
NOT SUCK



HARAMBEE CARE



# **Detroit Equity Action Lab**

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# Detroit Equity Action Lab – June 24-25



# Design Teams

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31

- Pregnancy
  - Doulas
  - Peer Support
  - Group Prenatal care
- Birth
  - Implicit bias training (offered regularly)
  - Advocacy training on birth rights
- Postpartum
  - Increase awareness of warning signs
  - Postpartum depression support groups
  - 6 months paid parental leave





# DC Equity Action Lab – June 21

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# Design Teams

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- Respectful Care Now
- Awareness of/Access to Quality Services
- DC Housing Solutions
- Postpartum Supports







## Wave Two: Community and Safety-Net Hospitals

Begins  
October  
2019

Better Maternal Outcomes  
Rapid Improvement Network

Contact [maternalhealth@ihi.org](mailto:maternalhealth@ihi.org)



# How to Stay Connected

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- Check out our website: [www.ihl.org/maternalhealth](http://www.ihl.org/maternalhealth) for updates on this project, tools and resources, and information about upcoming free educational programs
- Join our mailing list! Email our team at [maternalhealth@ihl.org](mailto:maternalhealth@ihl.org) to be added
- Enroll in wave 2 of the *Better Maternal Outcomes Rapid Improvement Network*
  - Information on how to enroll can be found at [www.ihl.org/maternalhealth](http://www.ihl.org/maternalhealth)
- Join the next call in the *Better Maternal Outcomes Public Webinar Series*
  - **Date:** August 21, 2019 at Noon ET
  - **Title:** Team Based Care: Care with birthing persons and the people who support them
  - **Presenters:** Linda Jones, Birth and Postpartum Doula, Co-Founder, Black Women Birthing Justice, and Monica McLemore, PhD, MPH, RN, Associate Professor, University of California San Francisco
  - **Sign up** link is on our website. Connection information will be emailed to our mailing list.



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By WIHI

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Free

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Language: English

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### Description

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	Name	Description		Released	Price	
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2	WIHI: New Guidance for G...	Beth Daley Ullem, MB...	i	1/18/2019	Free	<a href="#">View in iTunes</a>
3	Special Edition WIHI – Wo...	Date: December 20, 2...	i	12/18/2018	Free	<a href="#">View in iTunes</a>
4	WIHI: BUILDING THE WILL ...	November 8, 2018 Fe...	i	11/9/2018	Free	<a href="#">View in iTunes</a>
5	WIHI: Lowering Readmissi...	Date: October 25, 201...	i	10/26/2018	Free	<a href="#">View in iTunes</a>
6	WIHI: The How and Why o...	Date: September 13, 2...	i	9/14/2018	Free	<a href="#">View in iTunes</a>
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Derek Feeley, President and CEO, Institut...

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  - October 3, 2019

