Women-Inspired Neighborhood Network: Detroit

WIN NETWORK

Project Goal

Working through an unprecedented public-private partnership of Detroit's major health systems, public health, academic, and community partners, we will tighten the loose net of disconnected medical and social services for women **to improve the conditions that lead to infant survival through the first year of life.**

Objective #1

6 Community Neighborhood Navigators (CNNs) will recruit 1500 African-American women ages 18-34 in Brightmoor, Chadsey-Condon, and Osborn neighborhoods in Detroit.

❋ The CNNs connect women and their children to an array of socially and economically appropriate healthcare services, local neighborhood resources, and phone and Web-based sources of information to meet their needs.

❋ Pregnant women receive intensive intervention including home visits and mentoring while non-pregnant women are encouraged through strengthened social support and group sessions.
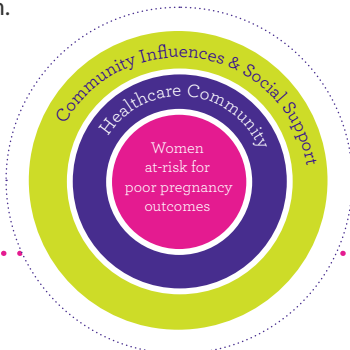
Objective #2

Provide healthcare equity training sessions to 500 physicians and providers.

❋ To increase the understanding of how life's difficult circumstances impact health, we offer interactive and informative sessions aimed at improving awareness of racial disparities providing participants with a new framework for caring for patients and clients.

Objective #3

Establish educational and supportive products that will engage the broader community in promoting good health status prior to and during pregnancy.

❋ To provide a virtual community for women to connect to resources for sharing and learning through social media, our website, and text messaging system.

Community Influences & Social Support
Healthcare Community
Women at-risk for poor pregnancy outcomes

Detroit Regional Infant Mortality Reduction Task Force

In 2008, the CEOs of Detroit Medical Center, Henry Ford Health System (fiduciary), Oakwood Healthcare System, and St. John Providence Health System commissioned the Detroit Regional Infant Mortality Reduction Task Force to develop a plan of action to help more babies survive to celebrate their first birthdays. Detroit's infant mortality rate is nearly 15/1000 live births, among the highest in the nation.

winners circle

ACCOMPLISHMENTS

❋ Zero infant deaths amongst the over 200 babies born to date.

❋ Average birth weight of infants was 6.79 pounds with only 12% at low birth weight. 89% had full-term gestation.

❋ As of August 2014, 364 pregnant women are enrolled and over 700 non-pregnant women are engaged with the program.

❋ As of August 2014, 379 professionals participated in our healthcare equity training. 97% plan to incorporate the information learned in to their respective practices.

❋ Since launching our website in July 2013, we have had over 7,500 visits, and our Facebook page has grown to 284 likes, reaching thousands of people in Detroit.

❋ The Detroit Regional Infant Mortality Reduction Task Force has received numerous awards and recognitions including but not limited to being featured in the University of Kentucky's national study on successful partnerships, the Detroit Wayne County Health Authority's "Best of the Safety Net Award", and a variety of journal, newspaper and television features.

FUTURE PLANS

❋ Evolve the original program objectives to "Hardwiring the Safety Net" for a more sustainable model.

❋ Leverage the website and social media channels for increased participant engagement and communication.

❋ Evaluate program replicability as a national model.

❋ Explore sustainability planning with invested stakeholders to include advocacy action toward reimbursing Community Health Workers in Michigan.

☎ 313.874.4581   💻 www.WINnetworkDetroit.org

f WIN Network Detroit   🐦 @WINNDetroit   📷 @WINNDetroit

Kimberlydawn Wisdom, MD, MS, Senior Vice President of Community Health & Equity, Henry Ford Health System, Detroit Regional Infant Mortality Reduction Task Force Chairperson
Jaye Clement, MPH, MPP, Director of Community Health Programs and Strategies, Henry Ford Health System, WIN Network: Detroit Lead Program Administrator
Office Phone: 313.874.4278 • Email: jclemen1@hfhs.org

Updated October 2014

We are proud to collaborate with

- Assurance Wireless
- Black Mothers Breastfeeding Association
- Brightmoor Alliance
- Chadsey-Condon Community Organization
- Coventry Cares of Michigan
- Detroit Wayne County Health Authority - Nurse Family Partnership
- Great Start Collaborative
- Institute for Population Health

- Matrix Human Services
- Michigan Roundtable for Diversity and Inclusion
- Osborn Neighborhood Alliance
- St. John Mother Nurture Club
- United Way 2-1-1
- Wayne Children's Healthcare Access Program
- And a host of others.

Current Events

On Tuesday, September 23rd we unveiled our Community Mosaic Mural, "Expecting". This mural represents artwork from 1389 individuals. Each artist was asked to complete an artwork that answers, "With all of life's demands, our own health often takes a back seat. What can you do to put your health and the health of your children and your family first?"

Funding for this project came from PNC Foundation, WK Kellogg Foundation, and the Gail and Lois Warden Endowed Chair.

Here's a documentary about the process:
www.winnetworkdetroit.org/blog/mural/

On Saturday, June 16th Modern Healthcare, a healthcare business news weekly, Dr. Kimberlydawn Wisdom's work was featured as the cover story. The article "Diagnosing a community's health needs: Not-for-profit hospitals target health improvement efforts under reform law," highlighted her work with WIN Network: Detroit and Henry Ford Health System's Generation With Promise.

Here's a link to the article:
http://bit.ly/ModHealth062014