



cradle

KALAMAZOO

2020 ANNUAL REPORT

eliminating racism
empowering women
ywca
Kalamazoo



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Note of
Gratitude

”

I got lots of information and encouragement to bring up my son. It takes a village to bring up a child and [this program] is a good one.

CRADLE HOME VISITATION PROGRAM PARTICIPANT

2020 CRADLE KALAMAZOO GOVERNANCE BOARD

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OB/GYN DEPARTMENT CHAIR

CHERYL GUELDENZOPF, MBA
REGIONAL PRESIDENT, ADMINISTRATIVE

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CHIEF OF QUALITY, BRONSON MEDICAL GROUP

BETH WASHINGTON
VICE PRESIDENT, COMMUNITY HEALTH, EQUITY & INCLUSION

FAMILY HEALTH CENTER

DENISE CRAWFORD, MBA, MSW
PRESIDENT & CEO

INTEGRATED SERVICES OF KALAMAZOO

DIANNE SHAFFER, MSW
DIRECTOR OF SYSTEMS DEVELOPMENT

KALAMAZOO COMMUNITY FOUNDATION

CARRIE PICKETT ERWAY, MSW
PRESIDENT & CEO

KALAMAZOO COUNTY HEALTH & COMMUNITY SERVICES

JIM RUTHERFORD, MPA
HEALTH OFFICER/DIRECTOR

DEB LENZ, MA
DEPUTY HEALTH OFFICER HEALTH & COMMUNITY SERVICES DEPARTMENT

NORTHSIDE MINISTERIAL ALLIANCE

PASTOR ADDIS MOORE
PRESIDENT, NMA

PASTOR LENZY BELL
VICE PRESIDENT, NMA

UNITED WAY OF THE BATTLE CREEK & KALAMAZOO REGION

ALYSSA STEWART, MPA
VP, IMPACT & ENGAGEMENT

IRENE MUTHUI, MSC
ASSOCIATE DIRECTOR OF IMPACT AND EQUITABLE SYSTEMS

WESTERN MICHIGAN UNIVERSITY HOMER STRYKER M.D. SCHOOL OF MEDICINE

CHERYL DICKSON, MD, MPH
ASSOCIATE DEAN HEALTH EQUITY AND COMMUNITY AFFAIRS, WESTERN MICHIGAN UNIVERSITY
HOMER STRYKER M.D. SCHOOL OF MEDICINE

LISA GRAVES, MD
ASSOCIATE DEAN FACULTY AFFAIRS/INTERIM CHAIR DEPARTMENT OF FAMILY AND COMMUNITY
MEDICINE, WESTERN MICHIGAN UNIVERSITY HOMER STRYKER M.D. SCHOOL OF MEDICINE

JOI PRESBERRY, MPH
POPULATION RESEARCH MANAGER
WESTERN MICHIGAN UNIVERSITY HOMER STRYKER M.D. SCHOOL OF MEDICINE

YWCA KALAMAZOO

DEMETRIAS WOLVERTON, MSA
SENIOR DIRECTOR OF SOCIAL JUSTICE AND ADVOCACY

NON-VOTING EX OFFICIO

VON WASHINGTON, MA
BRONSON HEALTH FOUNDATION CHAIR

VOTING EX OFFICIO

CATHY KOTHARI, PHD
CRADLE KALAMAZOO SENIOR EPIDEMIOLOGIST, WESTERN MICHIGAN UNIVERSITY HOMER
STRYKER M.D. SCHOOL OF MEDICINE

GOVERNANCE CO-CHAIR STATEMENT



CHERYL DICKSON, MD
GOVERNANCE BOARD CO-CHAIR



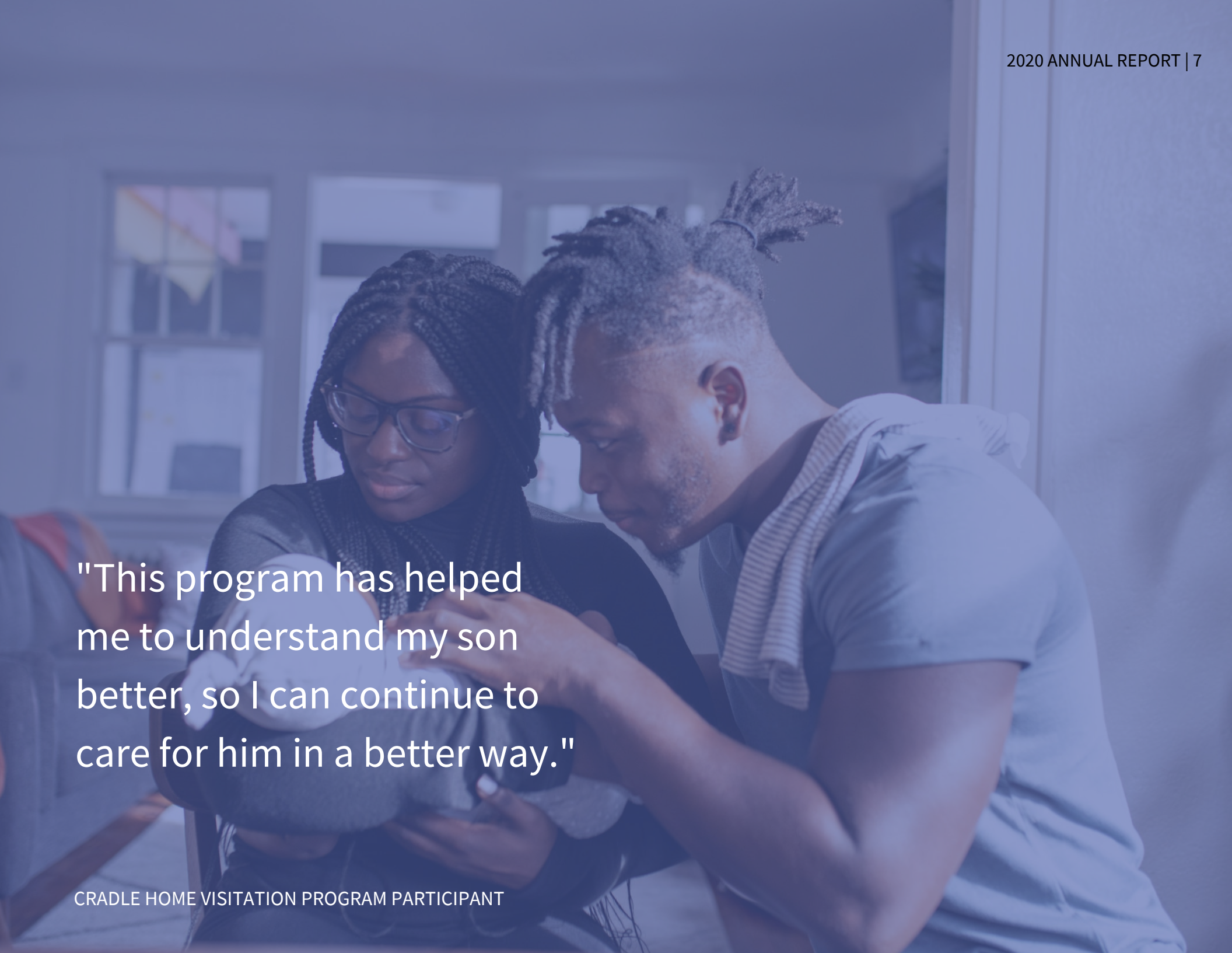
AARON LANE-DAVIES, MD
GOVERNANCE BOARD CO-CHAIR

The past year has included both hope and tragedy as we have faced the pandemic together as a community. Kalamazoo County has experienced fewer disparities by race than many other parts of our state. Cradle Kalamazoo partners have been instrumental in highlighting and addressing the direct, root causes that underpin these disparities. This collaborative and data-driven approach to fighting the pandemic is an extension of Cradle Kalamazoo's work.

2020 also brought significant changes to our collective consciousness in the wake of George Floyd's murder and the wave of protests against racial injustice that followed. We reaffirmed anti-racism as our primary focus, as the pandemic and police brutality amplified racial disparities across all institutions. The disparities in infant mortality by race remain unacceptable, with black infants being 3x more likely than white infants to die in their first year of life. Our work must continue, and we must use data to identify and address the direct causes of structural racism, which is at the root of this disparity. Our goals remain more critical than ever: three or fewer infant deaths for every 1000 live births and fully eliminating racial disparities in infant mortality rates.

Cradle Kalamazoo collaboration supports infants and their families directly and reshapes our organizational partners' strategic initiatives. The increased focus on equity for partner organizations and beyond is the direct result of the leadership of Cradle Kalamazoo. As Cradle elevates the importance of equity, we will also ask the community to adopt an anti-racist approach to ending infant mortality in Kalamazoo County.



A photograph of a Black woman and a Black man looking down at a baby. The woman is on the left, wearing glasses and a dark top. The man is on the right, wearing a light blue t-shirt. They are both looking at a baby who is lying down. The background is a room with a window and some papers on a wall.

"This program has helped me to understand my son better, so I can continue to care for him in a better way."

CRADLE HOME VISITATION PROGRAM PARTICIPANT

OUR GOALS

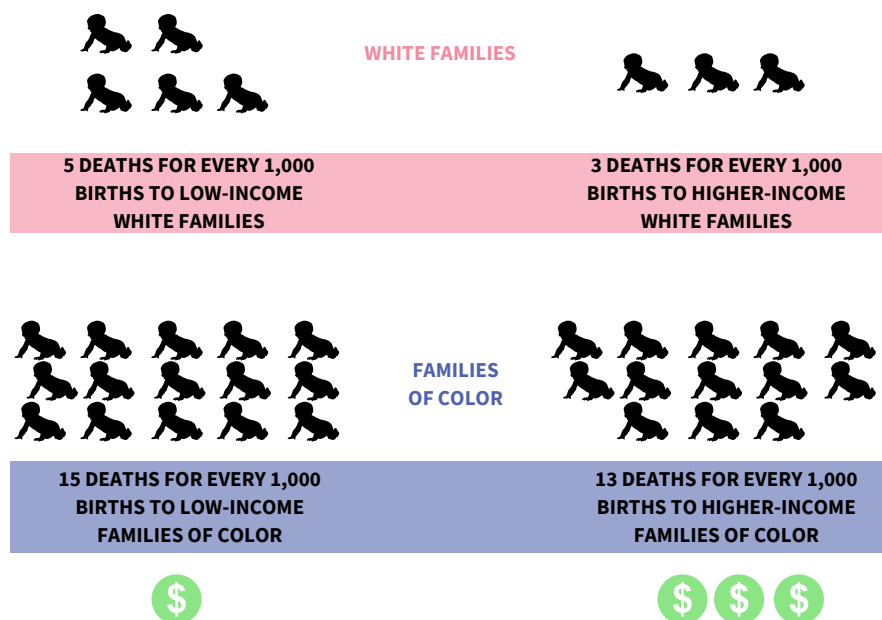
1 REDUCE INFANT MORTALITY RATES
TO LESS THAN **3.0 PER 1,000** LIVE
BIRTHS BY 2030

2 CREATE **ZERO DISPARITIES**
IN INFANT MORTALITY
RATES



CRADLE LOGIC AND STRATEGIC OVERVIEW

Babies of color are 3-4x more likely to die before their first birthday, regardless of income level...



PROBLEM

Black, Brown, and poor babies are dying at disproportionate rates in Kalamazoo County.

CAUSES

- Fragmented systems of care
- Stress resulting from poverty, racism, and discrimination
- Lack of opportunity and access
- Inaccessible and culturally incompetent health language

OBJECTIVES

- Coordinating perinatal home visitation network
- Incorporating health equity into clinical and social practices, policies, and structures
- Providing reproductive health education
- Providing safe sleep education
- Advocacy and systems change through public policy

INPUTS

Administrative Backbone
Research/Data Backbone/ FIMR

Community Engagement

Outreach/ HV
Health / Clinical Equity
Safe Sleep
Reproductive Health

Policy/Advocacy

OUTPUTS

Empower collaboration

Align infrastructure

Increase capacity

Equitable resource

distribution

Systems Change

OUTCOMES

Improve maternal-infant health and well-being (IMR)

Eliminate disparities in IMR

Reduce overall IMR to 3.0 per 1,000 live births

”

Thank you so much for being so informative, as I am a first-time mother due very soon and needed all of that important information before bringing my baby into this world.

CRADLE COMMUNITY BABY SHOWER PARTICIPANT



Subcommittee Accomplishments

Best Babies Zone (BBZ) and Community Engagement

The Best Babies Zone (BBZ) is a component of Cradle Kalamazoo's Community Engagement strategy. The BBZ in our community is the Northside neighborhood.

This initiative is a grassroots approach to support maternal infant health by empowering community members to identify their needs and lead the implementation of interventions. The vision of the Best Babies Zone is that all babies are born healthy, into communities that enable them to thrive and reach their full potential.

In addition to BBZ, Community Baby Showers are also a component of Community Engagement strategy.

To learn more about BBZ and Community Engagement, contact Tami Rey, Community Engagement Coordinator: trey@ywcakalamazoo.org



2020 Accomplishments

- Surveyed 82 Northside residents to identify BBZ focus areas as part of a community needs assessment.
- Distributed over \$12,500 in direct client assistance.
- Built a robust BBZ Steering Committee with representation from various social determinant of health sectors.
- Hosted four Community Baby Showers for new and expecting families in Kalamazoo County with over 80% knowledge gain in all educational areas.
- Distributed 240 baby essential items bags, including personal protective equipment, to pregnant and parenting families.

Care Coordination and Frontline Work

The Care Coordination Subcommittee was formed out of the Fetal Infant Mortality Review team recommendations to address fragmented systems of care.

The Care Coordination Subcommittee consists of leadership of health systems, home visiting providers, education, public health, and community-based organizations. This group works in collaboration with the Frontline Subcommittee.

The Frontline Subcommittee organizes and coordinates a network of home visitation programs with the goal of building meaningful partnerships, professional development and networking opportunities.

To learn more about Care Coordination and Frontline subcommittees, contact Brenda O'Rourke: brorou@kalcounty.com and Terra Bautista: tmbaut@kalcounty.com



2020 Accomplishments

- Over 6,550 people served collectively through home visitation and WIC services.
- 265 families connected to breastfeeding support.
- 107 events hosted, including parenting classes and support groups reaching 334 people live and over 5,000 people via Facebook.
- Completed a comprehensive Home Visitation Needs Assessment in collaboration with the Michigan Public Health Institute.
- Successfully adapted service delivery to remote format due to COVID-19, with telehealth, contactless deliveries, and videos on pack 'n' play set up, COVID safety, STDs, and immunization education.
- Hundreds of essential items distributed to pregnant and parenting families including pack 'n' plays, books, tablets, phone cards, diapers and wipes.
- 25 staff members engaged in professional development such as continuing education, lactation certification, car seat certification, and/or postpartum support training.

Clinical Equity Teams

The Clinical Equity Teams (CET) function as the clinical arm of Cradle Kalamazoo and work in collaboration with the Health Equity Subcommittee, linking to the larger efforts of Cradle.

CETs are established at Bronson, Ascension Borgess, WMed OBGYN, and the Family Health Center—each with an interdisciplinary team supporting maternal and infant health.

The CETs focus on shifting policies, practices, and procedures to ensure early and equitable access to prenatal and postpartum care in the clinical space.

To learn more about the Clinical Equity Teams, contact Dr. Lisa Graves, Cradle Clinical Lead: lisa.graves@med.wmich.edu

2020 Accomplishments

- Completed detailed mapping and gap analysis of postpartum and perinatal mood disorder processes at all four clinical sites.
- Increased interdisciplinary representation on Cradle clinical equity teams with lactation consultants, doulas, pediatricians, and neonatologists.
- Co-location (joint maternal and infant health visits) accomplished in half of the clinical equity sites for the promotion of postpartum care.
- Mystery shopper assessment completed in three of four clinical sites.
- 40% increase in postpartum visits accomplished by a key clinical equity site.
- Over 80% of women of color being seen in first trimester of pregnancy.
- Over 80% of women of color having babies in normal birth weight range and gestational age.

Fetal Infant Mortality Review (FIMR) and Research

WMed and Kalamazoo County Health & Community Services (KCHCS) co-lead the Fetal Infant Mortality Review (FIMR) in Kalamazoo County.


The goal of FIMR is to develop continuous quality improvement (CQI) processes and provide public health surveillance by analyzing fetal and infant mortality rates, identifying the socio-ecological context and causes of death, and developing strategies and promoting action to prevent new deaths.

FIMR is coupled with the Cradle Data Backbone, which is used to inform Cradle strategy, monitor program implementation, and measure infant outcomes. Information is integrated across four data pillars: Community Voice Panel (CVP), Fetal-Infant Mortality Review (FIMR), Care Coordination Registry, and Big Data.

To learn more about FIMR and Research, contact Joi Presberry: joi.presberry@med.wmich.edu and Dr. Cathy Kothari: catherine.kothari@med.wmich.edu

2020 Accomplishments

- Community Voice Panel (CVP)
 - Recruited 88 community members with high representation from Women of Color.
 - Elicited advice on a range of topics, including COVID-19 experiences, clinical processes, and universal resource access.
- FIMR
 - Conducted a root-cause analysis on over 20 fetal-infant deaths.
 - Created actionable and equitable recommendations from over 500 FIMR recommendations compiled since 2015.
- Coordination Registry
 - Logged over 4,000 prenatal referrals to home visitation programs in Coordination Registry.
 - Documented that home visitation enrollees have 75% reduction in racial disparities of infant mortality.
- Big Data
 - Tracked infant mortality trends, by race and socioeconomic status.
 - Created multi-sector partnerships to track population health across time, social determinants of health, neighborhoods, and socioeconomic status.

A photograph of a baby wearing a purple headband with a flower, being held by an adult. The baby is wearing a light-colored long-sleeved shirt with white polka dots. The background is blurred, showing other people in a social setting.

“I feel like a first-time mom again, even though I am on my second child. This made me feel so good to participate in the re-education of my parenting capabilities. Thank you, Cradle, for everything you brought.”

CRADLE COMMUNITY BABY SHOWER PARTICIPANT

Health Equity

The Health Equity Subcommittee (HES) works to ensure the cultural competency of infant mortality initiative programs, providers, and the community at-large.

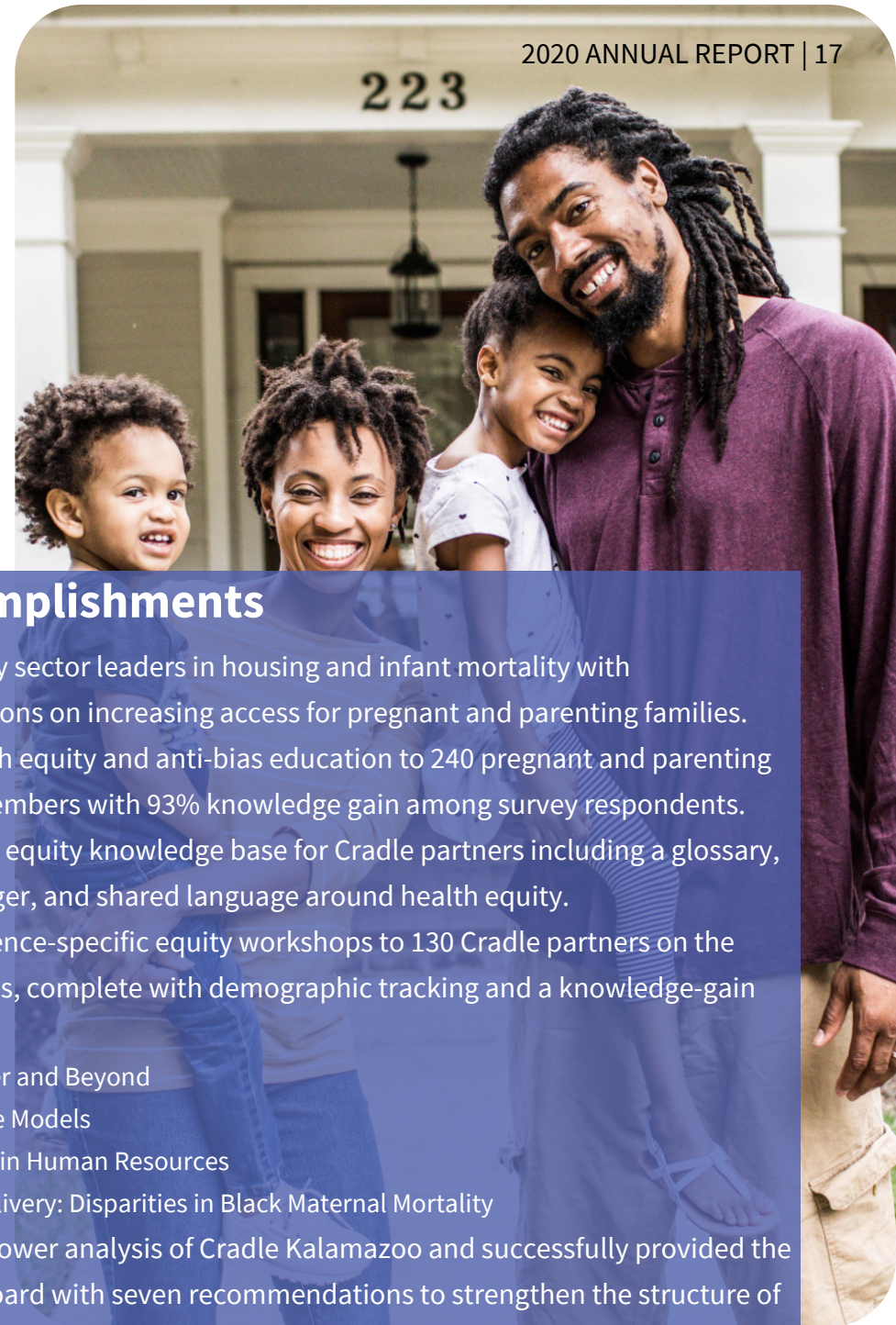
The team plans anti-racist and health equity trainings for Cradle partners and works to build health equity into the strategies and practices of Cradle.

This team also mobilizes leaders and community residents to support systems change that results in health equity in relation to infant mortality reduction and racial disparities.

To learn more about the Health Equity Subcommittee, contact Komal Razvi: krazvi@ywcakalamazoo.org

2020 Accomplishments

- Engaged 28 key sector leaders in housing and infant mortality with recommendations on increasing access for pregnant and parenting families.
- Provided health equity and anti-bias education to 240 pregnant and parenting community members with 93% knowledge gain among survey respondents.
- Created health equity knowledge base for Cradle partners including a glossary, Cradle one-pager, and shared language around health equity.
- Provided audience-specific equity workshops to 130 Cradle partners on the following topics, complete with demographic tracking and a knowledge-gain assessment:
 - 4th Trimester and Beyond
 - Couplet Care Models
 - Anti-Racism in Human Resources
 - Death By Delivery: Disparities in Black Maternal Mortality
- Completed a power analysis of Cradle Kalamazoo and successfully provided the Governance Board with seven recommendations to strengthen the structure of Cradle Kalamazoo.



Reproductive Health

The Reproductive Health Subcommittee works to increase awareness about choices in reproductive healthcare services while promoting birth spacing and family planning.

The team also educates the community about reproductive health at various events, such as the Cradle Kalamazoo baby showers hosted by the YWCA via the Reproductive Health rotation.

To learn more about the Reproductive Health Subcommittee, contact cradlekalamazoo@ywcakalamazoo.org

2020 Accomplishments

- Provided reproductive health education for 240 pregnant and parenting families via Community Baby Showers and essential item bags.
- Distributed 180 condom kits in the community to support access to contraception in the midst of a pandemic.
- Created a comprehensive and user-friendly presentation on contraception options for women of reproductive age.
- Administered 80 reproductive health needs surveys to community members to inform the creation of YWCA Kalamazoo's Reproductive Health Fund.



Safe Sleep

The Safe Sleep Subcommittee brings together representatives from diverse organizations that work with mothers, infants, and families to discuss ways to enhance community awareness of infant mortality due to unsafe sleep practices, and to develop best practices to enhance education in a culturally responsive manner that will promote behavior change to safe sleep practice.

The goals include increasing awareness of Safe Sleep practice and providing Safe Sleep trainings to empower community partners with continued programs in their organizations. The committee collects and develops best evidence strategies for promotion of Safe Sleep practice to fit the needs and resources for families.

To learn more about the Safe Sleep Subcommittee, contact Dr. Cheryl Dickson: cheryl.dickson@med.wmich.edu

2020 Accomplishments

- Conducted two Train the Trainer trainings with a total of 23 participants.
- Safe Sleep education provided to 240 pregnant and parenting families (baby showers and the essential items bags).
- 14 pack 'n' plays distributed to pregnant families.
- Video demo created on pack 'n' play set up in lieu of in-person education due to COVID 19.

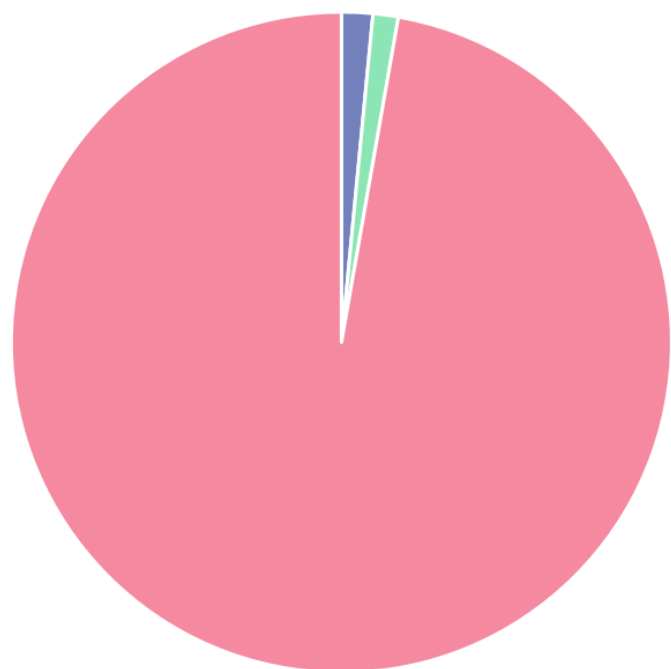


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I had the chance to serve as a mystery shopper in the hospital for the clinical equity teams. It was so nice to be able to shape processes based on my feedback. It was very exciting, and I feel so valued because of it.

CRADLE KALAMAZOO MYSTERY SHOPPER

2020 Financial Overview



REVENUE

Total: \$202,867.21

GRANTS

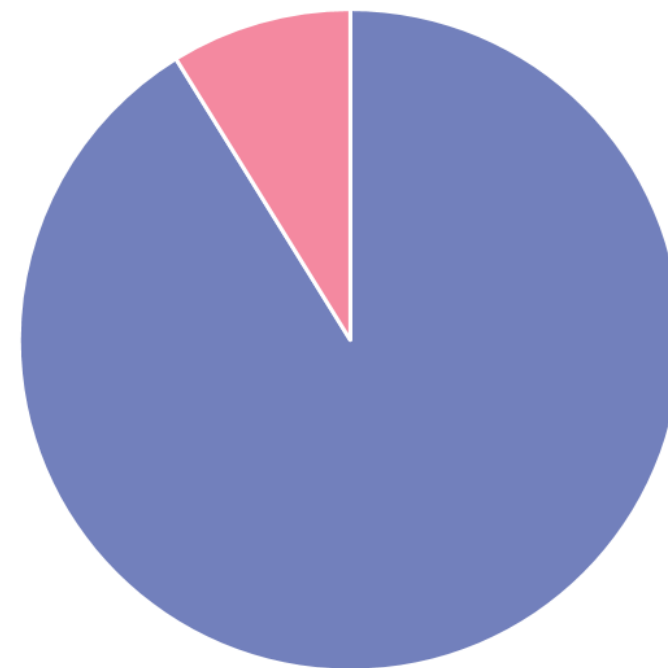
97.2%; \$197,268.25

PRIVATE DONATIONS/DESIGNATIONS

1.6% : \$3,098.96

CORPORATE SPONSORSHIPS

1.2%; \$2,500.00



OPERATING EXPENSES

Total: \$184,470.09

PROGRAMS

85.8%; \$158,345.50

GENERAL + ADMIN

14.2%; 26,124.59

**Note: This is unaudited financial information*

Cradle Kalamazoo Partners

ASCENSION BORGESS HEALTH

BRONSON HEALTHCARE

ELIMINATING RACISM AND CREATING/CELEBRATING EQUITY (ERACCE)

ELIZABETH UPJOHN COMMUNITY HEALING CENTERS

FAMILY HEALTH CENTER

GOODWILL INDUSTRIES OF SOUTHWEST MICHIGAN

INTEGRATED SERVICES OF KALAMAZOO (ISK)

INTERFAITH STRATEGY FOR ADVOCACY AND ACTION IN THE COMMUNITY (ISAAC)

KALAMAZOO COMMUNITY FOUNDATION

KALAMAZOO COUNTY GOVERNMENT

- KALAMAZOO COUNTY COMMISSION
- KALAMAZOO COUNTY HEALTH & COMMUNITY SERVICES
 - HEALTHY BABIES HEALTHY START
 - HEALTHY FAMILIES AMERICA
 - NURSE FAMILY PARTNERSHIP
 - 4DAD FATHERHOOD
 - WIC

KALAMAZOO PROMISE

KRESA

NAACP – METROPOLITAN KALAMAZOO BRANCH

NORTHSIDE MINISTERIAL ALLIANCE

PLANNED PARENTHOOD OF MICHIGAN

ROOTEAD ENRICHMENT CENTER

TWENTY HANDS

UNITED HEALTHCARE COMMUNITY PLAN

UNITED WAY OF THE BATTLE CREEK AND KALAMAZOO REGION

WESTERN MICHIGAN UNIVERSITY DEPARTMENT OF PSYCHOLOGY

WESTERN MICHIGAN UNIVERSITY HOMER STRYKER M.D. SCHOOL OF MEDICINE

YWCA KALAMAZOO



A Note of Gratitude

Thank you for supporting Cradle Kalamazoo!

We want to extend our sincere gratitude to our donors and community partners for their time and treasures in this vital work. Your dedication to ending Black infant mortality in our community highlights the power and resilience of Kalamazoo.

Thank you for believing in this ambitious dream for every child to celebrate their first birthday. Your support by serving on committees, panels, providing essential resources to families, and gifting us with funds to support this work, does not go unnoticed. With you, we have been able to grow our impact, as demonstrated here exponentially.

Thank you for joining us as we change lives. We look forward to a future of positive change for Kalamazoo.



KALAMAZOO RESA
INSPIRING EDUCATIONAL EXCELLENCE



United Way of the
Battle Creek and
Kalamazoo Region



eliminating racism
empowering women
ywca
Kalamazoo



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US AT CRADLEKALAMAZOO@YWCAKALAMAZOO.ORG