Objectives

• Define Title V requirements
• Examine local worsening and improving indicators
• Identify priority problems
• Discuss current solutions and how we, as a community, can create change
Title V Maternal & Child Health Block Grant

Reporting requirements mandate completion of a State annual report that specify:

• Needs of the State MCAH population
• Programs and policies implemented to meet those needs
• Monitor progress toward achieving federal and state performance outcome measures
• Management/expenditure of funding
• Every 5 years a comprehensive statewide needs assessment must be conducted of the MCH population
Local Needs Assessment

Conceptual Framework

• In California - Decentralized statewide needs assessment process - each local health jurisdiction (LHJ) conduct a needs assessment

• Key Objectives
  – Identify local needs and capacity
  – Obtain stakeholder input at the local level
  – Focus local MCAH efforts by having each LHJ identify priority areas they will focus on during the next 5 years
  – Develop a local five-year action plan
Health Equity

Main focus of the 2015 Needs Assessment
– Social Determinants of Health & Life Course Approach
– Health Equity
– Population Health Model
- The US has higher rates of poverty and income inequality than most other wealthy countries – undermining our health
- More than 1:5 American children live below the federal poverty level, making them more likely to suffer from asthma, obesity, have poorer nutrition, less access to health and dental care, and lower vaccination rates.
2010 Community Assessment
MCAH priorities

- **Children without Insurance** – Increase the number of children with access to health and dental insurance.

- **Postpartum Depression** – Increase awareness and access to services for postpartum depression.

- **Teen Births** – Decrease the number of teen births in SBC

- **Overweight Children** - Decrease the incidence of overweight children in SBC by promoting breastfeeding.

- **Low Birth Weight** – Decrease the incidence of low birth weight through education and community awareness.

- **Perinatal Substance Abuse** – Increase awareness and access to services for substance abuse.
County Wide Data
Our Santa Barbara County population is 425,756
The majority of SBC residents live in the cities of:
- Santa Maria (23.4%),
- Santa Barbara (20.9%)
- Lompoc (10.0%)

Source: Census Data
Medi-Cal Deliveries in SBC

Source: California Center for Health Statistics, Vital Statistics, Birth Statistical Master File
In North County, the total births to women of Hispanic ethnicity 82.7%

Source: Census Data
Children age 0-18 Living in Poverty (0-200% FPL)

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>42.4</td>
<td>42.1</td>
<td>41.5</td>
<td>43.4</td>
<td>46</td>
<td>47</td>
</tr>
<tr>
<td>SBC</td>
<td>45.6</td>
<td>45.4</td>
<td>42</td>
<td>45.2</td>
<td>47.7</td>
<td>49</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau’s Small Area Health Insurance Estimates (SAHIE).
# Females age 18-64 Living in Poverty (0-200%)

<table>
<thead>
<tr>
<th>Year</th>
<th>CA</th>
<th>SBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>30.9</td>
<td>34.6</td>
</tr>
<tr>
<td>2007</td>
<td>29.7</td>
<td>32.5</td>
</tr>
<tr>
<td>2008</td>
<td>30.5</td>
<td>31</td>
</tr>
<tr>
<td>2009</td>
<td>31.8</td>
<td>34.6</td>
</tr>
<tr>
<td>2010</td>
<td>34.2</td>
<td>37.1</td>
</tr>
<tr>
<td>2011</td>
<td>35.3</td>
<td>37.7</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau’s Small Area Health Insurance Estimates (SAHIE).
Families and Poverty

**Education level:**
The percentage of births to mothers with an education level *below GED:*

- North County 51.5% (1424/2767)
- as compared to
- South County 18.4% (362/1964)

**Public Assistance:**
Medi-Cal Births *by SBC Geographic Area (5,803 births in 2011)* show that 61.1% of births are to women on Medi-Cal county-wide.

79.4% of births in North County *were to Medi-Cal recipients.*

Source: Birth Stat Master File, 2009 – Santa Barbara County. CDPH Center for Health Statistics
Families and Poverty

The following 2010 census data and Poverty Initiative data demonstrates the disproportionate needs for public assistance in the form of Cal Works, Cal Fresh and MediCal in North County Santa Barbara.

- 54% of North County residents are Latino as compared to South County 43% and Mid County 36%
- 60% of Cal Works recipients are in North County as compared to South County 19% and Mid County 21%
- 59% of North County residents are on MediCal as compared to South County 24% and Mid County 17%
- 15% of the population in North County is Mixteco

Source: Poverty Initiative Data--FY 10/11; MCAH 2012-13 Annual Report
Regional Issues

- Families in North County (Santa Maria/Lompoc) are more likely to be
  - Young, Latino, Spanish speaking, and live in poverty than residents in South County.
  - They are also more likely to have teen births.
  - They are less likely to have health insurance and less likely to be employed.
  - According to census 2010 data, 79.4% of Santa Maria City and 96.2% of Guadalupe residents identified as Hispanic/Latino.
Unemployment per 100 People in the Employment Market

Source: http://www.labormarketinfo.edd.ca.gov/LMID/Labor_Force_Unemployment_Data.html
Unemployment Rate by City and Census Designated Places (CDP) - SBC - August 2013

- Guadalupe – 11%
- Santa Maria – 10%
- Lompoc – 11.3%
- Vandenberg – 10.2%
- Santa Ynez – 3.2%
- Santa Barbara City – 4.4%
- Goleta – 3.1%

*Data Not Seasonally Adjusted
**Source: http://www.labormarketinfo.edd.ca.gov
Local Rate **Worse** than CA

- Uninsured Children (age 0-18)
- Prenatal Care in the First Trimester
- Exclusive In-hospital Breastfeeding
- Teen Births (age 15-17)
- Poverty (age 0-64)
Local Rate **Worse** than Healthy People 2020

- Uninsured Children (age 0-18)
- Uninsured Females (age 16-64)
- Prenatal Care in the First Trimester
Worsening Local Trends

- Substance Use Diagnoses
- Substance Abuse Hospitalizations
- Prenatal Care in the first trimester
- Mood Disorders
- Mental Health Hospitalizations
- Children in Foster Care
- Unemployment
# Teenage Births in SBC

<table>
<thead>
<tr>
<th>Location</th>
<th>2005</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Barbara County</td>
<td>651/6192</td>
<td>551/5803</td>
</tr>
<tr>
<td>Carpinteria</td>
<td>30/225</td>
<td>14/192</td>
</tr>
<tr>
<td>Santa Barbara City</td>
<td>118/1915</td>
<td>77/1071</td>
</tr>
<tr>
<td>Lompoc</td>
<td>96/928</td>
<td>85/876</td>
</tr>
<tr>
<td>Guadalupe</td>
<td>19/170</td>
<td>23/141</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>371/2670</td>
<td>303/2619</td>
</tr>
</tbody>
</table>

**Numerator:** Number of Teen Births (Age 15-19 yr) by Location  
**Denominator:** Total Number of Births by Location
Uninsured Children age 0-18 in Santa Barbara County

In 2011...
1 in 10 children age 0-18 were uninsured

<table>
<thead>
<tr>
<th>Year</th>
<th>CA</th>
<th>SBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>13.8</td>
<td>18.2</td>
</tr>
<tr>
<td>2007</td>
<td>12.4</td>
<td>15.6</td>
</tr>
<tr>
<td>2008</td>
<td>10.4</td>
<td>10.6</td>
</tr>
<tr>
<td>2009</td>
<td>10.0</td>
<td>10.8</td>
</tr>
<tr>
<td>2010</td>
<td>9.5</td>
<td>10.4</td>
</tr>
<tr>
<td>2011</td>
<td>8.6</td>
<td>10.1</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau’s Small Area Health Insurance Estimates (SAHIE).
Uninsured Females age 18-64 in Santa Barbara County

In 2011...
1 in 4 females age 18-64 were uninsured

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>21.8</td>
<td>20.6</td>
<td>20.4</td>
<td>21.5</td>
<td>22.5</td>
<td>22.4</td>
</tr>
<tr>
<td>SBC</td>
<td>24.8</td>
<td>23.2</td>
<td>19.6</td>
<td>19.1</td>
<td>22.8</td>
<td>23.9</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau's Small Area Health Insurance Estimates (SAHIE).
Children’s Oral Health and Access

Head Start Children Needing Dental Treatment

Source: SBCEO
Children’s Oral Health and Access

Santa Barbara County-Wide Dental Screening Trends - State Subsidized Pre School and School Readiness Programs

Average number screened each year - 1,200 children
Average age - 4 years old

Source: Data gathered from Health Linkages/SMBSD/ Healthy Start Screenings and Health Fairs

Source: SBCEO
Note: Santa Maria began fluoridating its water in March 2005. Fluoride Varnish Application (FVA) became a Medi-Cal covered benefit in 2006. SBCEO-Health Linkages Program has been providing 8,000 fluoride varnish applications a year in child development programs, elementary schools and WIC offices since 2008.
Children’s Oral Health and Access

Santa Barbara State PreSchool Dental Screenings

- Average number screened each year - 350-450 children
- Average age - 4 years old

Source: SBCEO
Childhood Obesity Statistics in 2012-13 State Preschool Screening

- Goleta/IV: 38%
- Guadalupe: 47%
- Lompoc: 38%
- County-Wide Average: 37%
- SY/LA: -35%

Source: SBCEO
Overweight and Obese Public School Students per 100 Population in Grades 5, 7, 9, 11 - SBC

Source: Kidsdata.org
Gestational Diabetes

- Approximately 8% of pregnancies in the United States are complicated by diabetes mellitus.
- Maternal Hyperglycemia is a leading teratogen of the 21st Century.
- Santa Barbara County WIC data reported that in FY 12-13 - 13% (333/2551) of postpartum mothers self-declared a history of GDM.
- Santa Barbara County PHD Health Care Center data reported that in FY 12-13 - 12.75% (282/2211) clients had GDM codes listed in their documentation.
# Prenatal Care in the First Trimester per 100 Females Delivering a Live Birth

<table>
<thead>
<tr>
<th></th>
<th>2000-2</th>
<th>2009-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>85.5</td>
<td></td>
</tr>
<tr>
<td>SBC</td>
<td>79.3</td>
<td></td>
</tr>
<tr>
<td>HP 2010</td>
<td>83.3</td>
<td></td>
</tr>
<tr>
<td>HP 2020</td>
<td>73.1</td>
<td></td>
</tr>
</tbody>
</table>

Source: California Center for Health Statistics, Vital Statistics, Births Statistical Master File
Healthy People 2020 Objectives Met

Births weighing <2500 grams per 100 live births

- 2000-2: CA 6.3, SBC 6.0
- 2009-11: CA 6.8, SBC 6.0

Births less than 37 weeks gestation per 100 live births

- 2000-2: CA 10.4, SBC 10.8
- 2009-11: CA 10.1, SBC 10.4

California Center for Health Statistics, Vital Statistics, Births Statistical Master File
Exclusive In-Hospital Breastfeeding per 100 Females Delivering a Live Birth

Year 2012

Source: 2012 MCAH In-Hospital Breastfeeding from Newborn Screening data.
Breastfeeding by Hospital-SBC-Year 2012

Source: 2012 MCAH In-Hospital Breastfeeding from Newborn Screening data.
Breastfeeding-Ethnic Disparities

- While 73.6% Women of Caucasian ethnicity exclusively breastfed in-hospital, only 46.3% (drop from 50.5% in 2011) of Hispanic women exclusively breastfed county-wide.

Source: 2012 MCAH In-Hospital Breastfeeding from Newborn Screening data.
Substance Use Diagnosis per 1000 – Hospitalizations

Pregnant Females Age 15-44

- 2000-2: 10.6
- 2009-11: 14
- CA: 8.3
- SBC: 5.8

Males and Females Ages 15-24

- 2000-2: 424
- 2009-11: 633.9
- CA: 275.9
- SBC: 340.1
Substance Use In SBC

- MCAH Field Nursing FY 12-13 - 14 % of 1557 families had a self-disclosed risk of substance use

- 2010 MIHA data shows 12% of SBC women had any binge drinking during the 3 months before they knew they were pregnant

- In FY 2010-11, 35% (790/2260) of individuals receiving Alcohol and Drug treatment in SBC were women, 11% of these women were pregnant and 57% were mothers of children < 18 years of age.  
 Source: SBC ADMHS
Perinatal Mental Health

MCAH Field Nursing - 26% Mothers that were screened were at risk for Perinatal Mental Health Issues (Edinburgh > 12)

- Mood Disorder Hospitalizations per 100,000 Female Population age 15 to 44

Source: Office of Statewide Health Planning and Development (OSHPD). Hospital discharge data.
2010 MIHA data shows that 8.4% of women in SBC had some form of physical or psychological intimate partner violence (IPV) during pregnancy.

The rate of DV calls for assistance (2010) in SBC was 5.3 per 1000 vs. 6.7 State-wide. Kidsdata.org.

MCAH Field Nursing Unit - 13% Families screened and with current or recent history of Intimate Partner Violence
Children in Foster Care per 1,000 Children age 0-17

Source: http://cssr.berkeley.edu/ucb_childwelfare/InCareRates.aspx
What do we want to do?
Santa Barbara County
Problems, Strategies & Partners

- Describe the problem
- Classify local problem – target population, race/ethnicity
- Can we address the problem?
- How to address the problem – best practice strategies
- Who can address the problem
Maternal Child Health Hot Topics
See Problem Analyses

- Health and Dental – Access and Education
- Breastfeeding
- Perinatal Substance Use
- Perinatal Mental Health
- Teen Pregnancy
- Gestational Diabetes
- Child Safety
What are we doing?
Health Access

• CHISB and CHARTS
• MCAH Field Nursing – Assist with Access to Services. In FY 12-13 807 children assisted with enrollment
• Healthy Kids Enrollment as of June 1, 2013: 828 children; 0-5 years: 96 children (12%); 6-18 years: 732 children (88%)
• Continued County General Fund support
• Committee and partners active in Affordable Care Act messaging and outreach. Convened all stakeholders and shared resources
Oral Health/Access to Dental Care

- SBCEO leads dental efforts with oral health program manager
- Coordination of oral health key messaging with First 5, MCAH Field Nursing, Welcome Every Baby, CHDP, medical and dental providers and WIC.
- Oral health and nutrition education for pre/elementary school programs.
- Oral screenings done for targeted pre and elementary populations.
- School and community-based fluoride varnish applications (WIC also involved). Pediatricians.
- Dental referral lists updated.
- County-wide data presented to all stakeholders.
- Free Dental Clinics in South and North County
- Barriers to care identified and outreach done to resolve in areas of concern.
Breastfeeding

• PHD Lactation Services Program and WIC Support
• PHD breast pump rentals
• MCAH, WEB, CALM breastfeeding home support
• Marian – lactation support and outpt support; SBCH – in-house lactation consultants.
• Cottage Hospital letter writing campaign to increase breastfeeding rates at hospital level.
• Tongue Mobility efforts – Symposium and updated list of physicians
• Exclusive Breastfeeding in Latina Community Symposium
Perinatal Substance Use

- Perinatal Mental Health & Substance Use Coalition
- Brochures with available resources for families that have mothers with substance use and postpartum mental health issues are now available by region. ‘Parent Links Healthy Coping’
- Fact Sheets: Alcohol & Illicit Drug Use during Pregnancy
- Screening tools shared
- SBCH – Neonatal Tox Screening
Perinatal Mental Health

- Perinatal Mental Health & Substance Use Coalition
- Brochures with available resources for families that have mothers with substance use and postpartum mental health issues are now available by region. ‘Parent Links Healthy Coping’
- Fact Sheets: Perinatal Mood & Anxiety Disorders
- Screening tools shared
- All Home Visitation programs and FRC’s screen.
Teen Pregnancy

- TAPP/AFLP reductions
- MCAH – 344 Non-pregnant teens served; 62 Pregnant (high school) teens served
- CalPrep – CAC
- Cal Learn – reductions
- Sexual Health Education limited
- Cal-Safe
Gestational Diabetes

• Grant with Sansum Diabetic Research
• Contract negotiations were implemented with MCAH, WIC, Promotoras and PHD Health Care Clinics (HCC’s).
• Toolkit: MCAH developed a standardized GDM toolkit for PHNs
• Outreach and Training: SBC MCAH received a March of Dimes/Community Award Grant to implement the Becoming a Mom/Comenzando Bien curriculum.
• 90 Promotoras in SB County were trained in FY 12-13
Child Safety

• CAPC and Kids Network - Maintain the framework of `Strengthening Families through the Five Protective Factors‘; Early Care and Education Collaboration; Family Resource Centers.

• CWS – Safety Organized Practice Model that promotes family and child engagement and provides tools for quality informed decisions

• MCAH Information on Postpartum Depression and Perinatal Substance Use.

• CDRT Press Releases SIDS/Cosleeping.
Next Steps

• Plan to receive input from community groups that are addressing these issues for planning

• Your suggestions...
make a difference