

# Perinatal News & Events

Cincinnati Children's Perinatal Outreach Program



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## Ohio Medicaid Extended Family Planning Coverage

Ohio Medicaid has extended family planning coverage for all individuals who are eligible for maternity coverage through Medicaid. Qualified individuals will have a household income below 200% of poverty; lack health insurance; and be American citizens who are residents of Ohio.

Enrollees can access covered services when making a visit to a health center for the primary purpose of pregnancy prevention. The coverage is a limited benefit which covers benefits classified as Family Planning or Family Planning Related. It includes (but is not limited to) all forms of FDA-approved contraception, annual gynecological exams, pap smears, pregnancy tests, STI testing and treatment, HIV testing, Hepatitis C testing, HPV vaccination, condoms, and sterilization.

**Family Planning Services**  
a Limited Benefit from Ohio Medicaid  
*Benefits at no charge:*

- Birth Control
- Annual Exam
- Pap Smear\*
- Pregnancy Test
- Condoms
- STD Testing\*
- STD Treatment\*
- HPV Vaccine\*

\*when related to a pregnancy prevention visit

*Eligibility based on household size and income*

Ohioans can enroll by sending a Healthy Start application to the applicant's home county Department of Job and Family Services or by completing the full online application with ODJFS. The only required documentation for enrollment is proof of income, proof of citizenship, and proof of residency.

The benefit includes coverage for Mirena, Paragard, and Nexplanon with no cost to the patient, as well as shorter-duration contraceptives such as NuvaRing, Depo-provera, and pills.

STI testing and treatment is also available through the benefit, though the testing can only be accessed during a visit that has the primary purpose of pregnancy prevention.

Since beneficiaries of maternity coverage and parents of CHIP-enrolled children will qualify, clients of a number of different agencies will be able to enroll in multiple programs to create a full spectrum of public coverage for perinatal health care.

*Leslie Mitchell, Planned Parenthood*





## Best Babies Zone Initiative

The Best Babies Zone Initiative (BBZ) is a program of the W.K. Kellogg Foundation and represents a new approach to improving maternal, child, and community health. By addressing social and economic inequities, the Initiative works to give every baby born in a BBZ the best chance in life. It brings together the best of what we know in four key domains (health, education, economic development, and community engagement) and leverages this knowledge to improve the health and wellbeing of families. Best Babies Zones build on existing assets and develop new ones to improve maternal and child health outcomes through a multi-sector approach.

The BBZ Initiative intends to develop, evaluate, and implement a model for cross-sector collaboration to improve birth outcomes in communities across the U.S. By the end of the three-year grant period, BBZ community sites will be up and running in Cincinnati, New Orleans and Oakland. The National Leadership Team, directed by UC Berkeley, was awarded funding in the spring of 2012 and sites began their participation in the fall. Ideally, the work of these sites will serve as a blueprint for site development and implementation in other cities around the U.S. This will be accomplished by:

1. Identifying a defined geographic region where change is greatly needed and resources are aligned in an effort to produce and measure impact;
2. Establishing a broad collaborative to work across four key sectors – health, economics, education and community; and
3. Cultivating a public health social movement within each city to rally community action aimed at improving the social determinants of health in each zone to improve the quality of life overall and ultimately improve birth outcomes in the zone.

### The Project

Three communities – Cincinnati OH, New Orleans LA, and Oakland CA– have agreed to serve as pilot sites for the Best Babies Zone Initiative over the next three years. These communities are working to create positive change in all four domains and are committed to sustaining improvements in maternal and child health.

In Cincinnati, the Price Hill neighborhood (East and Lower Price Hill) has been selected as the Zone. Cincinnati Children’s Hospital Medical Center (CCHMC) is the lead agency for the BBZ project and is working with the community to lead the planning phase of the project including community assessments and initiative implementation. The majority of BBZ support is directed to the National Leadership Team. Each local Zone receives a small amount of funding through the national BBZ to facilitate recommendations from national advisors and to attract future support.

The BBZ project team will gather the lessons learned from these communities, integrate new evidence-based strategies in their practice, and use their experience to develop a blueprint for action along with a BBZ workbook that can be utilized by other communities. Special attention will be paid to the influence of the social determinants of health and to the importance of building environments that promote and sustain health equity. We know that opportunities to be in better health must begin where we live, work, learn and play.

*Lindsey Cencula, Project Specialist  
Anderson Center for Health Systems Excellence  
Cincinnati Children’s*

## Ohio Perinatal Quality Collaborative Updates

OPQC's twenty charter-member obstetrics teams are working to ensure that moms at risk for pre-term delivery receive appropriate Antenatal Corticosteroid (ANCS) therapy. Maternal ANCS has been shown to reduce the frequency and severity of complications of prematurity for infants born between 24 and 34 weeks of gestation. However, some babies that could benefit from this evidence-based treatment do not receive it. OPQC is working to understand and close those gaps.

OPQC's initial neonatal efforts focused on reducing bloodstream infections resulted in a sustained 20% decrease in bloodstream infections in premature infants 22 to 29 weeks gestation in 24 neonatal intensive care units (NICUs) in Ohio. In 2012, OPQC charter-member neonatal teams added an additional intervention in an effort to further reduce bloodstream infections in premature infants—increasing the use of human milk. Human milk contains antibodies that help to fight germs in a number of different ways.

OPQC hosted a Learning Session in November 2012 that brought together the charter member OB and Neo teams for a full day. Guest speaker Dr. Ekhard Ziegler led two sessions focused on the use of human milk as medicine for premature infants and Dr. Art James stressed the urgency of the need to address the infant mortality problem in Ohio.

In 2012, fifteen additional hospitals joined OPQC, and as participants in a new “39-Weeks Pilot Project” which focused on decreasing non-medically indicated births prior to 39 weeks as well as improving birth certificate accuracy. (This is a modified version of the first “39-Weeks Project” that was initiated with the charter member OB hospitals in 2008.) OPQC-Central faculty partnered with key leaders from the Ohio Department of Health Office of Vital Statistics to approach birth

certificate inaccuracies within the QI framework.

Ohio has received national recognition from the March Dimes, American College of Obstetricians and Gynecologists (ACOG), as well as the Centers for Disease Control and Prevention (CDC) for this work. Due to this success, OPQC received continued funding to spread this project to the remaining ~80 hospitals in Ohio that offer maternity services. This is especially important since CMS has ruled that hospitals will soon be required to report scheduled deliveries prior to 39 weeks (called Early Elective Deliveries). Recruitment for this dissemination work is underway and OPQC plans to reach all Ohio maternity hospitals by the end of 2013.

Please visit <http://opqc.net> to learn more about the OPQC projects.

*Katie Osterbrock, Project Coordinator  
Anderson Center for Health Systems Excellence  
Cincinnati Children's*



### Perinatal Resource Directory

The Perinatal Resource Directory has been recently updated and is available for download:

#### **Perinatal Resource Directory**

- Please email updates to:  
[kathy.hill@cchmc.org](mailto:kathy.hill@cchmc.org) or  
[danielle.bolton@cchmc.org](mailto:danielle.bolton@cchmc.org)
- An addendum with Kettering Health Network contacts will be available in the near future.

## PERINATAL INSTITUTE

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*Our mission is to improve  
the health of newborn infants  
through innovation in clinical care,  
education and research.*

[www.cincinnatichildrens.org](http://www.cincinnatichildrens.org)

[www.cincinnatichildrens.org/perinatal](http://www.cincinnatichildrens.org/perinatal)

## Announcements

### 2<sup>nd</sup> Center for Prevention of Preterm Birth Mini-Symposium

3:00-5:00 pm, Thursday, February 7, 2013

Cincinnati Children's Research Auditorium R3381

For more information contact: [michelle.zdunic@cchmc.org](mailto:michelle.zdunic@cchmc.org)

### Regional Perinatal Nurse Manager Meeting

8:30-11:30 am, Friday, February 15, 2013

6<sup>th</sup> floor Classrooms L&M, St. Elizabeth Healthcare - Edgewood

RSVP by February 12 to: [danielle.bolton@cchmc.org](mailto:danielle.bolton@cchmc.org)

### Regional Perinatal Social Work Meeting

11:30 am – 1:00 pm, Wednesday, February 27, 2013

D2.40, Sabin Education Center, Cincinnati Children's

RSVP by February 25 to: [kathy.hill@cchmc.org](mailto:kathy.hill@cchmc.org)

### Neofest 2013: New Technologies for the NICU

11:30-5:00 pm, Friday, March 8, 2013

Sabin Auditorium, Cincinnati Children's

Register at: [www.cincinnatichildrens.org/cme](http://www.cincinnatichildrens.org/cme)

For more information: [janel.chriss@cchmc.org](mailto:janel.chriss@cchmc.org) or (513) 636-5470

### Midwest Developmental Care Conference

Thursday & Friday, March 21-22, 2013

Sabin Auditorium, Cincinnati Children's

For more information: [laura.vaughn@cchmc.org](mailto:laura.vaughn@cchmc.org) or (513) 636-3574

### CAPP/PCEO/AWHONN Spring Conference

*Preconference Presentation: What Stories can the Placenta or a  
Fetal or Neonatal Death Tell?*

Thursday evening, April 11, 2013

Legal Briefs for the Perinatal and Neonatal Nurse

8:00 am-5:00 pm, Friday, April 12, 2013

Marriott Cincinnati North Conference Center

For registration information: [www.pceoregion2.org/](http://www.pceoregion2.org/) or

[www.cincinnati.capp.org](http://www.cincinnati.capp.org)

### Combined Cincinnati-Dayton Perinatal Nurse Manager Meeting

9:00 am-3:00 pm, Thursday, May 9, 2013

Atrium Medical Center

For more information contact:

[kathy.hill@cchmc.org](mailto:kathy.hill@cchmc.org)