



35TH ANNUAL **AHA RURAL
HEALTH CARE
LEADERSHIP
CONFERENCE**

FEBRUARY 6-9, 2022
ARIZONA GRAND RESORT & SPA

Improving Health Equity: A Screening of Toxic: A Black Woman's Story

Please note that the views expressed by the conference speakers do not necessarily reflect the views of the American Hospital Association.

Agenda

- Introduction
- Film Screening
- Moment of Silence
- Discussion
- Resources



50,000

women suffer severe health problems related to pregnancy; and

700

women die from pregnancy- and delivery-related complications each year in the United States

Source: www.cdc.gov/reproductivehealth/maternal-mortality/disparities-pregnancy-related-deaths/infographic.html

- 
- Women are having babies later in life
 - Unplanned pregnancies (chronic health issues not addressed in advance)
 - Greater prevalence of cesarean sections
 - Lack of standardized practices
 - Failure to consult specialists
 - Poor coordination of care
 - Racial/ethnic inequities
 - Lack of access to health care services and providers
 - Impact of societal factors

Many Possible Reasons

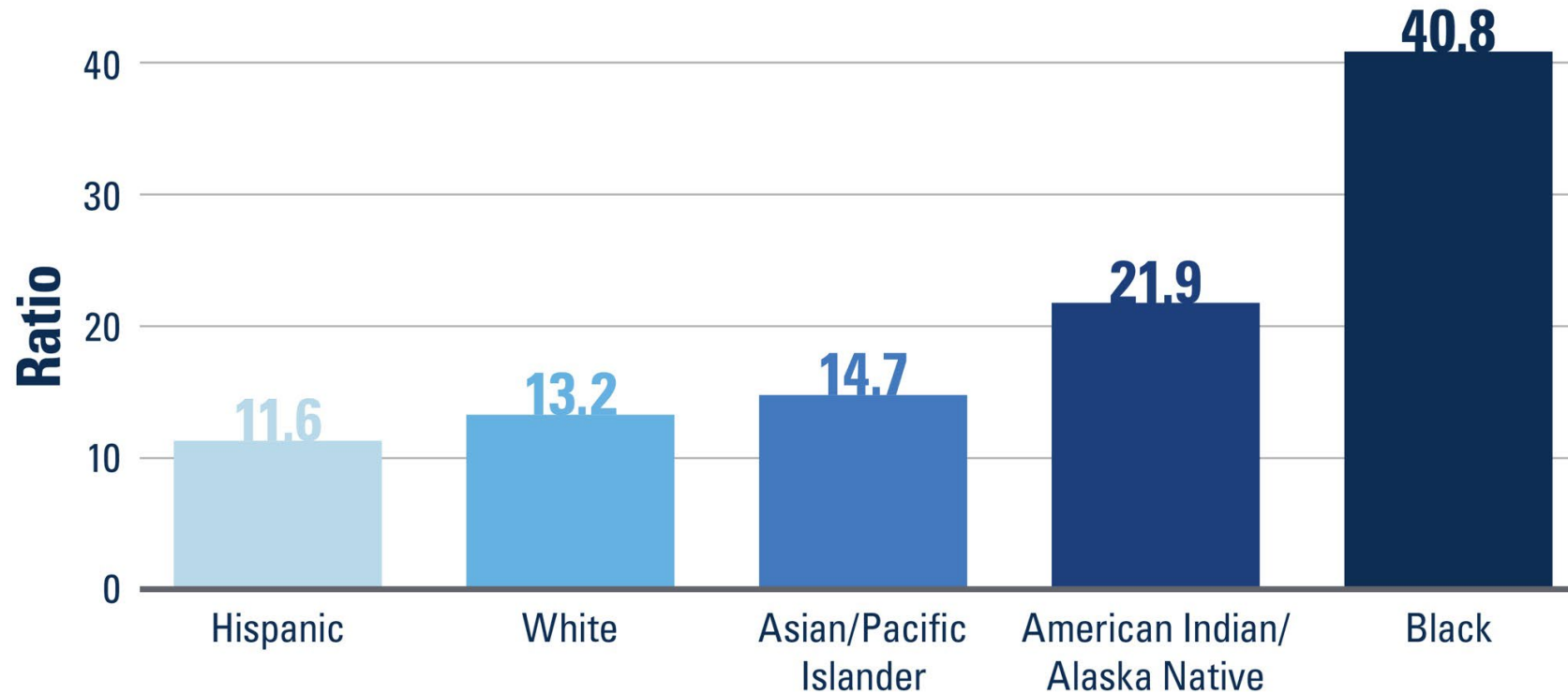


Childbirth is **more dangerous for communities of color who are disproportionately impacted by maternal mortality and morbidity.**



Pregnancy-related Mortality Ratios

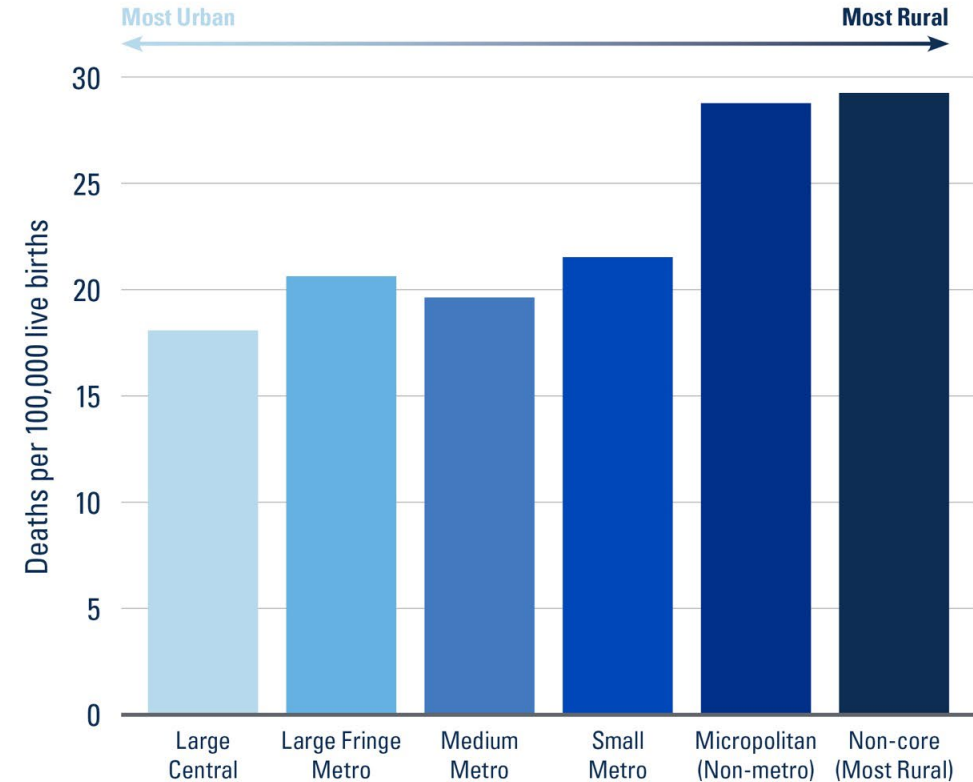
by Race, U.S. 2015-2016



Source: 1. Petersen E. et al. Racial/Ethnic Disparities in Pregnancy-Related Deaths — U.S., 2007–2016 . MMWR. 9/6/19; 68(35):762-765. doi.org/10.15585/mmwr.mm6835a3. 2. www.birthbythenumbers.org.

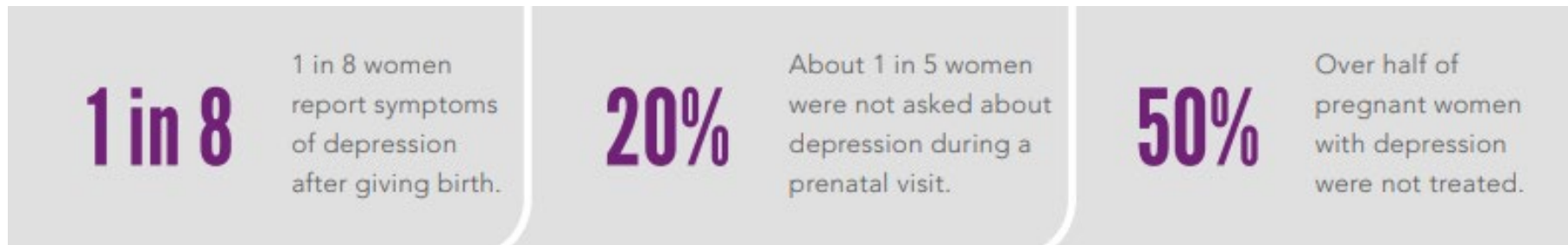
Maternal Mortality Rates Higher in Rural Areas

- Overall health outcomes are generally worse
- Lack of access to health care services and providers
- Since 2010, more than 100 rural hospitals have closed
 - As a result, **less than 50%** of rural women have access to perinatal care within 30 miles of their home; and **more than 10%** of rural women drive 100 miles or more for perinatal services



Maternal Mental Health

- More than 600,000 women each year suffer from a maternal mental health disorder, such as depression, anxiety or PTSD, but less than 15 - 20% receive treatment.
- Postpartum depression and anxiety is more prevalent in Black moms
- Since COVID-19 pandemic, nearly 55% of children felt more "sad, depressed, or unhappy"



Sources:
<https://www.healthaffairs.org/doi/10.1377/hlthaff.2021.00808>
<https://www.cdc.gov/reproductivehealth/features/maternal-depression/index.html>
https://www.cdc.gov/reproductivehealth/vital-signs/identifying-maternal-depression/VS-May-2020-Maternal-Depression_h.pdf
<https://www.axios.com/childrens-mental-health-back-to-school-065a9806-ff56-488b-9267-9455a4da544c.html>

AHA's Better Health for Mothers and Babies

<https://www.aha.org/better-health-for-mothers-and-babies>

<https://www.aha.org/advocacy/maternal-and-child-health>

Latest News

Latest news and articles related to maternal health

Members in Action

Case studies highlighting hospital best practices

Information for Patients + Families

Resources from organizations around the country to help patients and family before, during and after pregnancy

Action Plan

- Evaluate and Act on Data
 - Examine Disparities
- Engage Mothers + Families
- Partner with Clinicians + Community Stakeholders

Tools, Resources and Care Delivery Models

Resources from AHA and others to help hospitals and health systems implement the 4-part action plan

Advocacy + Policy

Updates on pending legislation

Maternal Health + COVID-19

Resources to help hospitals and health systems during the pandemic

Toxic: A Black Woman's Story

- Developed by First Year Cleveland's Pregnancy and Infant Loss Committee and the Health Neighborhoods Committee of Healthy Cleveland
- Explore the toxic stress, microaggressions and racial inequities which negatively impact Black moms and their birth outcomes
- An educational tool hospitals can use to start robust conversations among health care staff, social services professionals, educators, policy makers, women and their families about issues that are critical to improving health equity.
- The film is [available for purchase](#)
 - AHA members \$375, valid till March 31, 2021
 - Nonmembers \$1,500
- All proceeds will provide healing support resources for families in Cuyahoga County, Ohio

Screening

Please note: This film includes discussion around infant mortality, toxic stress and racism. It may evoke strong and sensitive emotions. If these topics may be difficult for you, we encourage you to opt-out of this session, and encourage you to care for your safety and well-being.



Moment of Silence

Discussion

Rachelle Schultz, Ed.D., President/CEO, Winona Health

Jacquelyn Frombach, DNP, RN, Chief Nursing Officer- East Region Chair,
CNO Council, Marshfield Clinic Health System

Discussion

- How did the film make you feel?
- What are some sources of chronic stress in the lives of Black communities?
- How does this stress impact health? What political and social determinants are at play?
- How can health care professionals help? What should they know?
- Though this film followed the life of Black woman living in urban settings, how does it relate to rural Black women? Do you see any similarities in the microaggressions and stressors Nina faced among the patients/community members you see?
- If we as rural hospitals were to come up with an action plan, what would be the top 3 things you would want to do to improve Black maternal health?

Resources

Breaking Through Bias™ in Maternity Care

www.MarchofDimes.org/ImplicitBias

AHA is working with **March of Dimes** to share its unique in-person and virtual learning experience designed for health care providers who are caring for women before, during and after pregnancy.

The experience includes a summary of implicit bias, a historical overview of structural racism in the United States, strategies to mitigate racial bias in maternity care, and steps to build a culture of equity within an organization.



Implicit Bias Tools

- [Harvard's Implicit Association Test](#)
- [Kirwan Institute for the Study of Race and Ethnicity: Implicit Bias Module Series](#)
- [Institute for Perinatal Quality Improvement: SPEAK UP](#)
- [American Academy of Family Physicians: Implicit Bias Resources](#)
- [National Standards for Culturally and Linguistically Appropriate Services \(CLAS\) in Health and Health Care](#)
- [Institute for Healthcare Improvement: What Is Bias, and What Can Medical Professionals Do to Address It?](#)
- [UCLA's Implicit Bias Video Series](#)

Support Services

- [Perinatal Mental Health Alliance for People of Color](#)
- [Postpartum Support International](#)
- [Grief Recovery Method](#)
- [The Compassionate Friends](#)
- [Share Pregnancy and Infant Loss Support](#)
- [Sisters in Loss](#)

AHA Resources

- Case Studies
 - [Centering Pregnancy Care to Mitigate Racial Disparities Program, UnityPoint Health's Methodist Hospital](#)
 - [Eliminating Disparities in Birth Outcomes, Spectrum Health](#)
 - [Treating Perinatal Mood and Anxiety Disorders, St. Peter's Health](#)
- Podcasts
 - [Restoring Maternal Mental Health](#)
 - [MOMS Collaborative Reduces Disparate Outcomes with Northwell Health](#)
 - [Seven in Seven: Digital Solutions for Perinatal Care](#)

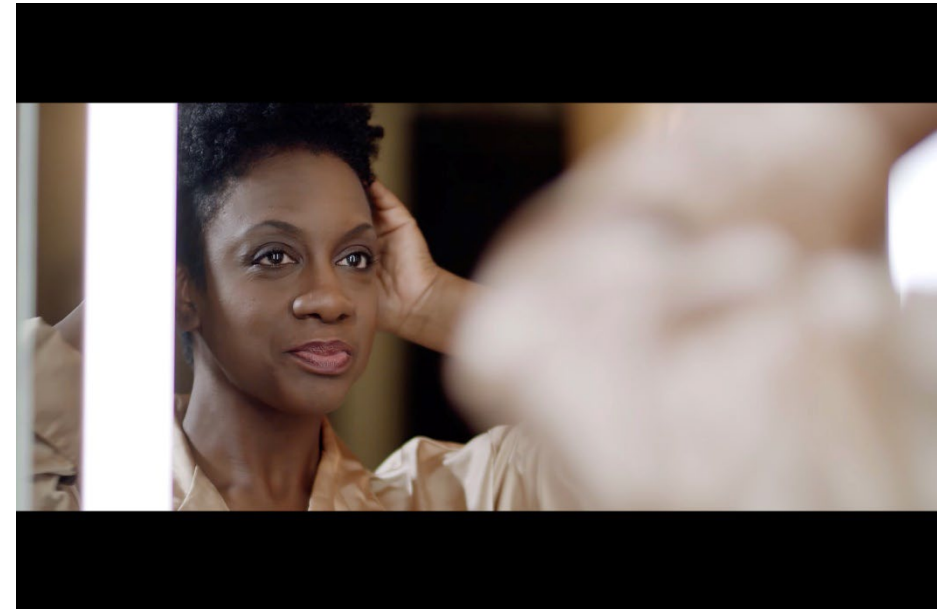
To explore more resources such as case studies, podcasts, webinars, please visit:

<https://www.aha.org/advocacy/maternal-and-child-health>
<https://www.aha.org/better-health-for-mothers-and-babies>

Purchase “Toxic: A Black Woman’s Story”

- AHA members \$375, valid till March 31
- Nonmembers \$1,500
- Accompanied by a discussion guide
- All proceeds will provide healing support resources for families in Cuyahoga County, Ohio

[Purchase Film](#)



Thank you!

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