



GULF COAST Healthy Families, Mothers, and Babies Initiative

Goal

Reduce health disparities and rates of chronic diseases among African Americans in Mississippi's three coastal counties of Jackson, Harrison, and Hancock



Background

- Gulf Coast Healthy Families, Mothers, and Babies Initiative is a five-year cooperative agreement funded by the Centers for Disease Control and Prevention as part of the Racial and Ethnic Approaches to Community Health (REACH) Program.
- REACH is a national program administered by CDC to reduce racial and ethnic health disparities.



Current data indicates that Mississippi has the 5th highest smoking rate in the United States and **approximately 10% of pregnant women in MS smoke at some time during pregnancy.** In addition, Mississippi has the lowest rate for breastfeeding in the United States.

Approximately **20%** of the population in this three county area **has an income level below 100% of the federal poverty level.**ⁱ

African American families average poverty status in the last 12 months is 27.1% and among African American families with female heads of household it is **41%** in the three Mississippi Gulf Coast counties.ⁱⁱ

13% **Thirteen (13%) of adults in the area do not have a high school diploma.**ⁱⁱ Statistics show that such characteristics can be directly linked to health outcomes.

- Factors such as limited community knowledge of the health benefits attributable to tobacco/smoking cessation and smoke free policies, and improved nutritional intake and breastfeeding affect individual behaviors.
- Mississippi has no statewide smoke-free air law and breastfeeding rates remain low for all ethnic groups. This may be attributed to individual knowledge, attitudes and beliefs, lack of access to service systems and supports, and culture.

ⁱ Community Commons Vulnerable Populations Footprint

ⁱⁱ American Community Survey 2012 to 2016

Strategic Areas



Nutrition

Collaborate with partners to improve nutrition in the priority population.



Tobacco Free Living

Collaborate with partners to promote tobacco free living among the priority population.



Community-clinical Linkages

Collaborate with partners to increase referral and access to community-based health programs for the priority population.

Key Program Drivers and Activities

- Partner with and support the Gulf Coast Healthy Communities Collaborative (GCHCC).
- Conduct a social climate survey to establish baseline data on community knowledge, attitudes and beliefs regarding nutrition and breastfeeding, and tobacco-free living and maternal smoking.
- Develop a communications plan to increase tobacco cessation, healthy nutrition, and clinic community linkages.
- Support expansion of the Baby & Me Tobacco Free Program to reduce the burden of tobacco on pregnant and postpartum women.
- Implement Baby Café cluster models in the target area to provide free support for all aspects of breastfeeding.

Expected Outcomes

1. **Increased utilization of services and supports** related to tobacco free living, nutrition through clinical community linkages in Mississippi's three coastal counties.
2. **Linkages to Baby Cafés, WIC, Mississippi Tobacco Quitline and other systems** will be developed, supported and maintained.
3. **Increased support and utilization of systems and services** for chronic disease prevention in Mississippi's three coastal counties Jackson, Harrison and Hancock through clinical-community linkages.
4. **Improved nutrient intake** through coalition work with emphasis on support for breastfeeding and food access among African American women in the target area.
5. **Decreased tobacco usage** and support for tobacco-free living in Mississippi's three coastal counties.