



## WHBC Background

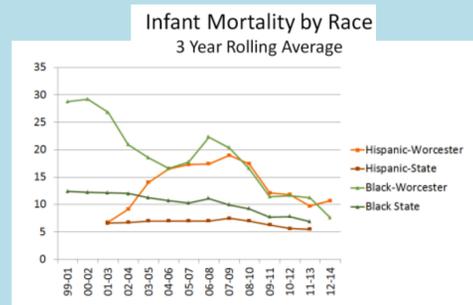
WHBC is a diverse volunteer group of maternal and child health leaders that work to reduce Worcester's high infant mortality rate (IMR). There are over 30 different agencies involved with the WHBC. The Baby Box Projects represents one of many of the WHBC initiatives.

## Infant Mortality - Worcester

Worcester has a higher IMR (unofficial rate of **5.2 per 1000** live births in 2013-15) compared to the rest of MA (4.14 per 1000 live births in 2013).

In addition to an overall higher IMR, significant **racial and ethnic disparities** in IMR exist in Worcester, and are more severe than disparities in the rest of the state.

- **Worcester's Hispanic IMR has steadily increased** since 2010. This is particularly concerning, as this raise is inconsistent with state and national trends.
- Hispanic IMR in Worcester is twice of that of MA and during 2013-2015 it surpassed the Black IMR for the first time.



Preterm birth, unsafe sleep, and the social determinants of health drive Worcester's rise in Hispanic IMR.

## Baby Box Project

All new mothers in Finland receive a box that functions as a safe sleep space, and represents the value that the country places on infant and child health. Finland has a very low IMR of about 2.2 deaths per 1000 live births.

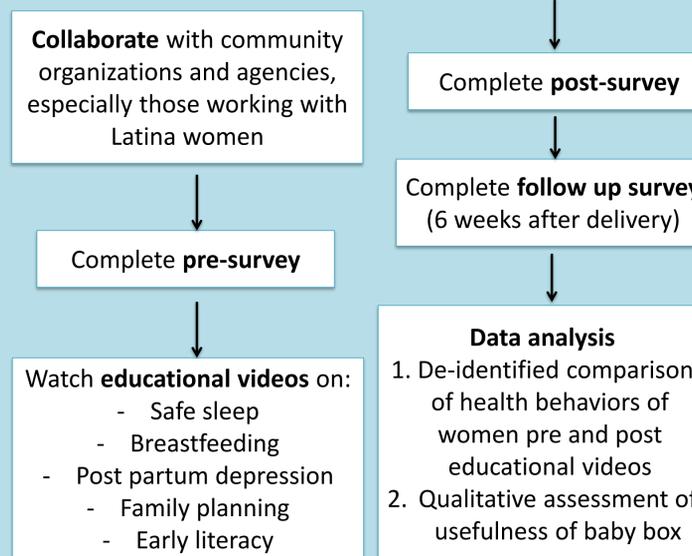
The Baby Box Company adopted this model in the US, and currently supplies baby boxes to at least 20 states.

The WHBC will distribute 100 free boxes to Worcester residents starting on June 30<sup>th</sup>, 2018.

## Objectives

1. Supply 100 Worcester residents with a baby box, educational videos, and community resources.
2. Engage with Worcester's Latina mothers
3. Evaluate the effectiveness of the intervention at promoting healthy behaviors related to safe sleep, breastfeeding, post partum depression, family planning, and early literacy.
4. Assess the community's feedback on the usefulness of the baby box project

## Methods



## Outcome Measures

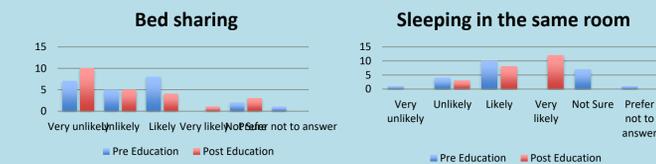
1. Demographics of participants
2. Comparison of the likelihood of engaging in certain health behaviors before and after intervention and 6 weeks after delivery
  - Asking a WIC advisor for help
  - Talking to healthcare provider about post partum depression, substance use, and family planning
  - Breastfeeding
  - Sleeping in same bed as baby
  - Sleeping in same room but not bed as baby
  - Have baby sleep in baby box
3. Frequency of use of baby box 6 weeks after delivery

## Preliminary Results

A total of 23 women received baby boxes between June 30 and August 1<sup>st</sup>, 2018.

Ethnicity	Number
Hispanic/Latino	7
Black	2
White/non-Hispanic	6
Middle Eastern/North African	0
Asian/Pacific Islander	7
American Indian/Alaska Native	1
Other	0

Initial results show improved health behaviors in bed sharing, safe sleep, breastfeeding, and likeliness to ask a healthcare provider about substance use, post partum depression, and WIC counseling after watching educational videos.



## Future Goals

1. Distribute remaining boxes and complete statistical analyses on this intervention's effectiveness
2. Develop a referral system with community organizations so that every newborn without a safe place to sleep has access to a baby box
3. Continue to work with the Latina community in order to further understand the disparity in birth outcomes among Latina women

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## References

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