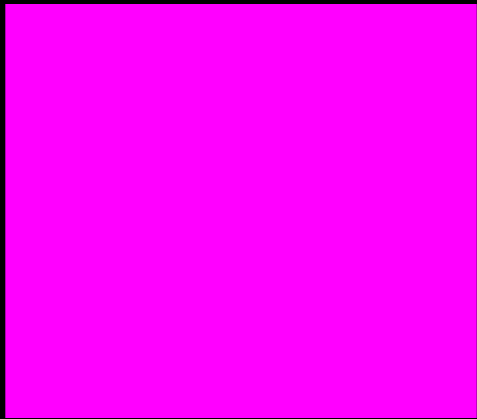
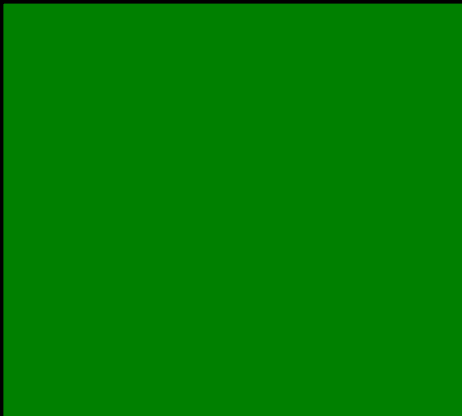




NC Healthy Start Foundation
RICHES
(Resources in Communities
Helps Encourage Solutions)



RICHES

(Resources in Communities Helps Encourage
Solutions)

“Healthy Women Build Healthy Communities”

May 9, 2008
Wilmington, North Carolina



North Carolina GlaxoSmithKline
Foundation FOR THE ADVANCEMENT OF
EDUCATION, SCIENCE AND HEALTH

Our Mission

The North Carolina Healthy Start Foundation is a nationally recognized, private, nonprofit organization dedicated to reducing infant death and illness and improving the health of women and young children in North Carolina.

What We Do

- **Education** – Statewide public education campaigns

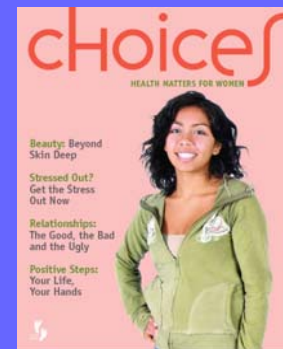
Back to Sleep Campaign for Risks Reduction

First Step Campaign



- **Resources** – Provide multi-media educational materials (English and Spanish)

Pamphlets, magazines, calendars, etc.



- **Services** – Professional training and technical assistance (English and Spanish)

Baby's Easy Safe Sleep Training (BESST)

A Child's Life Depends on You! Outreach Training



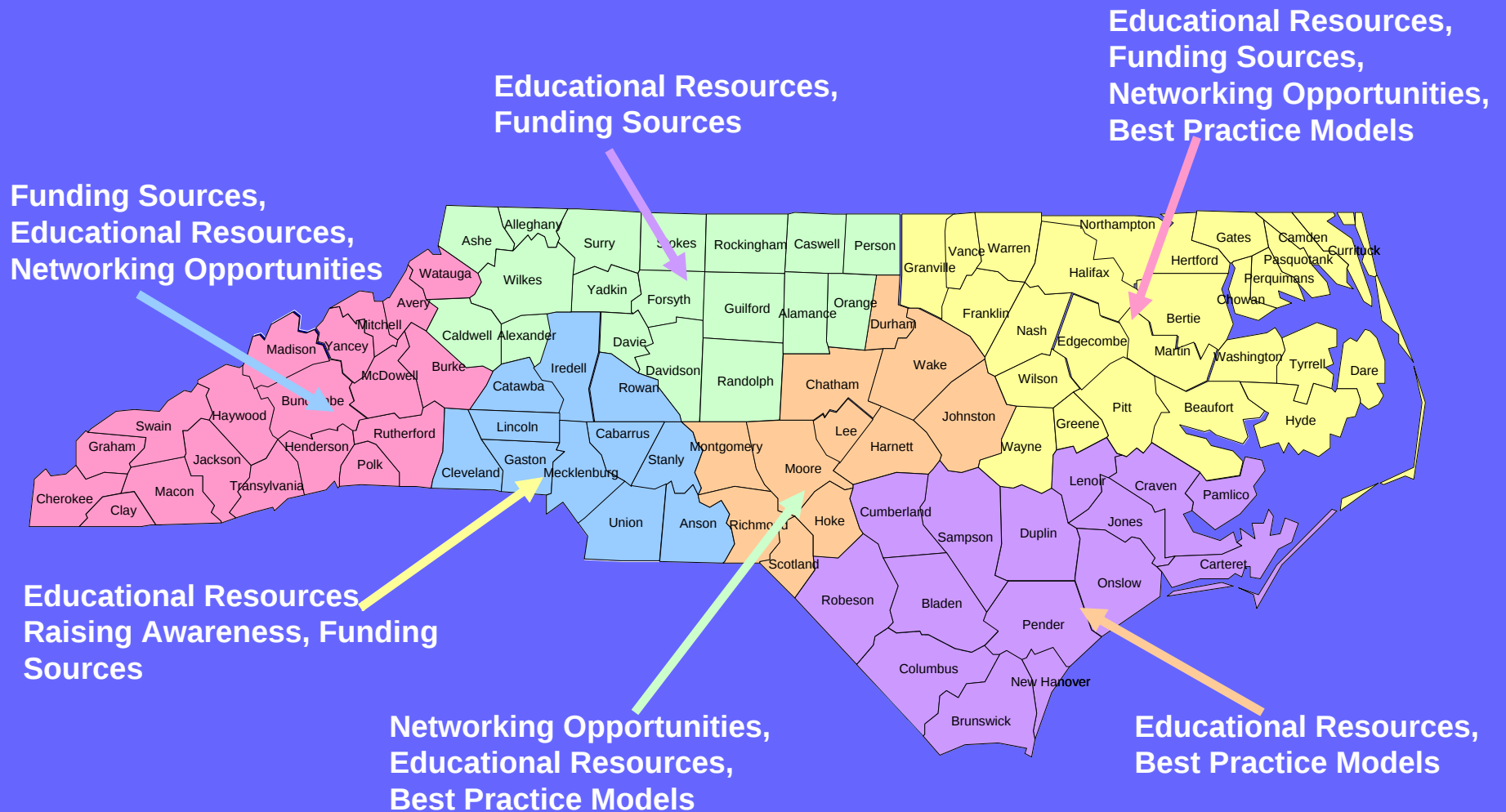
RICHE\$ Goals:

- To identify and develop a resource directory of community-based organizations (CBOs) across the state
- To facilitate regional networking meetings for sharing information, materials, and best practice models among the participating RICHES organizations
- To create and distribute toolkits that build the capacity of local CBOs to positively impact the health of women in their communities.

Anticipated Outcomes:

- Define a group of community-based organizations (CBOs) working towards positively impacting women's health
- Improve communication
- Enhance program-to-program sharing of information
- Increase peer-to-peer support and connectedness among program staff.
- Increase opportunities for CBOs to use women's health educational resources
- Support for women in NC who want to improve their health—through the support of the organizations that serve them

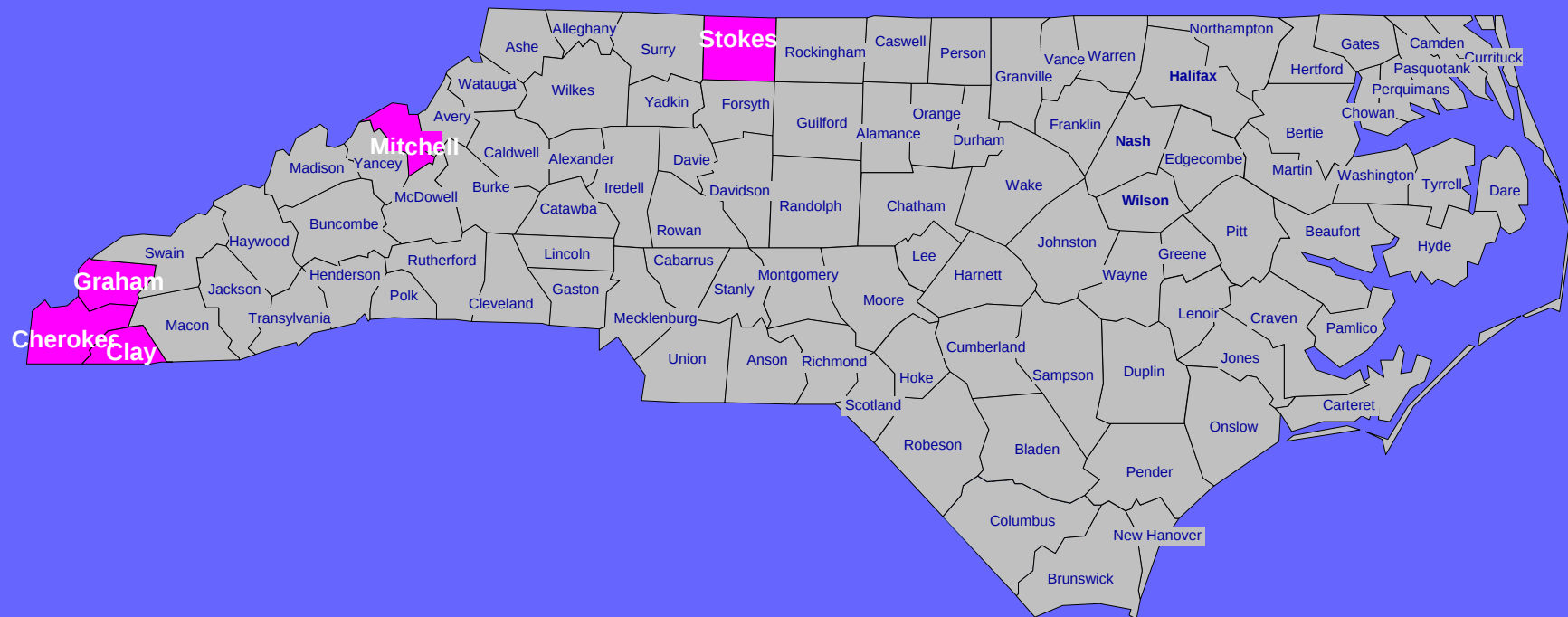
Results are in...



122 Survey Responses from 124 Organizations

228 Organizations Represented Total by RICHES Network

Women's Health in North Carolina

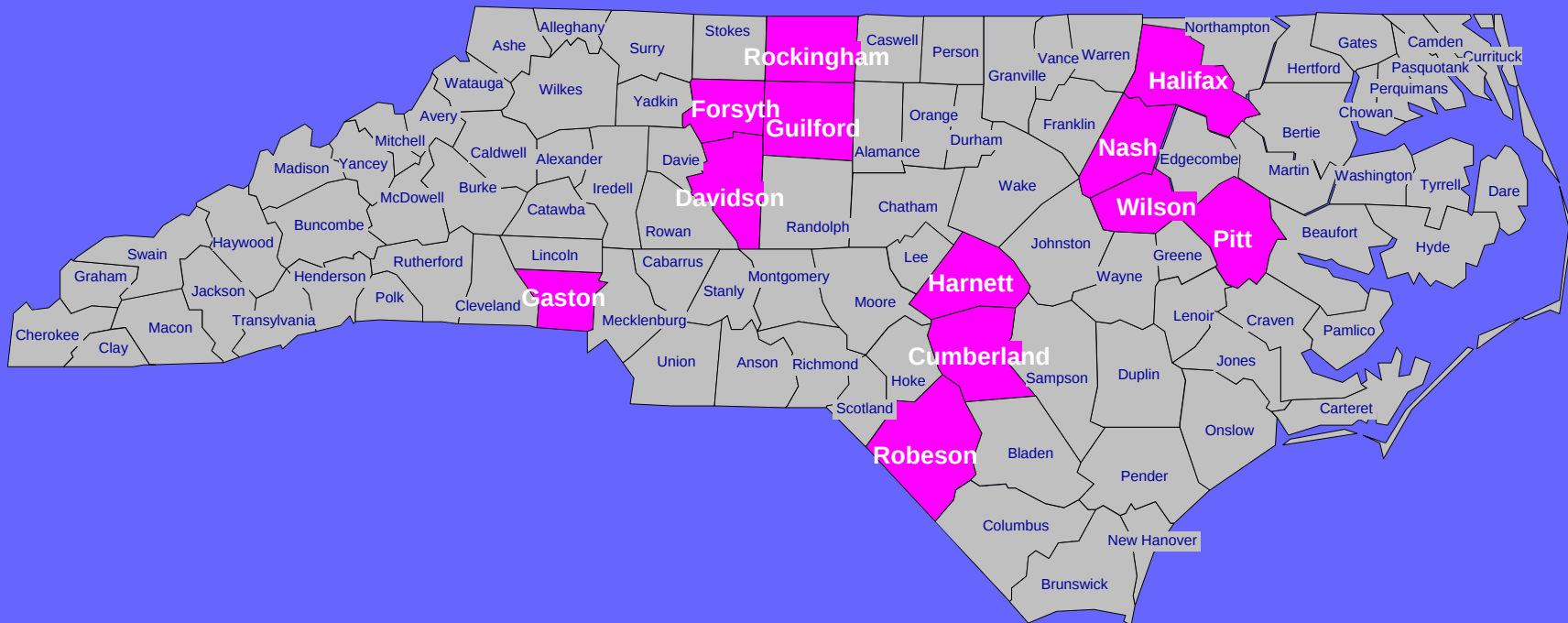


Tobacco Use

NC ranks:

- 16th highest in prevalence of smoking
- 12th highest in smoking attributable death rate
- 19th in those who have tried to quit

Women's Health in North Carolina



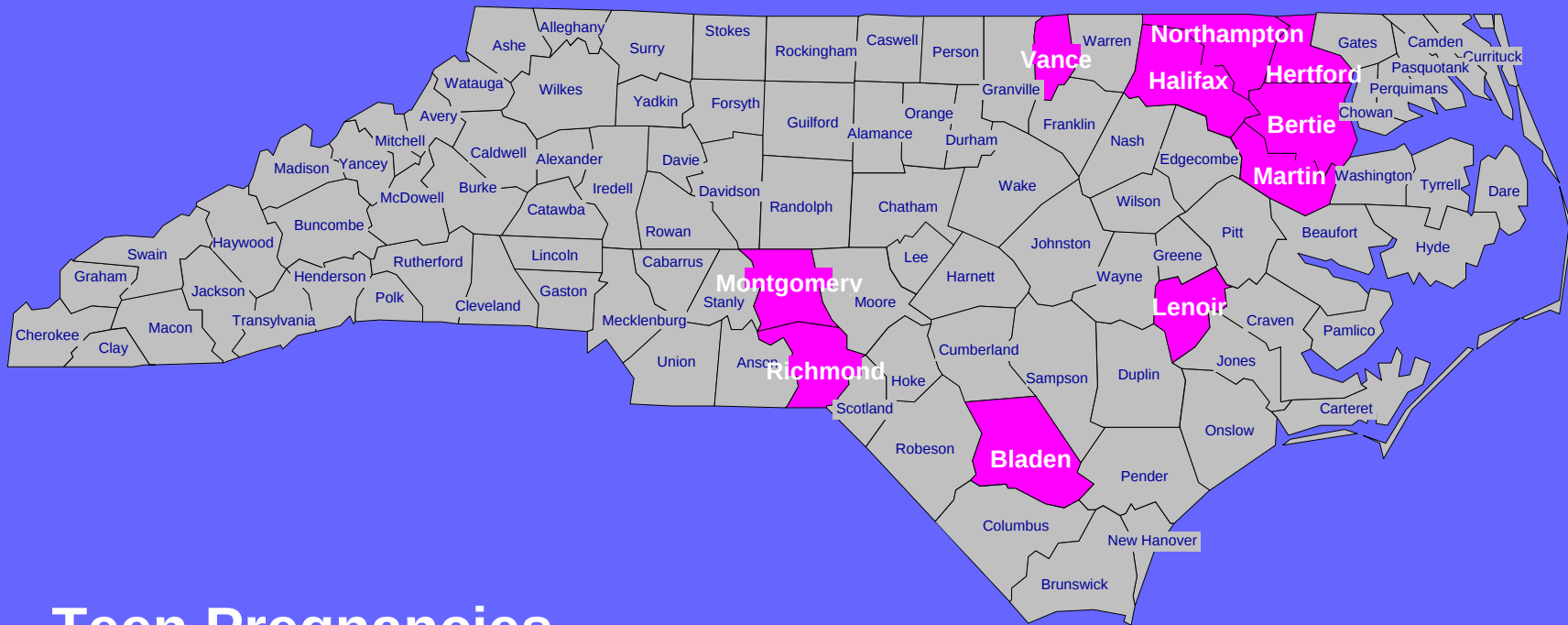
Infant Mortality

In 2005, NC ranked 11th in infant mortality

- NC rate 8.1 per 1,000 live births**
- US rate 6.8 per 1,000 live births*

African American and American Indian babies have significantly higher death rates than Caucasian babies

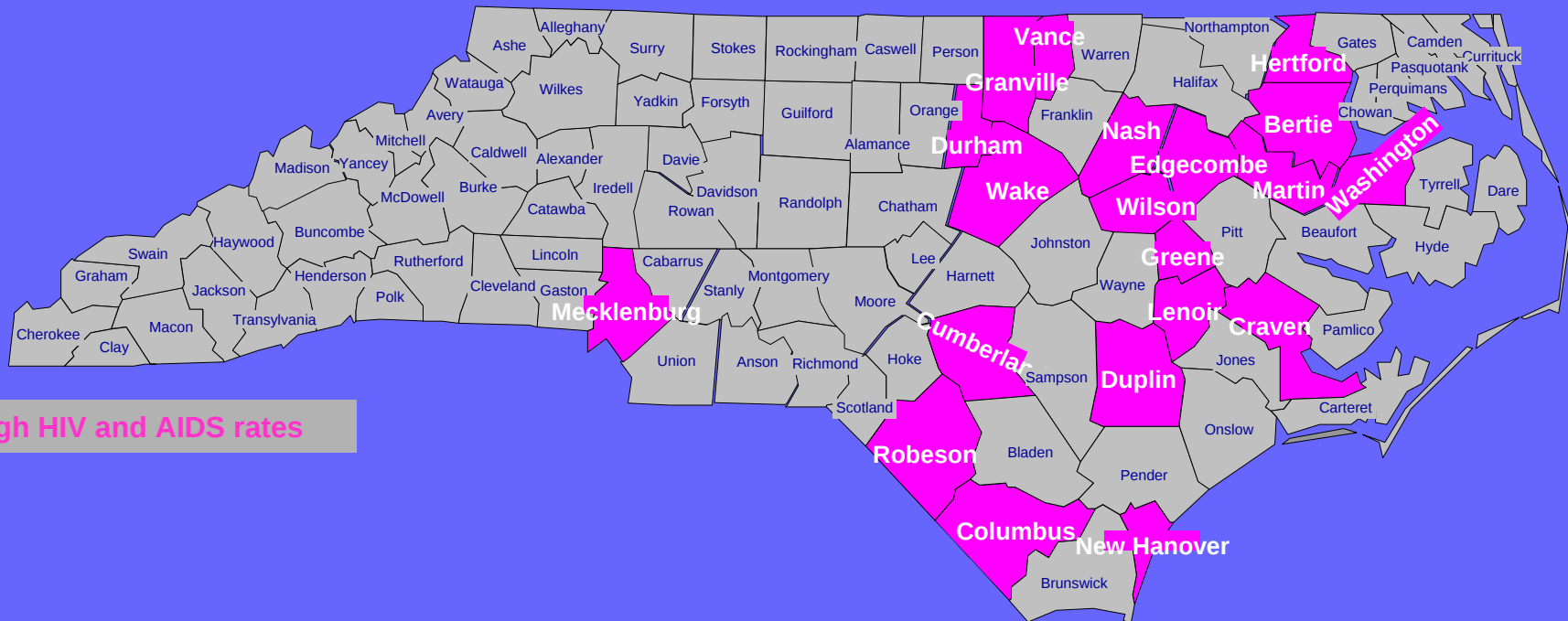
Women's Health in North Carolina



Teen Pregnancies

- **Teen Birth Rate**, Girls 15-19 (rate per 1,000, 2005)
NC ranks 13th highest in the teen birth rate
- The actual **Teen Pregnancy Rate** in NC is 63.1 (rate per 1,000), which is down from 95 in 2000.

Women's Health in North Carolina

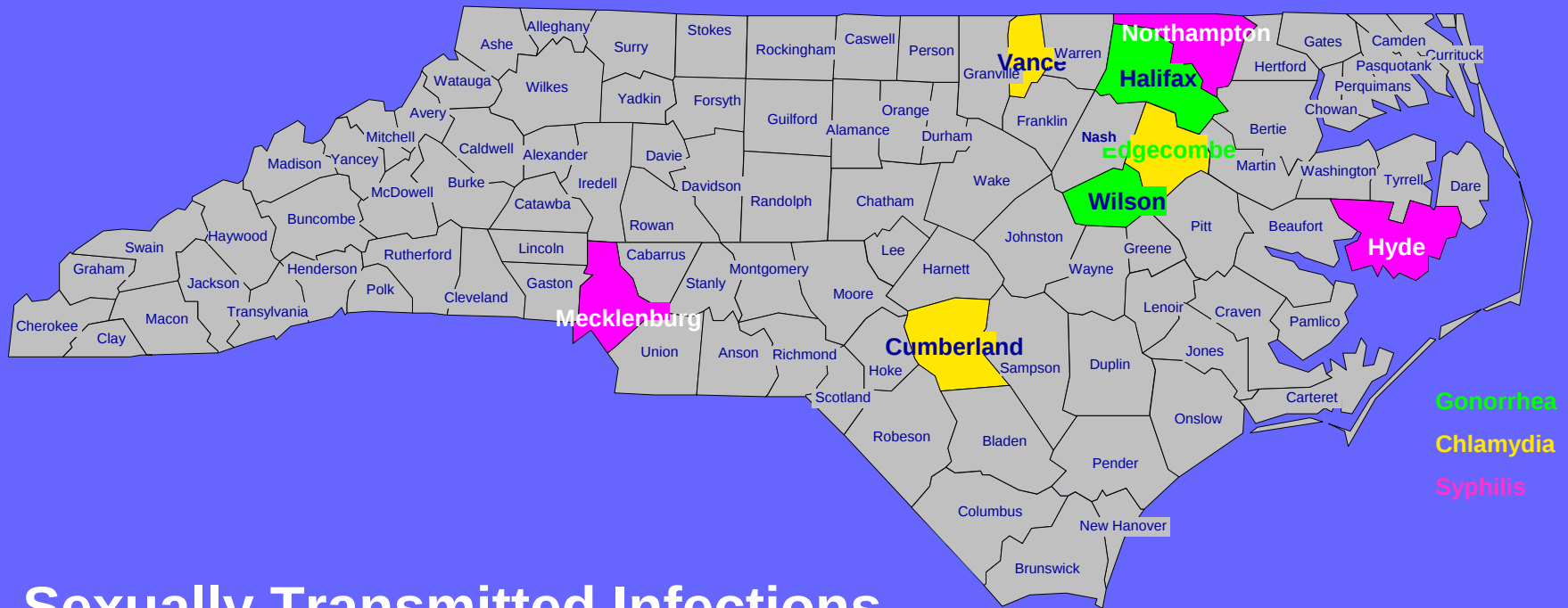


High HIV and AIDS rates

HIV/AIDS

- NC is 10th highest in reported AIDS Cases, cumulative through 2006 – Females.
- HIV rates for African Americans is approximately 10 times higher than of Caucasians.

Women's Health in North Carolina



Sexually Transmitted Infections

- NC ranked 18th highest in Chlamydia infections and 7th in Gonorrheal infections
- The reported rates of Chlamydia among women were 4.5 times greater than those among men.
- NC ranked 12th in Primary & Secondary Syphilis.

Women's Health in North Carolina

Substance Abuse

- 29.9% of NC women have an addiction to, or abuse, some drug or alcohol

Domestic Violence

- In 2005, NC ranked 11th highest in homicides of **females murdered by males.**

Women's Health in North Carolina

Health Insurance

- North Carolina ranks 14th highest at 19% of residents being uninsured.
- NC ranks 13th highest in individuals living below poverty.

Health Disparities in North Carolina

Minority women:

- Are disproportionately affected by chronic diseases, including diabetes, heart disease, stroke and high blood pressure.
- Are twice as likely to die from complications of diabetes or from cervical cancer.
- At a great risk of contracting HIV or other STDs.
- Have higher infant mortality rates and less prenatal care.

Women's Health in North Carolina

What are we doing well?

Prenatal Care

- North Carolina ranks 11th in adequacy of prenatal care, 80% of pregnant women receive adequate prenatal care.

Health Screening

- More women are being screened for cancer and infectious disease

Chronic Disease

- Fewer women are dying from heart disease and stroke

Healthy Women, Healthy Communities

Promoting women's health...

- Leads to healthier babies and children, with increased positive birth outcomes
- Leads to healthier families, as women make the majority of health care decisions in their home, and are often in the role of caretaker to multiple generations
- Leads to healthier communities, as women contribute to the workforce, and their social network by promoting healthy behaviors

The Role of the Community Based Organization in Promoting Women's Health

Ideas for Action:

- Interconception care
- Increase public awareness of the importance of “preconception” health care and women's health
- Promote women's health at the community level via task forces, coalitions, and committees

The Role of the Community Based Organization in Promoting Women's Health

Ideas for Action:

- Create nontraditional partnerships to integrate reproductive health messages into existing health promotion campaigns
- Increase outreach to adolescents
- Turn up the volume on the discussion

References

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- Domestic Violence: Violence Policy Center, <http://www.vpc.org/>
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- Morbidity and Mortality Weekly Report. "Recommendations to Improve Preconception Health and Health Care – US". April 2006, Vol. 55, No. RR-6.
- US Census, 2006 American Community Survey.
http://factfinder.census.gov/servlet/ACSSAFFacts?_event=Search&_lang=en&_sse=on&geo_id=04000US37&_state=04000US37

RICHES Regional Meeting

Goals:

- Turn up the volume! Share information.
- Integrate women's health into existing programs.
- Increase support among CBOs that serve women.