

## Baby Love: Reaching Out to At-Risk Mothers, Infants and Families

### Case for Action:

- The city of Rochester has one of the highest poverty rates in the country
- Several of Rochester's neighborhoods are among those with the highest infant mortality and low birth weight rates in all of New York State

### Description:

- Since 1988, the *Baby Love* program has provided home visits to reduce infant mortality, premature births, low birth weight and foster care placement of at-risk newborns in impoverished city neighborhoods.
- Social Workers paired with outreach workers provide an array of services in the context of a supportive relationship to help these pregnant women/teens access and utilize health and social services and reduce risks.
- *Baby Love* program goals are: 1) to improve outcomes in a population of high-risk, poor, minority, pregnant women and teens; 2) to reduce psychosocial risk factors that impact health outcomes for mothers and newborns; 3) to educate at risk pregnant women about behavioral changes that will reduce the incidence of low birth weight; 4) to enhance the safety and adequacy of the home environment for the mother and newborn; 5) to increase access and utilization of other needed health and social resources; 6) to optimize pediatric and postpartum follow-up care for the newborn and mother.

### Partners/Funding:

- United Way of Greater Rochester
- The Monroe Plan For Medical Care
- MVP

### Outcomes:

- The program serves approximately 200 medically and psychosocially at-risk pregnant women/teens, their newborns, and families each year.
- NICU admission rates for Monroe Plan members dropped after partnering with *Baby Love* from 89.3/1,000 births in 2002 to 34.9/1,000 births in 2004 - a 60% decrease over two years
- By comparison, NICU admission rates for Upstate New York Medicaid patients have remained in the 110 to 120/1,000 births ranges
- In 2005, *Baby Love* and the Monroe Plan partnered further in a pilot project to address health care disparities in NICU admission rates for African American babies born to teens.
- The program saw a decreased difference in NICU admission rates between Caucasian and African American babies born to teenage mothers by more than 50% in one year.

### For more information contact:

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