

Healthcare Georgia Foundation  
grantmaking for health



# TAKING CARE OF YOU

A HEALTHCARE GEORGIA FOUNDATION INITIATIVE

In 2013, Healthcare Georgia Foundation launched the Taking Care of You infant mortality initiative among high disparity populations to achieve measurable reductions in adverse birth outcomes, including but not limited to: low-birth weight, prematurity, and Sudden Infant Death Syndrome/Sudden Unexpected Infant Death. This initiative builds upon a previous demonstration program supporting promising approaches to improved infant health. This initiative reflects a commitment to achieving health equity through targeted community interventions addressing population health disparities.

AFRICAN AMERICAN  
INFANTS ARE



**MORE LIKELY TO DIE  
THAN WHITE INFANTS**

IMR RATES IN GA

AFRICAN AMERICANS **13.8**

WHITES **7.3**

## RATIONALE

The number of infant deaths in a community is one of the best indicators of the community's health status. The infant mortality rate (IMR) is defined as the number of infant deaths per 1,000 live births. High infant mortality and persistent racial disparities in birth outcomes have been highlighted for decades. Significant improvements have come about via advancing medical science, effective policies, technology and public health. However, Georgia consistently ranks much lower than the national average. In 2006, Georgia ranked as the 8th worst state with an infant mortality rate (IMR) of 8.1 deaths per 1,000 live births; the U.S. national average IMR was 6.7. After reaching an all-time low IMR of 5.3 in 1999, Georgia's infant mortality rate (IMR) increased to 7.3 per 1,000 live births in 2008 and has remained 15-20% higher than the national average. At any given time, African American infants are two times more likely to die than White infants. In 2008 in Georgia, African Americans had an average IMR of 13.8 vs. White IMR of 7.3 per 1,000 live births. In Georgia, the number one cause of infant mortality is disorders related to preterm birth and low birth weight.

## OUR **WORK**



### **PROGRAM OVERVIEW**

Healthcare Georgia Foundation seeks to support implementation and/or expansion of evidence-based programs designed to improve birth outcomes in Georgia. The Taking Care of You initiative is a multi-year funding effort by the Foundation to reduce preterm births, low-birth weight and SUID/SIDS among targeted high disparity populations in Georgia through the application of evidence-based interventions. This initiative also constitutes the Foundation's investment and contribution as a larger statewide effort to improve infant and maternal health outcomes in Georgia.

### **GRANTEES**

- Clayton County Board of Health: Every Woman, Every Time Program
- Lowndes County Board of Health: Baby LUV (Lowndes Unique Victories) Program
- Southwest Public Health District: Centering Pregnancy Model of Care

### **In addition, the following were awarded grants as a part of the Taking Care of You initiative:**

- Emory University School of Medicine: support to conduct a cross-site evaluation of the Taking Care of You initiative
- Porter Novelli: support for a social marketing and outreach and education campaign - Taking Care of You

### **ABOUT HEALTHCARE GEORGIA FOUNDATION**

Healthcare Georgia Foundation is a statewide, private foundation located in Atlanta, GA and established in 1999. Our vision is to achieve health equity among Georgians. Our mission is to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities.

Healthcare Georgia Foundation has established four priorities reflecting prevalent health problems, the disproportionate burden of morbidity, mortality and disability among underserved populations. These funding priorities include: 1) Addressing Health Disparities; 2) Expanding Access to Affordable Quality Health Care Services; 3) Promoting Health and Preventing Disease; and 4) Strengthening and Sustaining Health Nonprofit Organizations, Programs, and Workforce.

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### **CONTACT US**

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