



MY HEALTHY BABY

KIWANIS MID-YEAR CONFERENCE

MARCH 11, 2023



Indiana
Department
of
Health

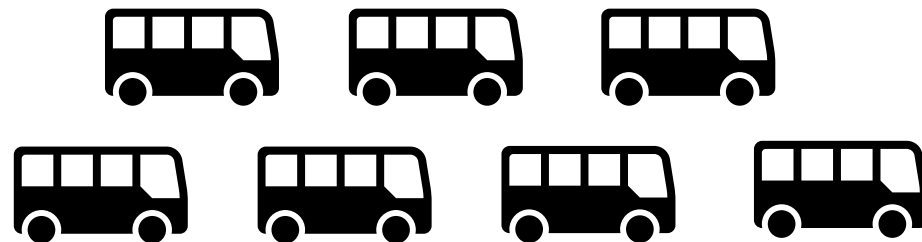


AGENDA

- My Healthy Baby
 - Why build My Healthy Baby?
 - What is My Healthy Baby?
 - How does the program work?
 - What can I do?

INFANT MORTALITY

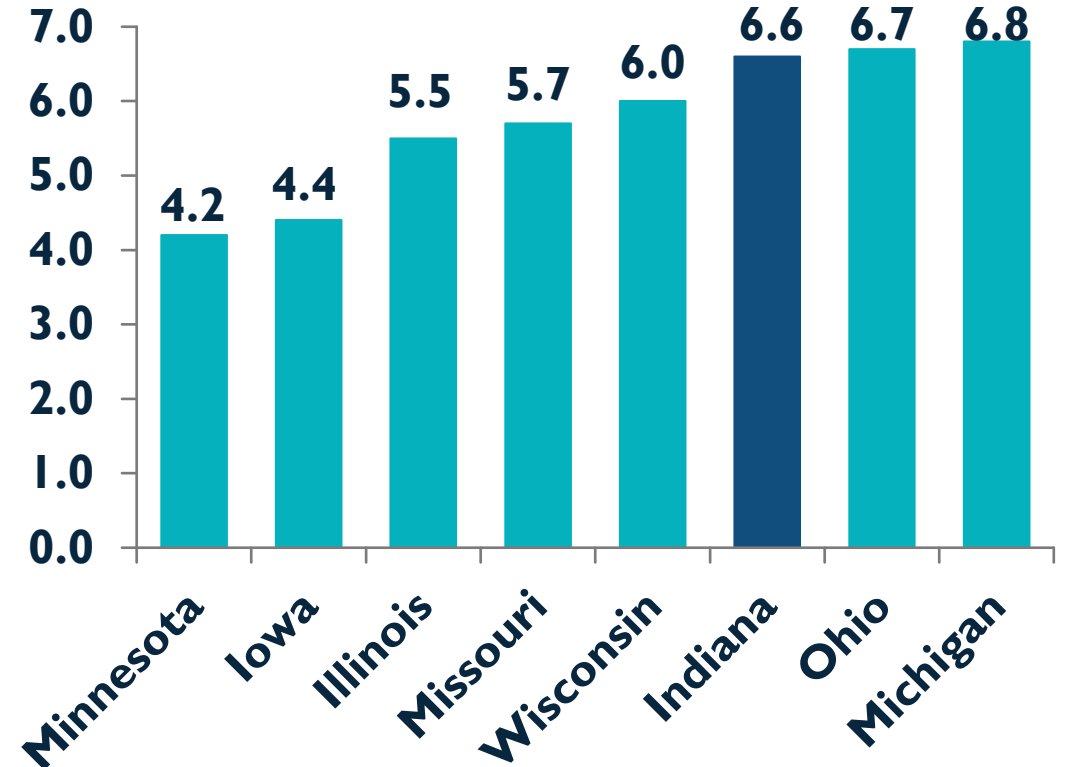
- Infant mortality means the death of a baby before his or her first birthday.
- In 2021 in Indiana, 536 babies died before their first birthday.
- If these babies had lived, they would have filled more than 7 school buses when they started kindergarten.



INFANT MORTALITY RATE

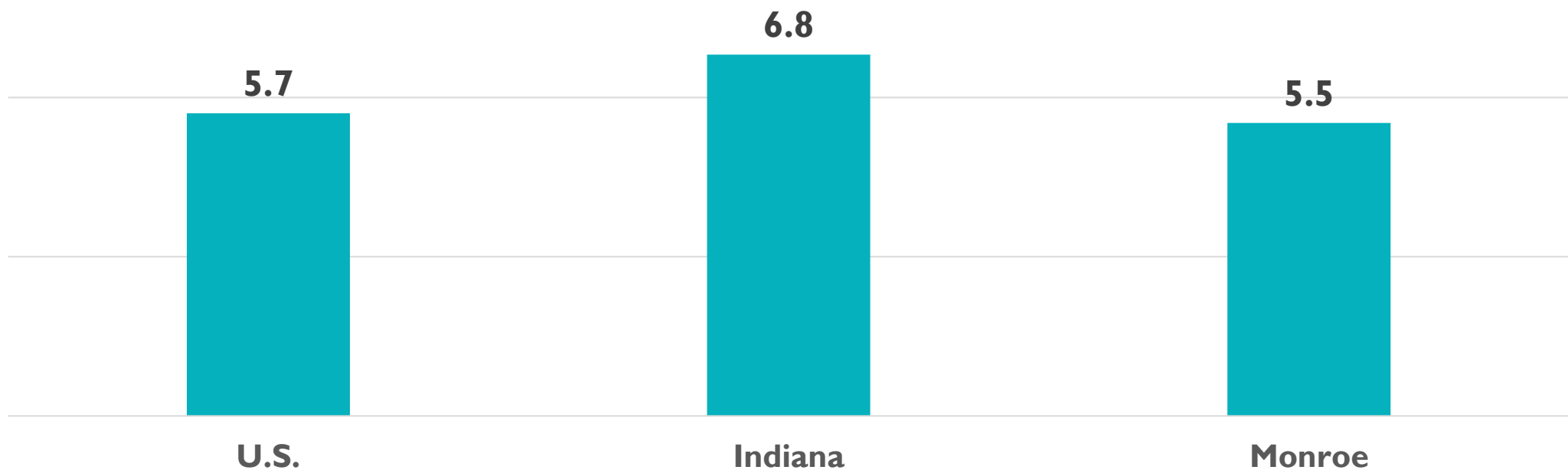
- The infant mortality rate is the number of babies that die out of every 1,000 babies that are born.
- Comparing infant mortality rates can help us to see where there are differences between places or groups.

2020



DIFFERENCES, 2017-2021

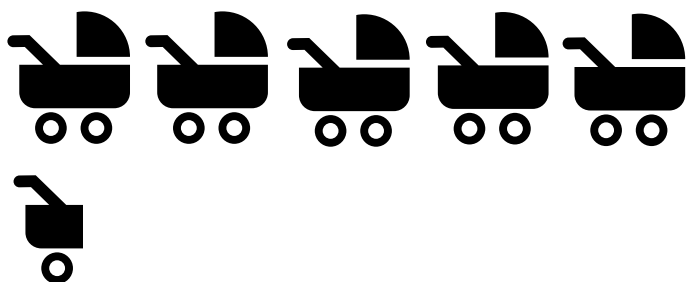
Number of babies who died out of every 1,000 babies who were born



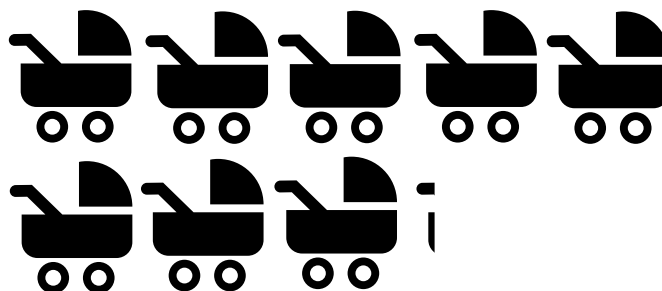
Source: Indiana Department of Health, Maternal & Child Health Epidemiology Division [February 22, 2023]
Indiana Original Source: Indiana Department of Health, Vital Records, ODA, Data Analysis Team

DIFFERENCES

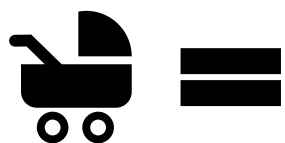
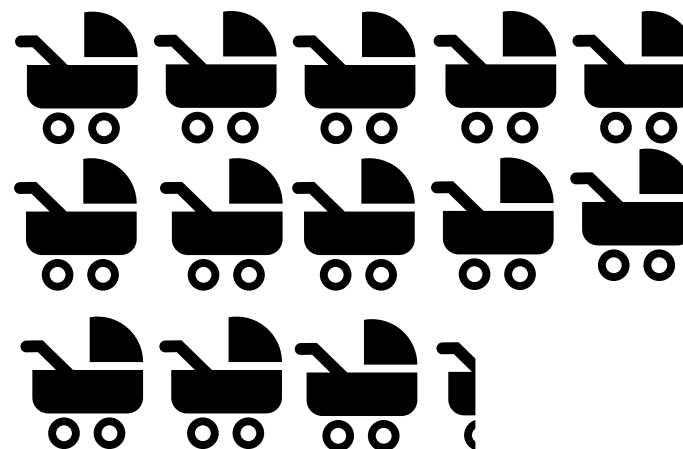
Non-Hispanic White Rate – 5.4



Hispanic Rate – 8.1



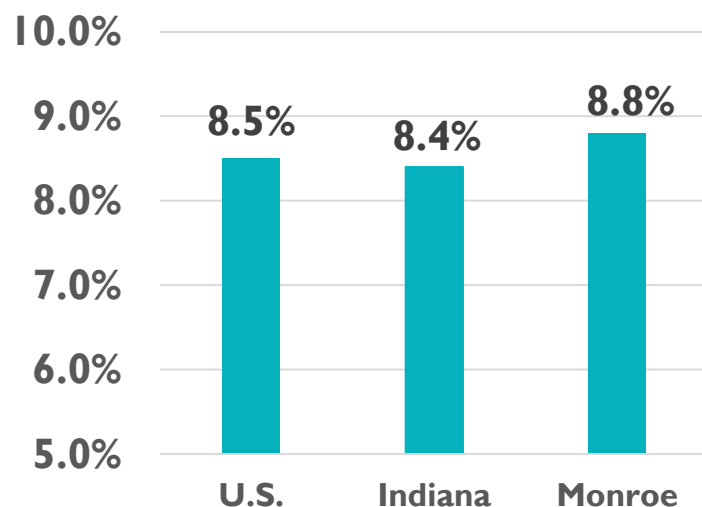
Non-Hispanic Black Rate – 13.2



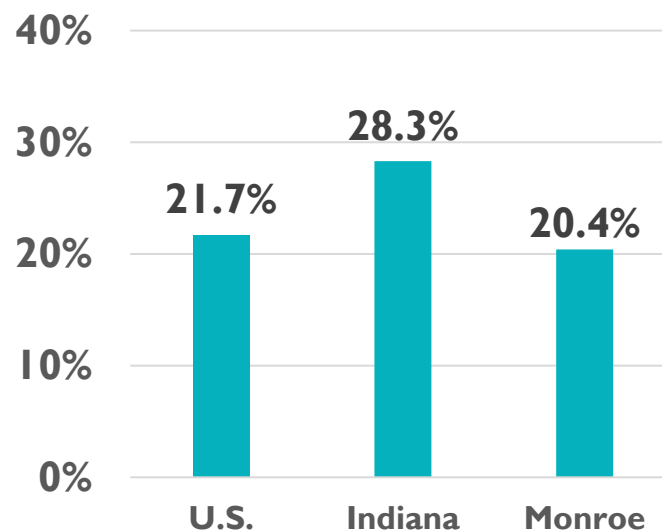
One baby who died in Indiana out of every 1,000 babies who were born in 2021.

RISK FACTORS, 2021

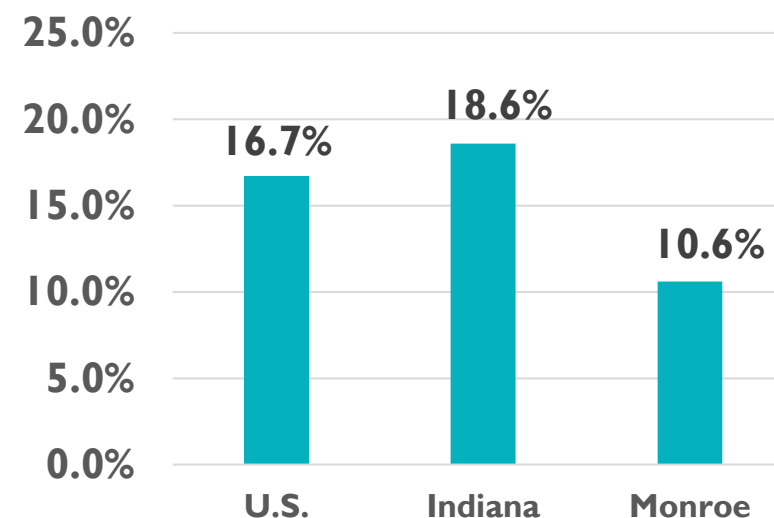
Low Birthweight
(<2,500g)



No Prenatal Care
First Trimester



Not Breastfeeding



THE CHALLENGE

To be Best in the Midwest...



...by 2024

THE CHALLENGE

To save 200 babies a year by 2024



LEGISLATION

“The state department shall establish a **perinatal navigator program** for the purposes of engaging pregnant women in **early prenatal care** and **providing referrals** to pregnant women for **wraparound services and home visiting programs in the local community.**”

- House Enrolled Act 1007 was signed by Governor Holcomb on May 8, 2019

DEFINITION

A family support provider is a home visitor who offers personalized guidance and support to a woman during her pregnancy and at least the first year after her baby is born.



THE VISION AND THE PLAN

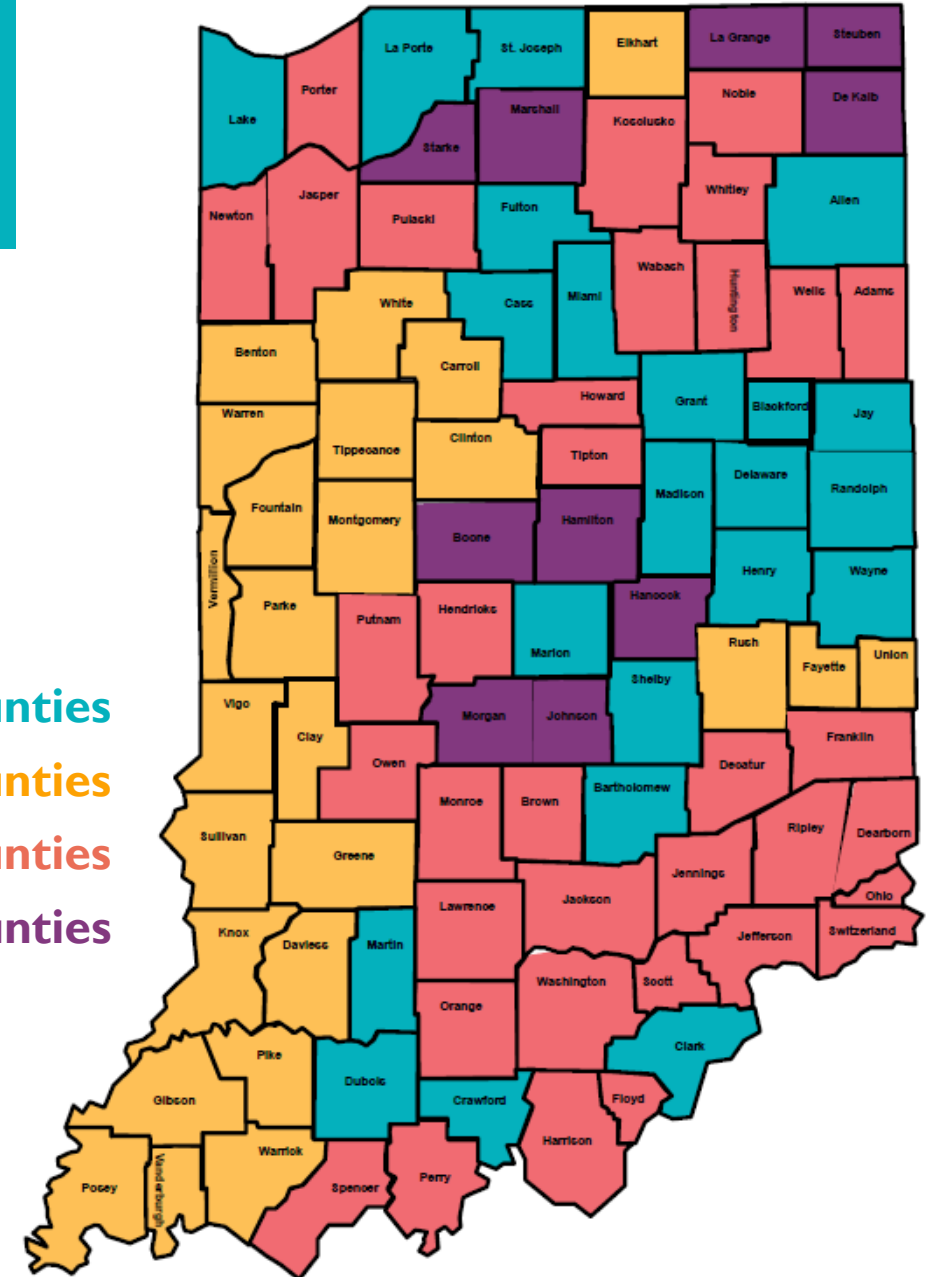
- The vision is for every pregnant woman in Indiana to have access to personalized guidance and support during and beyond her pregnancy.
- Started in 2020 by working with women who live in high-risk areas and who are insured by Medicaid.
- Now moving toward statewide implementation for women who are insured by Medicaid.
- Began reaching out to women in Monroe County on January 10, 2022.

2020 counties

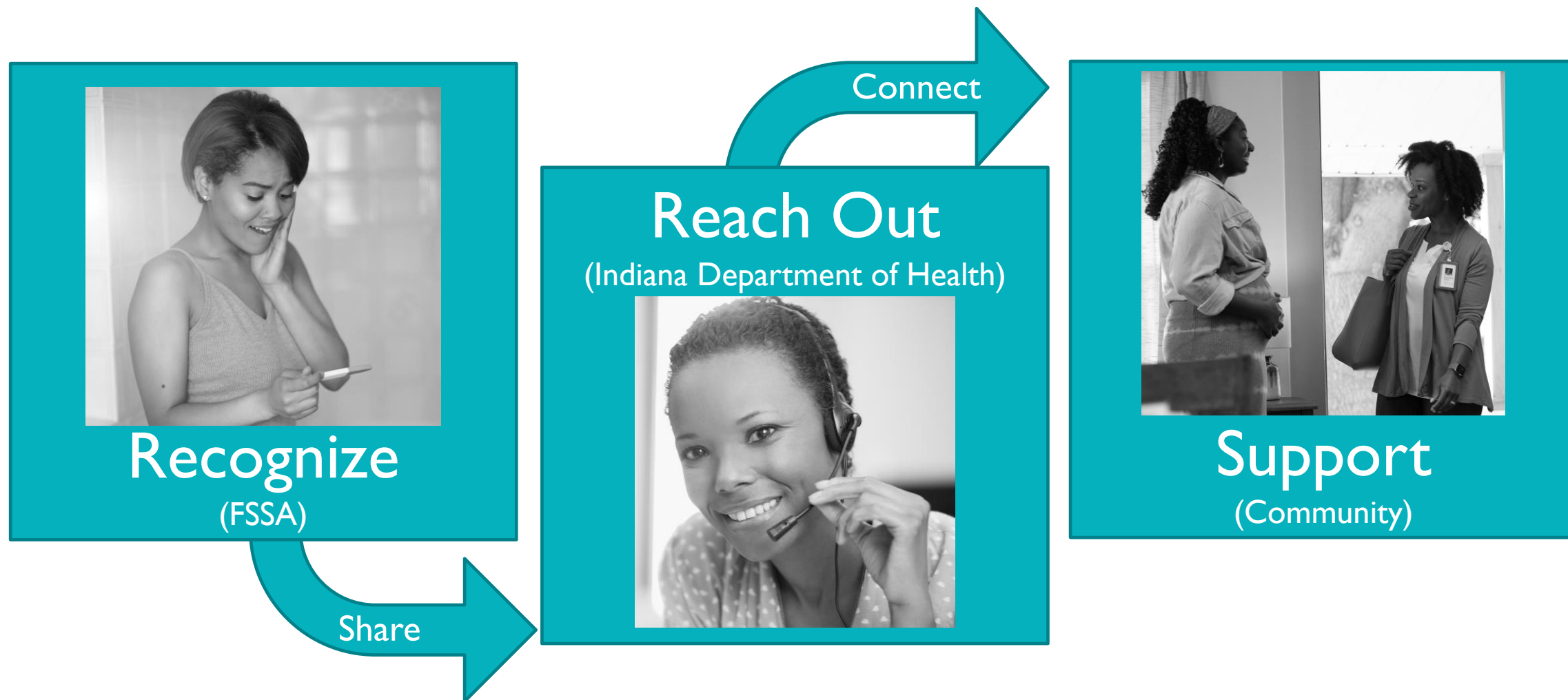
2021 counties

2022 counties

2023 counties

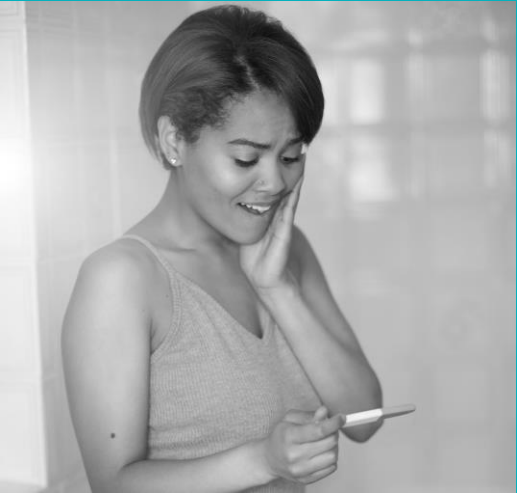


THE PROCESS



My Healthy Baby is building a
referral system

Local family support
programs already exist



Recognize
(FSSA)

Reach Out
(Indiana Department of Health)



Support
(Community)

Connect

Share



Getting Connected to Free Pregnancy and Infant Support in Indiana

My Healthy Baby connects you to free, one-on-one support during your pregnancy and after baby arrives. This local support can be a helpful addition to the guidance you might already get from family and friends. Get started below.

Let's Get Connected*

Fill out this simple form or call us so we can connect you to local resources.

Your First Name

Your Last Name

Your Phone Number

Your Email Address (optional)

(We respect your [privacy](#) and will not sell your email.)



Women can refer themselves at
MyHealthyBabyIndiana.com



ANYONE CAN REFER WOMEN

Know someone who could use
pregnancy guidance and support?
Refer them today.

MyHealthyBabyIndiana.com/referral

My Healthy Baby Referral Form

This online referral form is for anyone who is looking to connect a pregnant woman to resources through the My Healthy Baby program.

We encourage you to speak with the pregnant woman about this referral so she can be prepared to answer our call when we contact her about our services.

① — ② — ③

Referrer Relationship

Let's start by identifying your relationship with the pregnant woman you are referring.

Referrer Relationship*

- ☐ Medical Provider
- ☐ Managed Care Entity
- ☐ WIC
- ☐ Relative or Friend
- ☐ Other

CONTINUE

*Required Fields



1 — 2 — 3

Referrer's Information

We will use this information as a means of establishing rapport with the referred contact.

Your First Name*

Your Last Name*

Having consent is encouraged but not required. Do you have consent to make this referral?*

☐ Yes ☐ No

< BACK

CONTINUE

*Required Fields



Pregnant Woman's Contact Information

Please complete the following fields on behalf of the pregnant woman you are referring.

Pregnant Woman's
First Name*

Pregnant Woman's
Last Name*

Phone Number*

County of Residence*

Date of Birth*

Due Date (if known)

Primary Language*

☐ English ☐ Spanish ☐ Burmese ☐ Other

Comments

[< BACK](#)

[COMPLETE REFERRAL](#)

*Required Fields



Thank You

We have received your referral.

What's Next?

- 1** In the next three days, My Healthy Baby will call your referral. **Let them know to expect a call from the Indiana Department of Health** and to answer our call even if they don't recognize our phone number. If we leave a voicemail, please encourage them to call us back.
- 2** Once we confirm their interest, we will connect them to a local organization that can provide them with personalized guidance and support.

in.gov/MyHealthyBaby

Order brochures and posters at
in.gov/MyHealthyBaby

🏠 My Healthy Baby Home

My Healthy Baby



For Pregnant Women



For the Public



For Referring Partners



For Family Support Partners

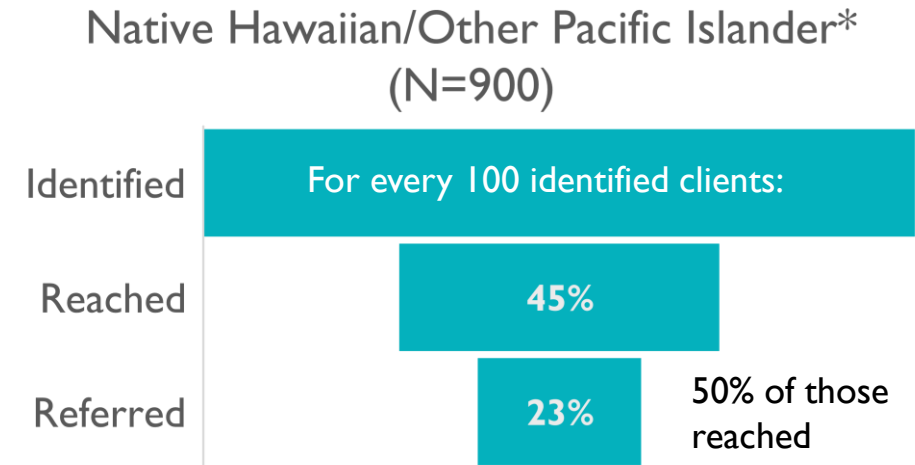
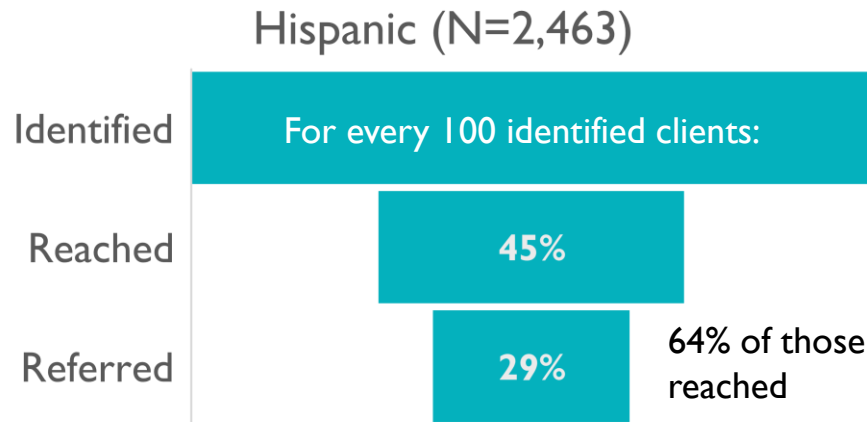
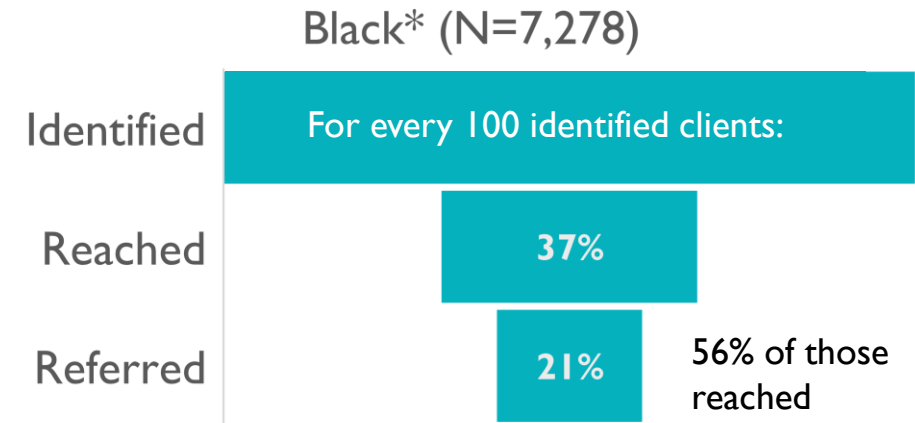
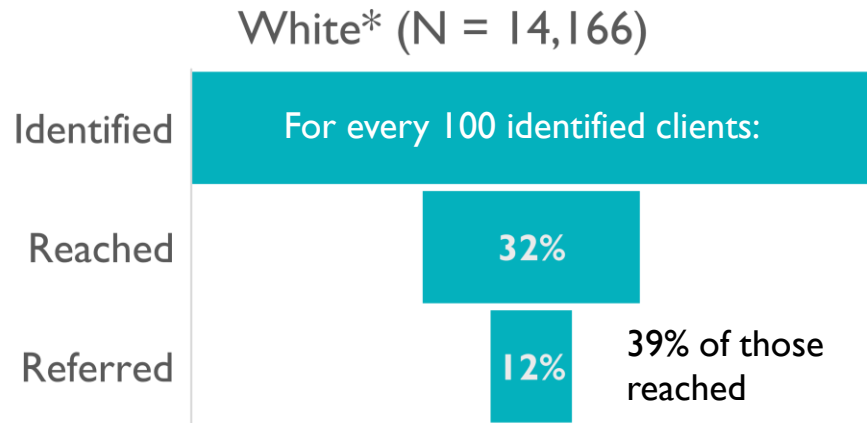
MAKING CONNECTIONS



As of February 10, 2023, My Healthy Baby had referred 10,909 pregnant women to programs in their local community.

69 of these women were in Monroe County.

JULY 2021 – JUNE 2022



Not shown: 6,844 of other/unknown race, of whom 14% accepted a referral.

* Includes clients that selected “Non-Hispanic” or “other” for ethnicity.

BUILDING A SUPPORTIVE ENVIRONMENT



YOU CAN HELP!

- Spread the word about My Healthy Baby in your community

Order or download brochures and posters at
in.gov/MyHealthyBaby

Refer women at
MyHealthyBabyIndiana.com/referral

- Encourage pregnant women to reach out to My Healthy Baby at

844-624-6667

MyHealthyBabyIndiana.com





QUESTIONS? THOUGHTS?

Contact us at any time!

[myhealthybaby@
isdh.in.gov](mailto:myhealthybaby@isdh.in.gov)

in.gov/MyHealthyBaby



Indiana Pregnancy Promise Program

**PROMOTING RECOVERY FROM OPIOID
USE:
MATERNAL INFANT SUPPORT AND
ENGAGEMENT**

A PART OF THE U.S. CENTERS FOR MEDICARE & MEDICAID SERVICES MATERNAL OPIOID
MISUSE GRANT

U.S. CENTERS FOR MEDICARE & MEDICAID SERVICES MATERNAL OPIOID MISUSE GRANT

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WHY IS THE IN PREGNANCY PROMISE PROGRAM IMPORTANT?

Maternal Mortality Review Committee (MMRC), December 2020:

- Opioid Use Disorder (OUD) is increasing in Indiana and nationwide.
- Substance use disorder was the most common contributing factor to maternal deaths, likely contributing to over half of all pregnancy associated deaths in 2018.
- The MMRC deemed 87% of reviewed pregnancy associated deaths were preventable.
- Treatment during pregnancy has a high rate of success.

WHAT IS THE INDIANA PREGNANCY PROMISE PROGRAM?

The Indiana Pregnancy Promise Program is a free, voluntary program for pregnant Medicaid members who use opioids or have used opioids in the past. The goals of the Pregnancy Promise Program are for participants to:

- Enter prenatal care as early as possible
- Access opioid treatment needed to achieve sustained recovery
- Identify and address health-related social needs
- Receive support for the mother and infant during and after pregnancy from highly trained Pregnancy Promise Program case manager
- Realize hope and set a strong foundation for the future

WHO CAN PARTICIPATE?

The Pregnancy Promise Program is available to pregnant individuals in the state of Indiana. To be eligible, participants must meet the following criteria:

- Pregnant or within 90 days of the end of pregnancy
- Identify as having current or previous opioid use
- Be eligible for or receive Medicaid health coverage

WHAT WILL PARTICIPANTS RECEIVE?

- Highly trained case manager
- Care coordination through 12 months for mother/infant dyad
- Access to Certified Peer Support Professionals
- Access to home visiting services
- Prevention services
- Connection to community resources

CHILD CARE INCENTIVE

- The Pregnancy Promise Program has partnered with the Office of Early Childhood and Out of School Learning (OECOSL) to provide access to childcare funds for Pregnancy Promise Program Enrollees. (Approved by CMS November 2021)
- The childcare incentive waives the standard work and education requirements for individuals seeking childcare and replaces them with the individual's treatment and postpartum care follow-up needs.
- Participants will be given priority to receive childcare funds to access to safe, regulated childcare while they are attending appointments and treatment during the 12-month postpartum period.

IPPP REFERRALS AND ENROLLMENT AS OF DECEMBER 28

- 2,580 potentially eligible members have been outreached by MCEs- MHS, MDwise, CareSource and Anthem
- 725 referrals received through FSSA website:
 - 585 self- referrals
 - 101 provider referrals
 - 39 loved one referrals
- 366 have enrolled:
 - 84 of the enrollees were referred through the website
 - The majority of enrollees have been data-mined by MCEs
- Clients from 74 counties have enrolled

REFERRAL INFORMATION

To make a referral for yourself or someone you know:

Visit: www.PregnancyPromise.in.gov

Email: PregnancyPromise@fssa.in.gov, or

Call: 317-234-5336 or toll-free 888-467-2717

Indiana Pregnancy Promise Program



What are the Pregnancy Promise Program benefits?

- **Connection:** Participants in the Pregnancy Promise Program will be matched with a case manager. Case managers will offer confidential support during enrollment to be sure parents and infants receive the care and resources they need during and after pregnancy to be healthy and well.
- **Coordination:** Pregnancy Promise Program case managers will work with participants and their team of doctors and providers to coordinate care and identify community resources for families.
- **Prevention:** By connecting pregnant individuals with health care and treatment as early as possible, the Pregnancy Promise Program aims to reduce and prevent the negative impacts of opioid use to the parent and child.

To make a referral for yourself or someone you know, visit www.PregnancyPromise.in.gov, email PregnancyPromise@fssa.in.gov, call 317-234-5336 or call toll-free 888-467-2717.





THANK YOU!

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(317) 278-7700

M-F, 9am – 5pm EST

behappy@iu.edu

[https://medicine.iu.edu/psychiatry/
clinical-care/behavioral-health](https://medicine.iu.edu/psychiatry/clinical-care/behavioral-health)

NOT intended for use by families

Mission: To partner with providers across the state of Indiana to continue delivering high-quality, best practice care for pediatric patients concerning mental health care & substance use concerns.

- Provider-to-provider **phone consultation line** with board certified psychiatrists
- Community **referral support** with up to date psychiatric & community resources
- **Educational opportunities** related to pediatric mental health



Be Happy Process

