Perinatal Equity Initiative

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Health Program Manager
Meet the Team

Perinatal Equity Initiative (PEI) Unit:
  • Nordia Williams, Unit Chief
  • Dr. Stephen Bright, Program Consultant
  • Vacant AGPA, Program Consultant
  • Vacant HPS 1, Program Consultant

Perinatal Programs Evaluation and Data Unit:
  • Dr. Dulce Bustamante-Zamora, Unit Chief
  • Dr. Olamide Ojo-Fati, Lead Research Scientist
About PEI

- **Our Goal:** To improve birth outcomes and reduce Black maternal and infant mortality through interventions implemented at the county level that are evidence-based, evidence-informed or reflect promising practices.

- **Target Population:** Pregnant and parenting Black women, birthing people, and their partners, through the first year of their child’s life. PEI currently funds 11 counties across California.

- **Funding:** $8 Million in State General Funds per state fiscal year to complement and support existing Black Infant Health (BIH) program services.
## Where We Are

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Community Advisory Boards (CABs)

- Per legislation, PEI Local Health Jurisdictions (LHJs) are required to create and maintain a CAB.

- CABs act as an extension of the BIH and PEI Programs, assist with creation and implementation of a local public awareness campaign around birth outcome inequities, and are also a voice of the community to ensure program interventions and activities are implemented in a culturally affirming manner.
Public Awareness Campaigns (PACs)

- Each LHJ is required to create a local public awareness campaign to increase community awareness of Black maternal and infant health disparities and to improve prenatal health and birth outcomes.
- Sacramento, Los Angeles, San Joaquin and San Diego Counties have launched county-specific PACs.
- Some counties have opted to pool their resources and work together:
  - Bay Area Regional Campaign: Alameda, Contra Costa, San Francisco, Santa Clara, and Solano Counties (not funded by PEI)
  - Inland Empire Regional Campaign: Riverside and San Bernardino Counties
- Fresno County will be launching their Voices for Birth Justice PAC on 5/21/22.
Unequal Birth

In Sacramento County – and across the nation – Black mothers and babies are dying at alarming rates. Racial bias and discrimination are the cause.

Every mother deserves to bring her baby home.

LEARN MORE
Join us as we work together to end black infant and maternal deaths in Los Angeles County

Advocating for healthy and joyous births

LEARN MORE
Our babies are 60% more likely to be premature due to discrimination.

Tomorrow’s Black legacy deserves protecting today.

Learn More

Darielle, Emerald Hills
San Bernardino and Riverside Counties Partner to Launch Black Maternal Health Equity Campaign

The Perinatal Equity Initiatives (PEI) of Riverside and San Bernardino counties have partnered to launch a maternal health equity campaign to increase awareness of the growing number of maternal and infant mortality in the Black community.

The campaign’s theme is Rallying Around Sisters: Redefining and Strengthening the Village, intentionally chosen to highlight the importance of community in combating the alarming statistics related to Black maternal and infant mortality.

Click the photo below to view our fact sheet, or download the PDF version here.

Help us spread the word! View and download our campaign’s toolkit here. You will find more information about the campaign as well as photos and sample text for social media posts.

PEI was implemented to enhance the services of the Black Infant Health (BIH) Program. The PEI interventions provided by San Bernardino and Riverside counties focus on: Doulas/Midwifery, fatherhood/partner, home visiting and implicit bias. The initiative aims to reach Black women who are...
PERINATAL EQUITY INITIATIVE (PEI)

Rally Around Our Sisters
Learning Collaborative Cohort Meetings

Monthly meetings to provide an opportunity to:

- Ensure alignment with interventions
- Address challenges
- Share best practices/strategies
- Facilitate ongoing technical assistance
- Finalize/update Performance Measures
Results-Based Accountability (RBA)

RBA Performance Measures:

- How much did we do?
- How well did we do it?
- Is anyone better off?

Turn the Curve Thinking (TTC):
- How are we doing?
- What is the story behind the curve?
- Who are the partners?
- What works to turn the curve?
- What is our action plan?
How RBA is Being Used in PEI

• Performance Measures for each intervention were collaboratively developed by counties and CDPH/MCAH, with technical assistance provided by Clear Impact (RBA contractor).
• Counties provided input into the development of performance measures through participation in monthly learning collaborative calls and via surveys.
• Performance Measures are finalized, included in all county RBA Scorecards and data is collected quarterly during the implementation of PEI interventions.
• Additionally, counties conduct quarterly and annual Turn the Curve thinking process meetings with their CABs, CBOs, other community partners, and learning collaborative cohorts to prioritize program strategies, come up with action steps to increase program performance or to share program successes.
Thank You