



**Supplemental
Online Content
(SOC)**

**Innovative Strategies for
Community Engagement:
Raising Awareness to Reduce
Severe Maternal Morbidity**
December 2020

This SOC includes a description of how the SMM Project disseminated data and information on maternal health inequities to community members through in-person and online methods. The document offers tips for including a community engagement component in a clinical or qualitative research project that promotes equity by supporting existing community action and amplifying established, culturally relevant voices.

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SOCIAL MEDIA INFLUENCER CONTENT

CeCe Olisa

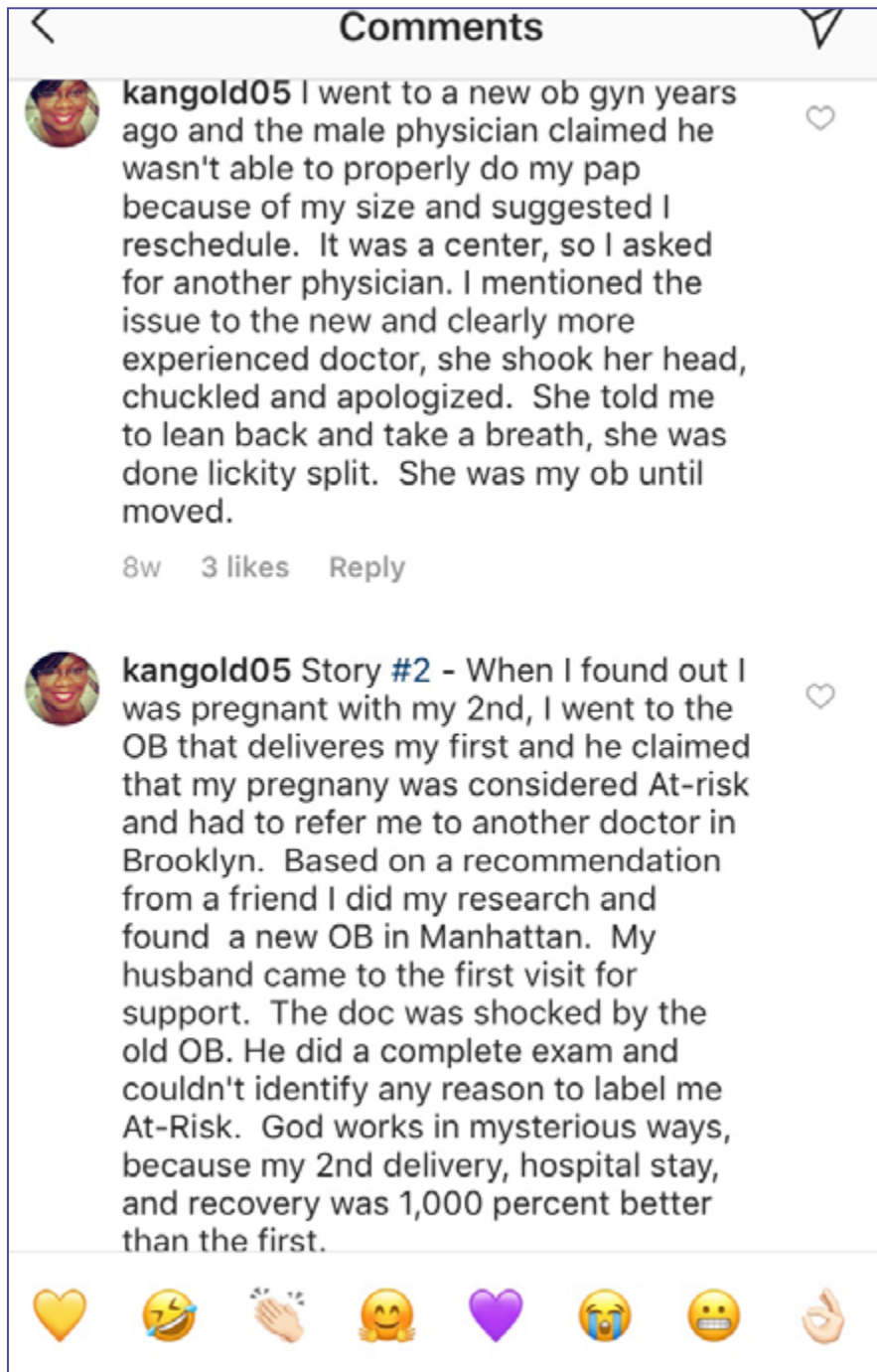
Screen shot of CeCe Olisa's Instagram post (@ceceolisa) promoting her blogpost for the SMM Project.



SOCIAL MEDIA INFLUENCER CONTENT

CeCe Olisa (cont.)

Screen shot depicting two sample responses to CeCe Olisa's Instagram post.



SOCIAL MEDIA INFLUENCER CONTENT

CeCe Olisa (cont.)

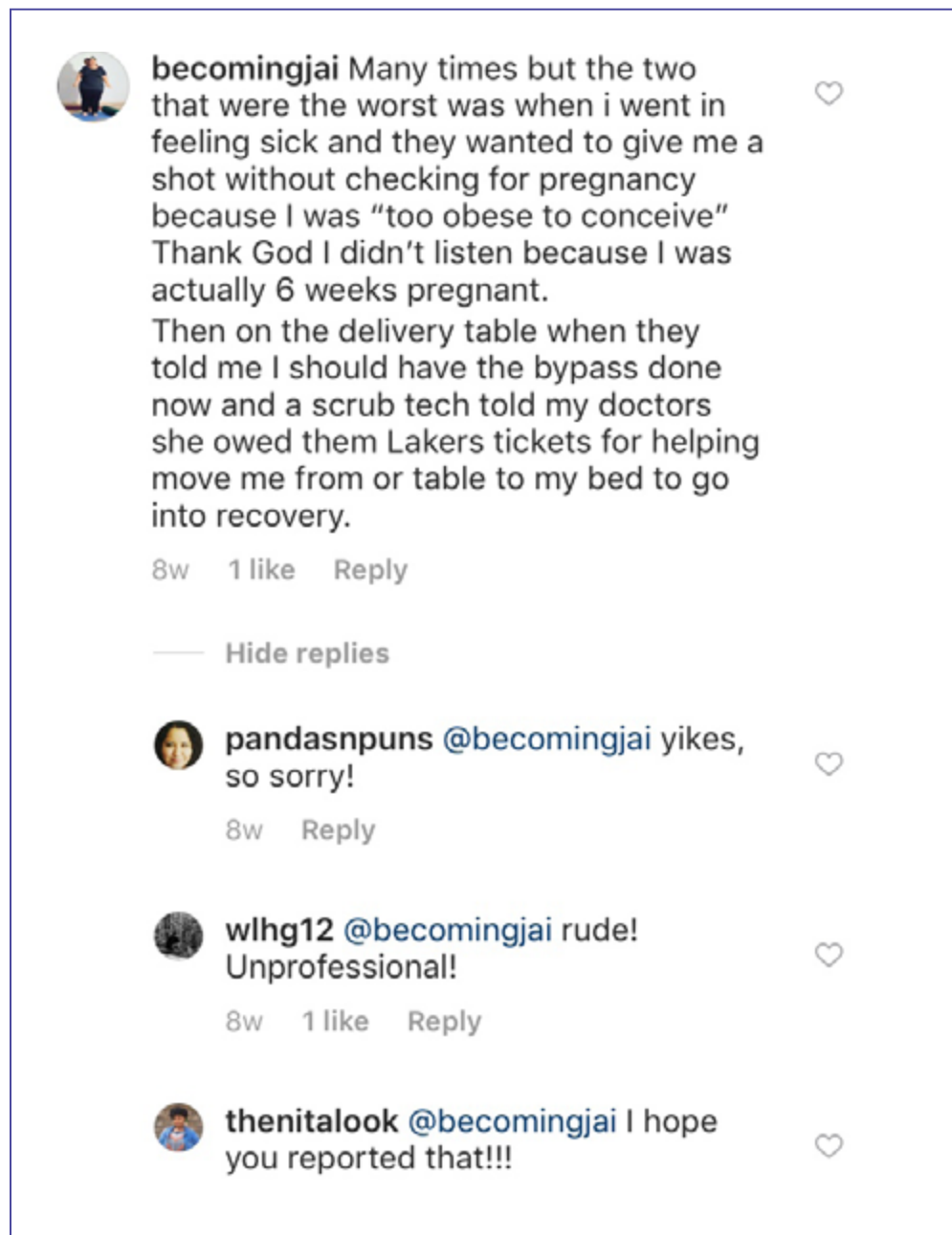
Screen shot depicting another response to CeCe Olisa's Instagram post.



SOCIAL MEDIA INFLUENCER CONTENT

CeCe Olisa (cont.)

Screen shot depicting another response to CeCe Olisa's Instagram post.



The screenshot shows a comment from the user **becomingjai** and three replies. The original comment is from 8 weeks ago and has 1 like. The replies are also from 8 weeks ago. The first reply is from **pandasnpuns**, the second from **wlhg12**, and the third from **thenitalook**. Each reply has a heart icon next to it.

becomingjai Many times but the two that were the worst was when i went in feeling sick and they wanted to give me a shot without checking for pregnancy because I was "too obese to conceive" Thank God I didn't listen because I was actually 6 weeks pregnant. Then on the delivery table when they told me I should have the bypass done now and a scrub tech told my doctors she owed them Lakers tickets for helping move me from or table to my bed to go into recovery.

8w 1 like Reply

— Hide replies

pandasnpuns @becomingjai yikes, so sorry!

8w Reply

wlhg12 @becomingjai rude! Unprofessional!

8w 1 like Reply

thenitalook @becomingjai I hope you reported that!!!

SOCIAL MEDIA INFLUENCER CONTENT

Nellie Acevedo

Screen shot depicting the beginning two paragraphs of Nellie's blogpost as it appeared formatted on her website, brooklynactivemama.com.

The screenshot shows the top of a blog post on the Brooklyn Active Mama website. The header includes the site logo "BROOKLYN Active Mama" with the tagline "FITNESS. FAMILY. FOOD. FUN." and a navigation menu with links for HOME, ABOUT ME, RUNNING, FITNESS, FAMILY, FOOD, TRAVEL, PR & SPONSORSHIPS, and CONTACT ME. The article title is "Black Women Are Facing A Maternal Health Crisis – What Can We Do?" dated January 7, 2019. A large image of a newborn baby is featured. To the right is a bio for Nellie Acevedo, a NYC mother of three, who shares recipes, fitness tips, and parenting advice. Below the bio is a "Learn More About Nellie" button. A "RECENT POSTS" section lists several articles with their respective dates. At the bottom right is an advertisement for Education.com, offering free games and worksheets for preschool.

BROOKLYN Active Mama
FITNESS. FAMILY. FOOD. FUN.

HOME ABOUT ME RUNNING FITNESS FAMILY FOOD TRAVEL PR & SPONSORSHIPS CONTACT ME

Black Women Are Facing A Maternal Health Crisis – What Can We Do?

January 7, 2019

Share 151 Tweet Pin 1 LinkedIn 152

Black Women Are Facing A Maternal Health Crisis – What Can We Do?

This post is supported by funding from Merck, through Merck for Mothers, the company's 10-year, \$500 million initiative to help create a world where no woman dies giving life. Merck for Mothers is known as MSD for Mothers outside the United States and Canada. Funding from Merck for Mothers supports The New York City Department of Health and Mental Hygiene and the Fund for Public Health in New York City's efforts to reduce persistent racial and ethnic disparities in maternal health. The views and opinions expressed in this article are those of the author and do not necessarily reflect the position of any aforementioned entity or New York City agency.

When I found out I was pregnant with my third child earlier this year I was ecstatic, it was a beautiful unexpected gift. However, I had been hearing so much about Black Women's Maternal Health, especially in the past 3-4 years, that I was super concerned. I was afraid of becoming a

Hi, I'm NELLIE!

Welcome to my space on the web where I share fun recipes as well as fitness, parenting and travel tips. I am a busy NYC mother of 3 (2 boys, 7 & 10 and an infant baby girl). I am here to help moms stay active, parent well and cook amazing meals for their families.

Learn More About Nellie

RECENT POSTS

- Easy Instant Pot Fattuccini Bolognese Recipe
- Scrumptious Air Fryer Apple Fritters Recipe
- Is The Peloton Bike Worth It? Why I Ride Every Single Day.
- Easy Red White And Blue 4th Of July Cupcakes
- 10+ Easy and Festive 4th Of July Food Ideas

Education.com
Free Games & Worksheets
PRESCHOOL

SOCIAL MEDIA INFLUENCER CONTENT

Nellie Acevedo (cont.)

Screen shot of Nellie Acevedo's Instagram post (@glamnellie) promoting her blogpost for the SMM Project.



COMMUNITY BOARD PRESENTATIONS

Borough and Community Board Number	Corresponding Neighborhood	Date of Presentation(s)
Bronx Community Board 201	Mott Haven	January 8, 2019
Bronx Community Board 202	Hunts Point	January 8, 2019
Bronx Community Board 203	Morrisania	March 21, 2019
Bronx Community Board 204	Highbridge	January 14, 2019
Bronx Community Board 206	East Tremont	March 19, 2019
Bronx Community Board 209	Unionport/Soundview	December 4, 2018
Bronx Community Board 210	Throgs Neck	November 29, 2018
Brooklyn Community Board 303	Bedford Stuyvesant	October 15, 2018 and November 5, 2018
Brooklyn Community Board 308	Crown Heights North	November 5, 2018
Brooklyn Community Board 309	Crown Heights South	December 13, 2018, December 20, 2018 and June 6, 2019
Brooklyn Community Board 316	Brownsville	November 14, 2018 and November 27, 2018
Brooklyn Community Board 317	East Flatbush	November 7, 2018
Manhattan Community Board 110	Central Harlem	March 25, 2019
Manhattan Community Board 111	East Harlem	March 11, 2019
Queens Community Board 412	Jamaica/St. Albans	January 10, 2019

SMM PROJECT PRESENTATION MATERIALS


Presentation Slides

These are sample slides that were used for presentations during the project to educate community members about SMM.

**A call to action on Women’s Health
in [INSERT BOROUGH]:
Reviewing CB[INSERT #] Data**

**Insert Team Member
Insert Team Member**

NYC Department of Health and Mental Hygiene



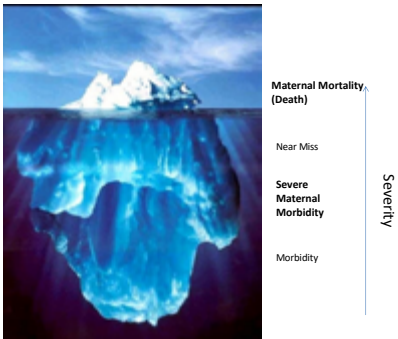
**Healthy Neighborhoods = Healthy People
Healthy People = Healthy Parents
Healthy Parents = Healthy Babies**

“The baby is the candy, the mom is the wrapper. And once the candy is out of the wrapper, the wrapper is cast aside.”



-- Alison Stuebe, MD, MSc
University of North Carolina

How can we do more to protect our babies, families and community members?


Maternal Mortality (Death)

Near Miss

Severe Maternal Morbidity



Morbidity

Severity



What is Severe Maternal Morbidity?

- Severe Maternal Morbidity – or SMM – is a life-threatening complication during childbirth that has significant impact on a woman’s health.
 - A “near miss”
 - Examples: hemorrhage, severe high blood pressure, or being admitted to the ICU (Intensive Care Unit) during or after delivery to deal with a severe infection or a heart or lung problem.

How big is the problem?

Severe maternal morbidity affects approximately **2,500** women each year in New York City.

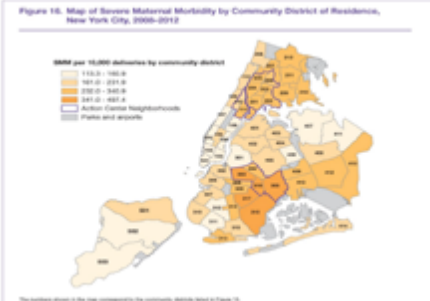
Severe maternal morbidity is a life-threatening complication during delivery.

Source: NYC DOHMH (2016) Severe Maternal Morbidity in New York City, 2008-2012




Severe Maternal Morbidity in NYC, by Area

Figure 15. Map of Severe Maternal Morbidity by Community District of Residence, New York City, 2008-2012

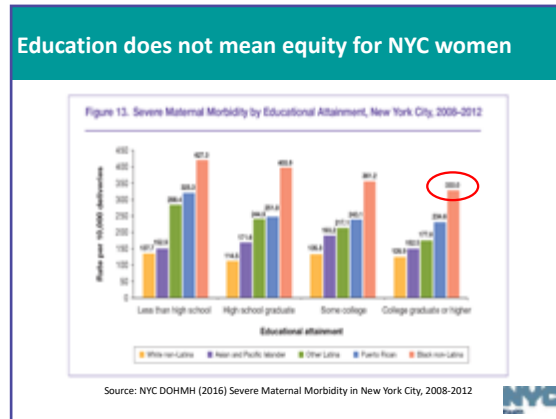


Source: NYC DOHMH (2016) Severe Maternal Morbidity in New York City, 2008-2012



SMM PROJECT PRESENTATION MATERIALS

Presentation Slides (cont.)



What's Driving the Inequity?

RACISM (institutional and policy level, discrimination, exclusion, segregation, interpersonal)
GENDER OPPRESSION (misogyny, sexism, toxic masculinity, discrimination)

↓

Poor Housing – Lower Incomes – Increased Exposure to Violence and Trauma – High Stress Levels – Poor Access to Quality Foods - Unemployment – Poor Access to Resources – Increased Risk of Incarceration – Police Profiling

NYC

What can community members do?

- Advocate in your community to make maternal health a priority, e.g. participatory budgeting ideas
- Participate in programs that interest you, or tell your friends and family.
- Share your birth experiences with the Health Department – we want to hear from you! Email BirthJustice@health.nyc.gov.

NYC


Thank you!

NYC

SMM PROJECT PRESENTATION MATERIALS

SMM Flyer

This flyer was developed to share with community members at presentations regarding SMM. Approximately 2000 copies of this flyer were distributed during the project period.



WHAT IS SEVERE MATERNAL MORBIDITY?

Each year approximately 3,000 women in New York City (NYC) die or almost die from serious childbirth complications. These complications are known as severe maternal morbidity (SMM) and include heavy bleeding, blood clots, serious infections and kidney failure. Black women are three times more likely to experience SMM than White women. The City is committed to eliminating the racial gap in SMM and reducing the overall number of childbirth complications and deaths.

“The birth of a child should be a joyous moment for all families, and it is unacceptable that [we] have so many Black mothers who are dying because of complications during childbirth.”

DR. HERMINIA PALACIO
DEPUTY MAYOR FOR HEALTH AND HUMAN SERVICES

WHAT THE NEW YORK CITY HEALTH DEPARTMENT IS DOING TO HELP REDUCE SEVERE MATERNAL MORBIDITY

Maternity Hospital Quality Improvement Network

The Health Department works with hospitals throughout the city to collect information about women's experiences with SMM to improve clinician training and quality of care. This initiative, called the Maternity Hospital Quality Improvement Network, also trains providers to deliver respectful care to all NYC women, especially women of color. Respectful care means that providers share information with their patients about patients' rights and best practices for before, during and after birth. To learn more about respectful care, visit nyc.gov/health and search for **sexual and reproductive justice (SRJ)**.

Maternal Care Connection

The Health Department launched the Maternal Care Connection program to improve care for childbirth and primary care in Central Brooklyn. The program also aims to educate the community about respectful care.

WHAT YOU CAN DO TO HELP REDUCE SMM


- Encourage your local hospital to participate in the Maternity Hospital Quality Improvement Network.
- Learn about the Birth Justice Defenders — local residents who promote respectful care at birth. For more information, email BirthJustice@health.nyc.gov.
- Encourage your local lawmakers to support maternal and family health.
- If you're pregnant, ask your health care provider about common problems during pregnancy and childbirth. Visit nyc.gov/health, search for **SRJ** and download the "NYC Standards for Respectful Care at Birth." This brochure can help you speak to your health care provider about the care you should receive before, during and after birth.
- Enroll in free or low-cost health insurance during pregnancy; Call 311, or visit nyc.gov/health and search for **health insurance**.

Services and Resources to Support Healthy Pregnancy

These services and resources are free for those who qualify, regardless of immigration status:

- Nurse-Family Partnership
- Newborn Home Visiting Program
- Healthy Start Brooklyn
- Family wellness classes at the Health Department's Neighborhood Health Action Centers

For more information, call 311 or visit nyc.gov/health and search for **pregnancy resources**.



NYC STANDARDS FOR RESPECTFUL CARE AT BIRTH

NYC Standards for Respectful Care at Birth

The NYC Standards for Respectful Care at Birth were created by the NYC Sexual and Reproductive Justice Community Engagement Group, a collaboration between community members and organizations with the Health Department, to inform, educate and support people giving birth. These standards encourage you to know your rights and be an active decision-maker in your birthing experience. These standards are also helpful for providers, helping them respect and be aware of their patients' rights during pregnancy, labor and childbirth. The standards focus on six areas of respectful care: education, informed consent, decision making, quality of care, support and dignity and non-discrimination.

NEW YORK CITY STANDARDS FOR **RESPECTFUL CARE at BIRTH**

These standards were created to **inform, educate and support** people giving birth – people like you. These standards encourage you to know your human rights and be **active decision-makers** in your birthing experience. These standards are also helpful for providers, and can help them respect and be aware of their patients' human rights during pregnancy, labor and childbirth.

You have a human right to respectful, safe and quality care during your birthing experience. Human rights are those rights all people have to make their own decisions and live their lives with dignity. They are different from civil rights and do not always receive the legal protections they deserve. Health care providers and hospitals differ in how well they respect your human rights.

While this is not a legal document, we encourage you to share and discuss this information with your current or potential health care providers, and take a tour of their facility. This will allow you to learn about their policies and practices before you decide with whom and where to give birth.

- EDUCATION
- INFORMED CONSENT
- DECISION-MAKING
- QUALITY OF CARE
- SUPPORT
- DIGNITY AND NONDISCRIMINATION

For more information, search for **SRJ** at nyc.gov/health.

This document was informed by community gatherings and created by the New York City Health Department's **Sexual and Reproductive Justice Community Engagement Group (SRJ CEG)**. For more information, search for **SRJ** at nyc.gov/health.

As part of a commitment to sexual and reproductive justice, SRJ CEG works to promote birth justice. **Birth justice** exists when everyone has the freedom and support to make decisions about pregnancy, childbirth and postpartum with dignity. This includes access to high-quality, culturally responsive care, freedom to choose where and with whom to give birth, and the ability to accept or decline medical interventions.

NYC Health

NYC STANDARDS FOR RESPECTFUL CARE AT BIRTH

NYC Standards for Respectful Care at Birth (cont.)

<h3>EDUCATION</h3> <p>You deserve to ask for and receive simple information that you can easily understand about your health care, health care provider and birthing experience options. This includes information about the following:</p> <ol style="list-style-type: none"> 1 Obstetricians, gynecologists, midwives, doulas or family medicine doctors, and their qualifications and professional experience 2 Options for where to give birth, such as a hospital, a birthing center or your home 3 The policies and practices of the place where you choose to give birth 4 Resources to prepare for childbirth and feeding your baby, such as childbirth education classes and nursing counselors 5 A description of all possible outcomes of birth for you and your baby 6 Information and referrals for benefits and services you may need, such as housing, food, legal support and health insurance* 	<h3>QUALITY OF CARE</h3> <p>You deserve the highest-quality health care. This includes:</p> <ol style="list-style-type: none"> 1 Timely attention to your needs, including taking your pain level seriously, for your entire stay at a hospital or birthing center, or during the birthing experience at your home 2 A safe and clean environment during your labor and delivery, and a quiet and safe room after you give birth 3 Providers who are trained and skilled in current best practices for care during pregnancy and childbirth 4 Courteous staff who introduce themselves when they enter the room. If you have a negative experience or do not feel comfortable with a staff member for any reason (e.g., behavior, skill or experience level, etc.), you can ask for and receive a different staff member 	<h3>DECISION-MAKING</h3> <p>You deserve to decide what happens with your body and to make decisions for your baby. This includes:</p> <ol style="list-style-type: none"> 1 Making health care choices, such as which medical procedures you will and will not allow to be performed on you, based on your values, religion and beliefs 2 Deciding where to give birth, whether at a hospital, birthing center or your home 3 Choosing how to feed your baby – whether with breastfeeding/chest feeding, formula or a combination of both – and receiving the help you need to feed your baby 4 Holding your baby immediately after birth (also known as skin-to-skin), even if you have had a C-section 5 Making choices about the care of your baby, such as whether or not to be with your baby for their medical tests and procedures (unless there is a medical reason not to) and where your baby stays (in the same room with you or in the nursery) 6 Having your decisions documented and that you understand their associated possible risks 
<h3>INFORMED CONSENT</h3> <p>You deserve to know and make your own decisions about all of your medical procedures. This is called “informed consent” and is a legal right.** Providers should share accurate, judgment-free explanations and information in a language you can understand so that you can make the decision that is right for you, when you are ready. After you have made your decision, you have the right to change your mind and have your new decisions respected – even if your health care provider disagrees with you. Informed consent includes:</p> <ol style="list-style-type: none"> 1 Your health care provider’s recommendations about procedures, tests, treatments or drugs 2 Any risks, benefits and alternative procedures 	<h3>DIGNITY AND NONDISCRIMINATION</h3> <p>You deserve to be treated with dignity and respect during pregnancy, labor and childbirth, as well as after childbirth – no matter what.** This means health care providers are expected to:</p> <ol style="list-style-type: none"> 1 Treat you and your family fairly, regardless of race, gender, religion, sexual orientation, age, disability, HIV status, immigration status, housing status, income level or form of insurance 2 Provide an interpreter so that you can understand your health care provider and they can understand you 3 Protect your privacy and keep your medical information confidential 4 Let you decide who you do and do not want in the room, including staff members, during exams and procedures, and respect this decision 5 Ask for and use the name and gender pronouns you prefer 6 Use the name and gender pronouns you use to refer to your baby 7 Respect the decisions you have made about your family, such as whether you have a spouse or partner, what your spouse’s or partner’s gender is, how many children you have, or if you have chosen to place a baby for adoption 8 Acknowledge concerns or complaints you may have about your health care, and give you information about how to file a complaint about any aspect of your care 	<h3>SUPPORT</h3> <p>You deserve to receive support during pregnancy, labor and childbirth, as well as after childbirth. This includes:</p> <ol style="list-style-type: none"> 1 Having the people you choose present during delivery and other procedures, such as your partner, family members, friends or doula (a trained professional who provides information and support before, during and shortly after childbirth) 2 Receiving information, counseling and support services if you experience depression after giving birth (also known as postpartum depression) 3 Receiving information, counseling and support services for you and your family if you experience a miscarriage, stillbirth or loss of an infant 
<p><small>*If you would like to sign up for public benefit programs, call 311 for more information. **If you believe your right to informed consent has been violated, you should contact an attorney who specializes in personal injury. The New York City Bar Association has a legal referral service that may be able to help you find an attorney by calling 212-626-7373. ***If you believe you have been mistreated or denied care or services because of your gender, your pregnancy or any other protected category under the New York City Human Rights Law, call 311 or 718-722-3131 to file a complaint with the New York City Commission on Human Rights.</small></p>		

SMM PROJECT EVENT FLYERS

Legal Hand Jamaica Event Flyer



Know Your Rights Workshop

Legal Hand Jamaica is a legal information center working to increase access to justice and systems for community members. Legal Hand Jamaica invites you to Know-Your-Rights Workshops that are designed for community volunteers, service providers, and community residents.

In celebration of Black History month, we are holding the workshop to address the urgent issue of health disparities faced by people of color in our community.

WHEN: February 6, 2018, Wednesday,

1:00 to 2:30 PM

WHERE: Legal Hand, Jamaica

149-13 Jamaica Ave., Jamaica, N.Y. 11435

Racial and Ethnic Disparities in Health

Presenting:

- **Hannah Emple and Silvia Beltran,
Bureau of Maternal, Infant and Reproductive Health,
NYC Department of Health and Mental Hygiene**
- **Linda Bulone, RN,
Queens Hospital Cancer Center, NYC Health + Hospitals**

**If you have any question, please contact
Tiffany Butters and Jennie G. Kim at
646-741-6411 or legalhandjamaica@legalhand.org**



SMM PROJECT EVENT FLYERS

Amalgamated Bank Event Flyer (cont.)

You're Invited: Health and Wellness in Communities of Color



**Wendy Wilcox, MD,
MBA, MPH, FACOG**
CHAIRPERSON OBSTETRICS,
Gynecology, & Women's Health



Veronica L. Jackson
NURSING SERVICE
ADMINISTRATOR
Women & Children's
Services, Orange Regional
Medical Center



Kip Thompson, PhD
LICENSED CLINICAL
PSYCHOLOGIST
Counseling & Wellness
Service



Kelly Davis
DIRECTOR OF NYC BIRTH
EQUITY INITIATIVE
New York City Department
of Health & Mental Hygiene

When: Friday, November 16. 12:00-1:00pm

Where: Martin Luther King Jr. Room, 12th Floor

What: Join Amalgamated's Minority Organization for Leadership & Development as we host a panel of health experts who will discuss how various health issues, including higher rates of death at childbirth and lack of access to mental health services, disproportionately affect communities of color.

Lunch will be provided.

RSVP: By Monday, November 12, by accepting the Outlook calendar invite



Minority Organization for
Leadership and Development

Member FDIC

