



Los Angeles Best Babies Collaborative
Building Blocks for Better Babies
A Program of First 5 LA

Los Angeles Best Babies Collaborative

First 5 LA: Healthy Births Initiative

Approach 7

Outreach



CEDARS-SINAI MEDICAL CENTER.



March
of Dimes
Saving babies, together



Approach (7)

Outreach

Goal: To improve pregnancy and birth outcomes through outreach activities targeted to at-risk women and families.

Objectives:

- To improve access to and utilization of prenatal and/or interconception care for at-risk women and families
 - To increase early (first trimester) entry and consistent prenatal care
 - To identify and connect at-risk women and families to needed resources and services
 - To ensure clients receive referred services through follow-up activities
 - To collaborate with community stakeholders to establish a relationship and build trust
 - To increase consumer empowerment and satisfaction with services
 - To increase coordination and collaboration among prenatal care and social service providers
-
-

Rationale

Many environmental and social factors can impact a pregnant woman's access to resources and services. A few of these include: lack of access to quality and culturally competent prenatal and other services, lack of transportation, lack of health insurance, inconvenient hours of operation, lack of work leave, institutionalized racism and other system barriers. Personal and interpersonal barriers can also influence access to resources and services. Factors such as beliefs, perceptions of need, victimization from domestic violence, and lifestyle issues can all contribute to one's ability to access services. In addition, "community outreach and ongoing support are essential to identify and bring difficult-to-reach women into prenatal care." Strategies that incorporate a multi-disciplinary approach to service delivery- utilizing professional and paraprofessional staff- have been effective in reducing barriers to needed healthcare services.

Implementation

Implementation activities should occur in several phases and include the following components:

- 1) Build a community support network that includes key community stakeholders to garner program acceptance, community trust and buy-in, and program implementation and sustainability.
- 2) Utilize a collaborative approach that incorporates a team model of service delivery. The role of the team leader is essential to determine the appropriateness of the referral and provide technical consultation to the Outreach Worker

- 3) Engage community members as active participants in outreach activities.
- 4) Develop memoranda of understanding (MOU) agreements between agencies to ensure that each partner has a clear understanding of the program vision, expectations, role, and responsibility to ensure program success.
- 5) Develop data collection and an evaluation framework to document processes and outcomes of the program.

A brief for implementation of outreach can be found under Resources.