



every baby
guilford

ELIMINATING DISPARITIES
ENDING INFANT DEATHS.
EMPOWERING FAMILIES.

2023 ANNUAL REPORT



Reflecting on 2023

Every Baby Guilford (EBG) is committed to advancing maternal and child health in Guilford County through comprehensive initiatives focused on health equity, community engagement, continuum of care, and infant wellness. Our program is proud to highlight our significant achievements across these key priority areas, reflecting our dedication to fostering positive outcomes for families in Guilford County.

This year's annual report showcases the success of our efforts and bold goals. In our pursuit of health equity, EBG implemented training programs and assessments aimed at addressing systemic issues in maternal and infant healthcare. We engaged over 91,792 social media accounts, hosted over 29 events, and connected with over 700 community members through our community-centered efforts.

Additionally, we strengthened pathways to care by kickstarting peer education initiatives, completing reproductive life



plans, and launching new services like the Community Doula Program. Furthermore, our efforts in promoting infant wellness led to increased access to prenatal care, referrals to community services, and distribution of over 260 pack-n-plays to families in need through our Safe Sleep Collaborative.

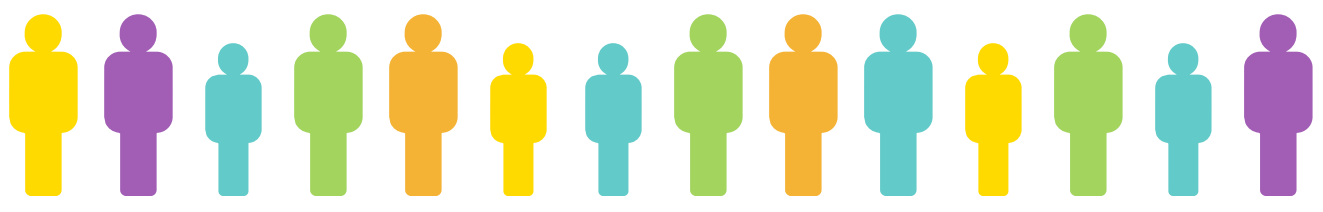
As highlighted in this report, Every Baby Guilford remains committed to advancing maternal and child health by fostering collaboration and implementing impactful interventions throughout Guilford County.



Jean Workman Elms
Program Manager
Every Baby Guilford



Highlights



92,982+ Community members reached

91,792+ accounts reached through social media outreach

700+ community members attended virtual and in-person events

230+ mothers connected to prenatal care

260+ referrals made to other community services

29+ events hosted



pack-n-plays purchased for distribution for families in need of a safe sleep device as part of the Guilford County Safe Sleep Collaborative

3 new programs and cohorts launched:

- Community Doula Program
- Mothers & Babies *postpartum* support group
- Breastfeeding Collaborative



Key Achievements

We are proud to highlight our significant achievements across our 4 key strategic priority areas:

Advancing Health Equity

Our Advancing Health Equity work addresses systemic racism and implicit bias within the continuum of care for maternal and infant health.

This year we:

- Implemented change management training aimed at driving positive outcomes at various levels
- Conducted two impactful Health Equity Impact Assessments which is critical to help Guilford County address disparities and enhance community engagement.
- Developed a comprehensive training manual for maternal healthcare providers and facilitated two race equity trainings.



Centering Community

Our work centers community with radically inclusive community engagement to collectively create equitable solutions.

This year we:

- Reviewed 20 death records for Fetal & Infant Mortality Review, generating 39 actionable recommendations for better outcomes.
- Successfully launched the Guilford Breastfeeding Collaborative and initiated events aimed at identifying and addressing gaps in breastfeeding support.
- Achieved increased community event attendance, indicating the effectiveness of our outreach efforts such as Community Action for Healthy Babies and Crucial Conversations.
- Used social media and technology to reach record numbers of community members
- Leveraged our newsletter and social media campaigns to reach 690 subscribers and 1,491 combined followers across multiple platforms.
- Engaged audiences with 172 social media messages, reaching an impressive 73,792 accounts.
- Made significant strides through our Perinatal Health Ambassadors program, reaching over 18,000 individuals and fostering meaningful dialogues through 26 direct message conversations.

Strengthening Continuum of Care

Our work is focused on strengthening the continuum of reproductive health care for equitable access to quality care.

This year we:

- Implemented successful peer education and advertising initiatives, involving 2 college programs and 52 partners (students, health ambassadors and health workers) leading to engagement of over 650 community members
- Completed 318 Reproductive Life Plans, contributing to family planning and healthy pregnancy initiatives.
- Launched a Community Based Doula Program and established a valuable partnership with Triad Adult and Pediatric Medicine to enhance and incorporate their Diabetes Management model across Guilford County Public Health Primary Clinics in Fall 2024.



Promoting Infant Wellness

Our work promotes infant wellness and positive child development.

This year we:

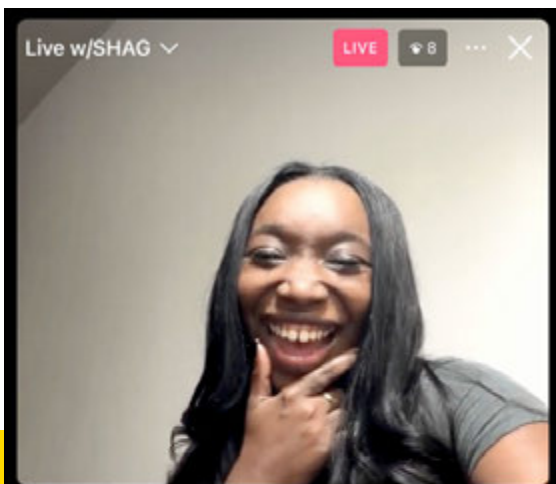
- Facilitated access to prenatal care for over 230 vulnerable individuals and made 260 referrals to healthcare services, leading to improved birth outcomes with at least 95% of 5.5-lb birth weight at term
- Purchased 260 pack-n-plays for distribution through a county-wide Safe Sleep Collaborative, promoting infant safety and wellness.



Events

"Relationships move at the speed of trust"

I will definitely be using that quote in my life and in my work. Darneshia inspired me to create a more thorough feedback loop with the referrals we receive as an organization and to continue forming a leadership counsel of parents who are enrolled in our programs to give them a space to voice their needs so we can refine what we do to best serve them."



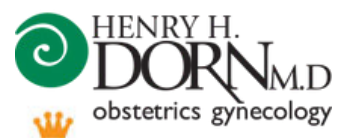
"I will begin taking a closer look at the way our staff calls families who have been referred to us and make changes as needed so that we create a smooth transition/handoff from one program to another. Also, I am in the process of forming a parent leadership council and this presentation inspired me to continue along that process."



"I really value these CAHB meetings and opportunities to convene with others doing this shared work. Thank you for hosting and providing us with great content and collaboration opportunities."

Partners

Our Collective Action work in Guilford County is possible because of the collaborative support of our partners and community members who are committed to EBG’s bold goal of reducing Black infant and maternal mortality in our community. Below, we highlight a list of partners that have been instrumental to our success this year. This is not an exhaustive list, but a summary of critical partners who went above and beyond.



Budget

The Every Baby Guilford team secured close to 2 million dollars in county, state, and private funding to support collective efforts for up to 12 evidence-based strategies and the backbone support of Every Baby Guilford Collective Action Strategic Plan.



Every Baby Guilford is the backbone support of this collective action movement working with, not to the community. Together we will disrupt long-standing racial disparities and achieve our common purpose.

Together we can disrupt longstanding
racial disparities in Guilford County.

Join the movement.

everybabyguilford.org

@everybabyguilford

