



**District Sponsored Programs Workplan**

**Purpose:** *Monitors LMCHD directly sponsored programs, partnerships, and activities.*

**LMCHD Strategic Goals**

1. *Improve availability of and access to direct health and mental health services for all residents of the District, with a focus on reducing the District’s health disparities.*
2. *Support preventative and public health efforts that promote and protect the personal, community, and environmental well-being and health of District residents.*
3. *Engage in population-specific efforts to address those District residents that are historically underserved or particularly impacted by health disparities.*
4. *Support research and educational programming that moves the Los Medanos community towards improved and innovative practices, ensures that healthcare professionals receive the best training, and further enhances service delivery to District residents.*

**Instructions:** *Please fill out the following Workplan in full and email to: [programs@lmchd.org](mailto:programs@lmchd.org).*

**Project Contact Information:**

<b>Contact:</b>	Dr. Monique Sims
<b>Address:</b>	215 Lighthouse Drive, Vallejo, CA 94590
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<b>Telephone:</b>	707-319-7489
<b>Today’s Date:</b>	4/11/2021

<b>Suggested Coordinator:<sup>1</sup></b>	Dr. Monique Sims
<b>Sponsoring public or governmental entity:</b>	A More Excellent Way Health Improvement Organization
<b>Project Title:</b>	A More Excellent Way African American Baby Shower Program
<b>Anticipated date(s) of project:</b>	07/01/2021 - 09/30/2021
<b>Total Annual Budget (\$)</b>	\$10,000
<b>Requested funds from LMCHD (\$):</b>	\$10,000

<sup>1</sup> The coordinator will be responsible for overseeing the day-to-day activities of the program or activity in question and to ensure that all expenditures are aligned with this workplan and the LMCHD’s strategic goals. The coordinator will also be responsible for presenting quarterly reports to the District Programs and Activities Committee (DPAC) and for presenting expenses exceeding an amount to be determined to the DPAC for approval.

## Project Description

### *Purpose of the project:*

The purpose of this project is to eliminate health disparities and improve birth outcomes in African Americans and low-income individuals in Pittsburg and Bay Point in line with MEW's mission. Compared to the rest of the county, perinatal outcomes for preterm births, infant mortality are higher and breastfeeding in Pittsburg and Bay Point are significantly lower. In an effort to address these disparities, MEW proposes to continue their project, the MEW African American Community

Baby Shower program, which implements and develops programs such as the direct services of breastfeeding peer counselors and support from International Board Certified Lactation Consultation (IBCLC). MEW addresses gaps in services from several East County community needs assessments. MEW's lactation team aims to address gaps in lactation services to reduce the African American breastfeeding disparities and improve the health of moms and infants. Through the community baby shower, families will be linked to vital health and social services programs and receive the information and support they need to breastfeed their infants.

### *Detailed description of the project:*

MEW's African American Community Baby Shower program operates in 5 phases, which includes the following:

- 1) Establish a collaborative of perinatal service providers. MEW will seek collaboration among local service providers to coordinate care to address the needs of the Los Medanos community and inform the planning and implementation of the MEW baby shower program.
- 2) Provide a scientifically-based breastfeeding peer counselor training to local community residents. MEW endeavors to develop and implement evidence-based programs to reduce breastfeeding disparities. Peer-based programs provide social support and facilitate an environment for sharing and learning about breastfeeding.
- 3) Engage a faith institution in Pittsburg or Bay Point and modify their environment to be more mom and baby friendly. The faith institution serves as a stable social setting that promotes and encourages mothers to breastfeed their children in a safe, supportive environment.
- 4) Conduct an African American Community Baby Shower. MEW's African American Community Baby Shower raises awareness of breastfeeding and perinatal health disparities, promotes breastfeeding and connects women, men and family members to local community resources through the health fair component. The baby shower will take place on August 28, 2021 and has two components. The first component, education, will be conducted virtually through Zoom from 10 am to noon. We will be presenting information on parenting, breastfeeding and prenatal and postpartum mom and infant care. The second component is the drive-through where participants can have pictures taken and receive baby shower gifts. The drive-through will take place at Greater McGlothen Memorial Temple, 550 Black Diamond Street in Pittsburg from 12:30 – 2:30 PM.**

5) Mentor and train peer counselors and lactation specialists of color. In order to increase MEW's capacity to meet the needs of the Pittsburg and Bay Point communities, MEW annually trains breastfeeding peer counselors to provide education and support to African American and low income pregnant and postpartum mothers to improve their health and link them to resources.

Outreach Strategy. MEW aims to target the historically underserved group of the African American population in the city of Pittsburg and Bay Point where 11,187 African Americans comprise 17 percent of the total population. MEW plans to promote Contra Costa County's African American Baby Shower among District residents through a variety of platforms.

-Baby Shower Collaborative Committee Members. MEW's committee members are dedicated to improving the health disparities among residents. Under the leadership of MEW, Committee members collaborate and provide health and social services to the community. Committee

members meet regularly once a month to discuss and implement effective, innovative approaches in marketing the MEW African American Baby Shower and other events. Absent members are provided with meeting minutes along with electronic copies of flyers and recruitment forms. The members raise awareness and promote MEW's events in the respective communities including local business, neighborhoods, churches, and other organizations.

-Flyers. MEW creates and disseminates flyers with information regarding the Baby Shower event. The flyers feature a QR code, which directs interested participants to register for MEW Events using Eventbrite on their smart phones. MEW's volunteers in the Pittsburg and Bay Point promote MEW's events by distributing flyers at local high schools, health clinics, shopping centers, offices, restaurants and neighboring churches.

- Eventbrite. MEW utilizes Eventbrite to analyze and detect trends among attendee's geographic location, education, age and other demographic information. Eventbrite is a great site to market events as well.

- Social Media. In line with social media, MEW advertises on the following social media platforms: Facebook, Instagram and Twitter. In addition, MEW regularly shares current events and breastfeeding information through these three social media platforms. MEW also maintains its own website, [www.MEWpeers.org](http://www.MEWpeers.org), where participants view flyers, register for events, and connect to local resources.

- FMCH Programs. MEW collaborates with the Contra Costa FMCH programs to spread awareness of MEW's programs to expecting mothers and their families. For the past 6 years, these programs have been the largest recruiter.

-White Pony Express General Store and Food Rescue Program. White Pony Express General Store and Food Rescue Program conducts ground marketing promoting MEW's events in the District.

-Radio. MEW advertises the Baby Shower on the radio station, 1190am "The Light", 2 months prior to the event.

Recruitment. MEW aims to recruit expecting African American women through a variety of means. First, MEW targets Contra Costa Health Service (CCHS) organizations such as WIC, FMCH, BIH, AODS, and Golden Start. Second, MEW approaches churches in the Pittsburg and Bay Point areas and leaves information about the program. MEW also collects donations from churches supporting the Baby Shower. Third, MEW's trained community peer counselors and IBCLCs market the event to their clients, family and friends. MEW also promotes the Baby Shower during community events such as Black History Month celebrations and the Juneteenth and Unity in Community celebrations. As an added incentive for participants to attend the Baby Shower, MEW procures gifts from local businesses.

**Number of people in The District who will be served:**

3000

***Describe how project relates to The District's strategic goals, set forth above:***

**Goal One.** LMCHD will improve availability of and access to direct health and mental health services for all residents of The District, with a focus on reducing the District's health disparities.

MEW will collaborate with local service providers in increasing accessibility to resources including education, health services, and mental health services. MEW will connect African American, low-income women and their families with services at the health fair component of the African American Community Baby Shower.

**Goal Two.** LMCHD will support preventative and public health efforts that promote and protect the personal, community, and environmental well-being and health of District residents.

After connecting the community with resources, MEW's trained lactation consultants and peer counselors will work closely with the community to promote and protect the holistic state of wellness of the District.

**Goal Three.** LMCHD will engage in population-specific efforts to address those District residents that are historically underserved or particularly impacted by health disparities.

After reviewing the community needs assessment, MEW implements an African American population-specific approach among the historically underserved community to address the disparities in the District compared to national averages.

**Goal Four.** LMCHD will support research and educational programming that moves the Los Medanos community towards improved and innovative practices, ensures that healthcare professionals receive the best training, and further enhances service delivery to District residents.

MEW's Executive Director, Dr. Monique Sims is a participatory researcher that assesses and communicates the findings of the MEW program across several public health arenas. Dr. Sims is committed to reducing health disparities among the African American population through the implementation of best-practice models and innovative practices.

**Reference:**

Population Demographics for Pittsburg, California in 2016 and 2015 (n.d.) Retrieved December 22, 2016, from <https://suburbanstats.org/population/california/how-many-people-live-in-pittsburg>.

**Program Actions and Timeline**

<b>Action Item</b>	<b>Responsible Party</b>	<b>Time Frame</b>	<b>District Staff Activity (if applicable)</b>
Baby Shower Monthly Collaborative Meetings	Dr. Monique Sims	07/01/2021 - 09/30/2021	
Annual Peer Counselor Training	Allana Samuels/ Brandi Gates/ Monique Sims	08/02/2021 - 08/06/2021	
Infant / mom Accommodation at partnering church	Dr. Monique Sims	07/01/2021 – 08/31/2021	
Community Baby Shower Zoom Celebration & Drive Thru	Dr. Monique Sims	08/28/2021	

**Program Budget and Expenses**

*(Please include documentation of all projected expenses)*

<b>Item/Expense</b>	<b>Expense Category</b>	<b>Projected Date or Timeframe of Expense:</b>	<b>Expense Amount (\$)</b>
PC / LC Staff	Personnel	07/01/21 - 09/30/21	500
Photography / Printing	Personnel	07/01/21 - 08/31/21	800
Event Planner	Personnel	07/01/21 - 08/31/21	700
Training / Workshops	Personnel	07/01/21 - 08/31/21	1000
Church Stipend	Non-personnel	08/31/21	1000
Incentives	Non-personnel	07/01/21- 08/31/21	1000
Catering / food	Non-personnel	07/01/21 - 08/31/21	3000
Marketing	Non-personnel	07/01/21 - 08/05/21	1000
Supplies Equipment	Non-personnel	07/01/21 - 08/31/21	1000
<b>Total: (should equal the total budget amount)</b>			<b>10,000</b>

**Bids/RFP's (If applicable):**

**What other resources/in-kind donations have you leveraged/will you be leveraging for this project?**

Donations for incentives from businesses. Health education and safety assistance from John Muir Health. Many community volunteers.

**For staff use only:**

This Workplan was received on 4/11/2021 budget revision was received on Aug 5, 2021

This Workplan was originally reviewed and recommended by DPAC on: 7/20/2021

This Workplan was originally approved at the District Board Meeting on:   /  /  

Annual Budget for the Workplan approved by the District Board: \$\_\_\_\_\_

Date that the First Quarterly Report is due to DPAC:   /  /  

Has the project sponsor agreed to include District sponsorship information on all publicity materials?