

5- YEAR STRATEGY UPDATE

for B'more for Healthy Babies
2025-2030



LO26-0044 - B'more for Healthy Babies Strategy

Baltimore City Health
Department

May 13, 2026

 B'more for
Healthy Babies™
Every baby counts on you

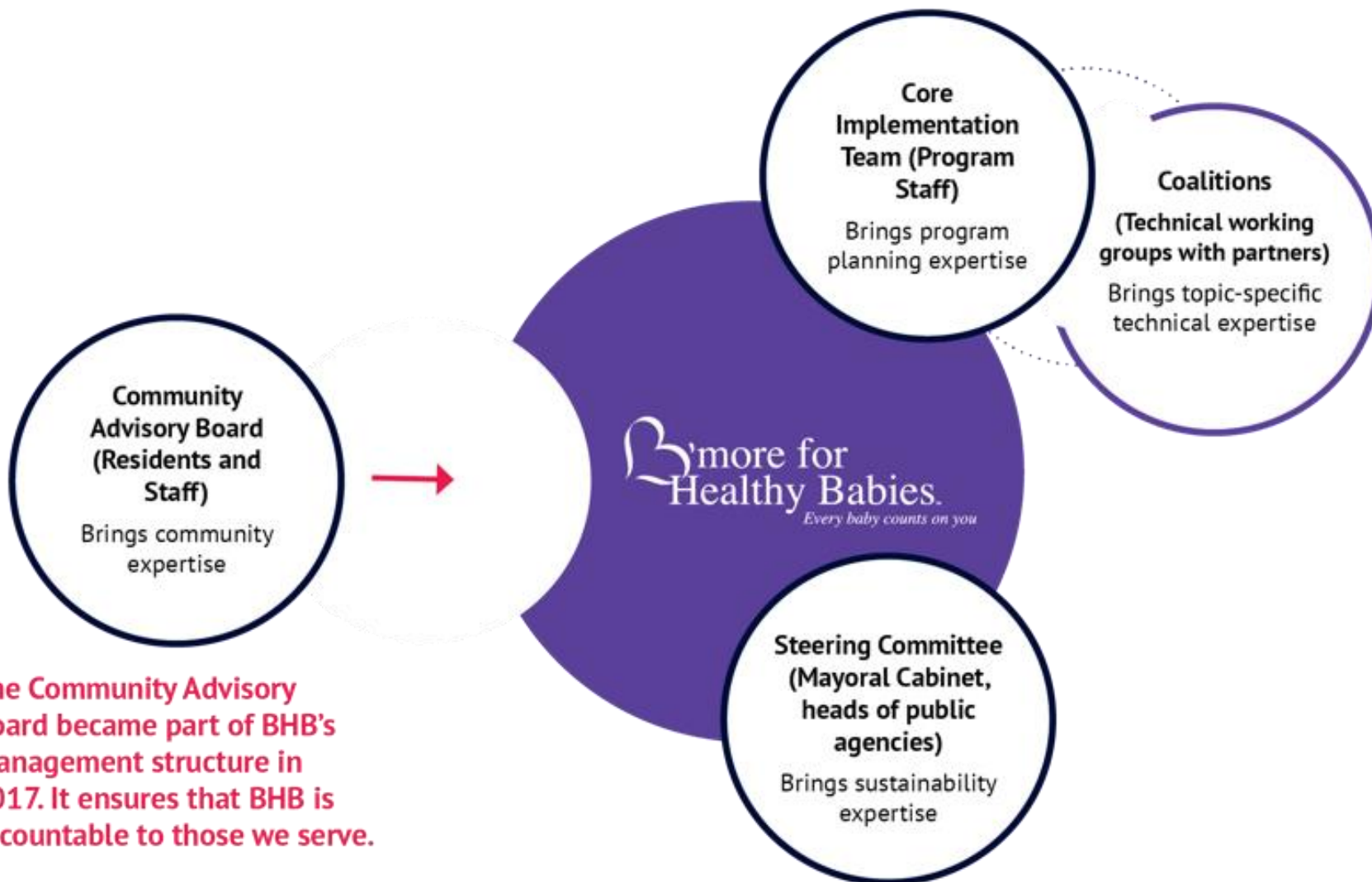
Vision and Mission

Vision: B'more for Healthy Babies envisions a Baltimore where all babies are born healthy and grow up in supportive families and neighborhoods.

Mission: To achieve this, we are building a system of care that gives expectant families and babies easy access to quality health care.



Management Structure



The Community Advisory Board became part of BHB's management structure in 2017. It ensures that BHB is accountable to those we serve.

BHB's Programmatic Structure

MCH systems strengthening

- Provider outreach and technical assistance
- Policy advocacy
- Social marketing campaigns
- Provider referrals

Citywide centralized intake system

- Short-term care coordination of birthing people with Medicaid/uninsured
- Linkages to resources based on need
- Coordinated home visiting system for long-term support

Intensive place-based organizing

- Neighborhood community sites
- Community health advocates embedded in six of the city's Judy Centers
- Three teams of community health workers
- Outreach, group-based programs, social support, peer leadership

Accomplishments

~20,000 families served every year

Care coordination
for more than
5,000 pregnant
women annually

35% reduction in infant
mortality

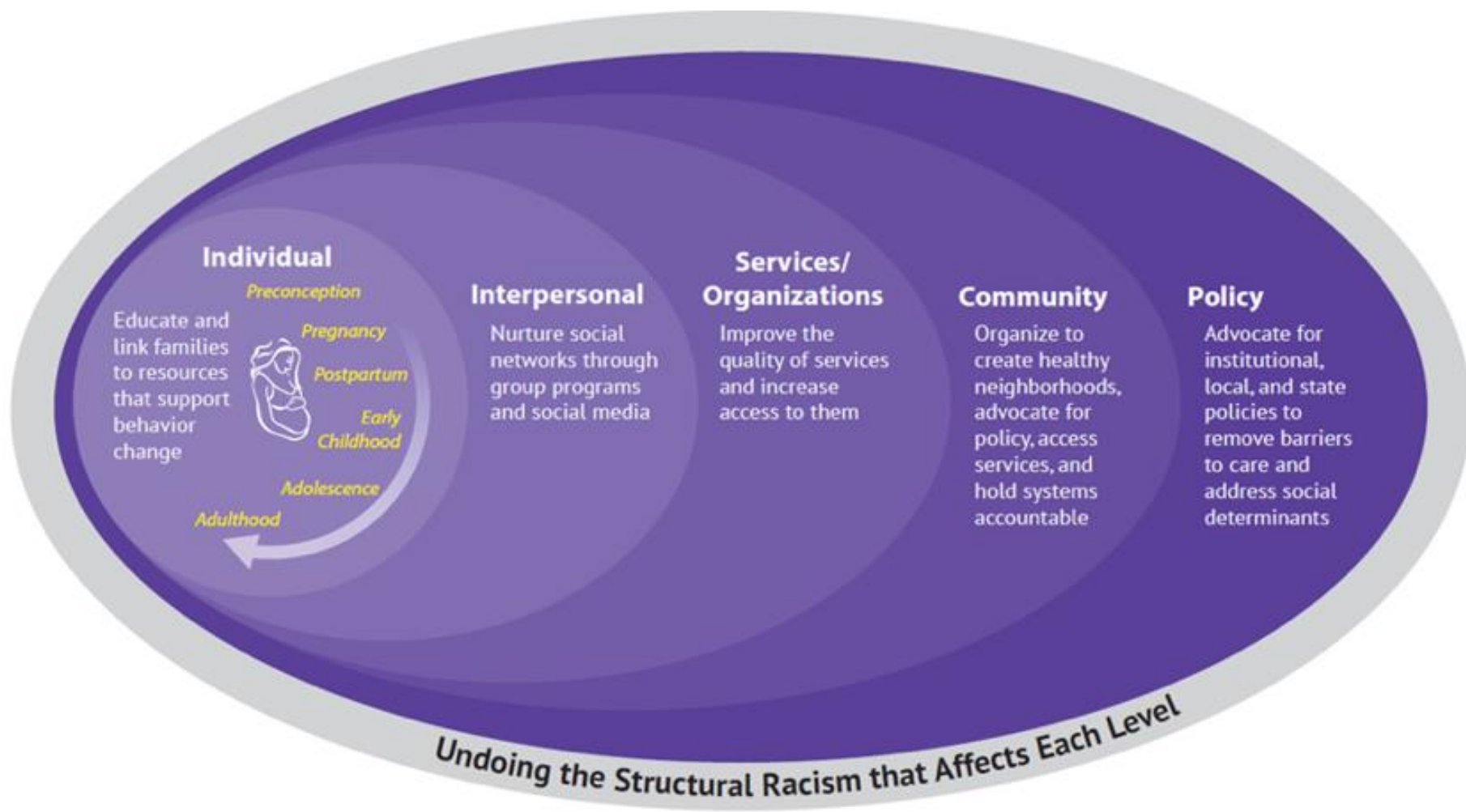
61% decrease in
teen birth

54% reduction in
infant mortality
in Upton/Druid
Heights

37% reduction in
Black-White
racial disparity in
infant mortality

66% decrease in
cigarette use
while pregnant

BHB Framework for Advancing Equity in Maternal and Child Health



Abell Report: Released 2023

- Interviews and focus groups with parents
- Focus groups with partners from PPNE and Upton/Druid Heights
- Key informant interviews with partners and key stakeholders

Strategy Refresh: Developed September 2024 – January 2026

- Built on the work done for the Abell report
- Findings from FIMR, MMR, CFR
- Focus group with BHB leadership
- Two in-person retreats with Core Implementation Team
- Survey of MCH Bureau
- Key informant conversation with BabyStat
- Key informant conversation with Community Advisory Board (CAB)

2030 Targets

10% ↓	Infant mortality rate (IMR) and Black-white disparity in IMR
10% ↓	Maternal mortality rate (MMR) and Black-white disparity in MMR
5% ↓	Preterm birth rate
5% ↓	Low birth weight rate
10% ↑	Breastfeeding initiation rate at birth
5% ↑	Childhood immunization rate
20% ↓	Number of sleep-related infant deaths
40% ↓	Number of infant/child overdose deaths (0-<18yrs)
50% ↓	Number of congenital syphilis cases among newborns
10% ↓	Teen birth rate, Black-white disparity in teen birth rate, and Hispanic-white disparity in teen birth rate
5% ↓	Maternal chronic hypertension rate
5% ↓	Maternal pre-pregnancy obesity rate as measured by BMI
5% ↓	Maternal cigarette smoking rate during pregnancy



Strategy #1: Take collective action to create an anti-racist, high-quality network of public health programs for preconception, pregnancy, and early childhood.

Health and Wellness	Mental Health and Emotional Well-being
<ul style="list-style-type: none">• Immunization• Nutrition• Preconception to postpartum maternal health• Safe sleep habits• Early intervention• Sexual health of teens and adults• Congenital syphilis prevention	<ul style="list-style-type: none">• Social-emotional development• Mental health, substance use, and overdose prevention
Parenting Education	Environmental Impact
<ul style="list-style-type: none">• Breastfeeding education and other workshops/outreach• Positive parenting education and family support• Child abuse and neglect prevention	<ul style="list-style-type: none">• Climate impact on maternal and child health—services and education



Strategy #2: Link individuals and families to resources they need to be healthy, including income support, housing, jobs, and social networks.

Activity Examples:

- Sustain HealthCare Access Maryland's care coordination and referral services
- Expansion and coordination of home visiting programs
- Raise awareness and access to primary and secondary care for sexually transmitted infections (e.g., syphilis) and chronic illnesses (e.g., hypertension)



Strategy #3: Mobilize more communities to build upon their strengths and assets for action and advocacy.

Activities Include:

- Align neighborhood efforts to citywide strategy
- Use data to demonstrate the impact of BHB at the neighborhood and citywide levels
- Continued onboarding of the Cherry Hill neighborhood to ensure alignment with the citywide strategy
- Implement faith-based outreach and organize across neighborhoods



Strategy #4: Establish seamless connecting points for pre-K to kindergarten care coordination and transition to transform systems and services for families and children ages 0-3.

Key activities:

- Embed the BHB strategy in community-based initiatives like Judy Centers
- Provide families with referrals for early intervention services via Baltimore Infants and Toddlers Program, Department of Social Services, and WIC
- Contribute to citywide networks like Early Childhood Advisory Council and BabyStat to align BHB with school readiness efforts



Strategy #5: Implement a citywide communications strategy to increase awareness of BHB and its local and statewide mission.

Activity Examples:

- Update graphic design, messaging, and materials in partnership with Johns Hopkins Center for Communication Programs
- Implement communication campaigns to expand public health messages via print, radio, advertising, social media, etc.
- Host public events to bring families, partners, funders, and policymakers together to celebrate maternal and child health
- Provide a BHB online portal and resource hub for providers



Strategy #6: Partner with advocacy organizations and organize staff and residents to advocate for institutional, local, and state policy change.

Key Advocacy Priorities:

- Continue to increase awareness among policymakers about maternal and child health and the impact of the BHB approach and programs
- Improve the submission rates of prenatal risk assessment and postpartum maternal and infant referrals by providers
- Develop innovative state reimbursement models, including Medicaid reimbursement for services and support provided by community health workers, doulas, etc.



Strategy #7: Ensure long-term leadership stability and diversified funding to sustain BHB's work.

Activity Examples:

- Hire and retain sufficient staff to implement BHB programs and activities
- Secure grant writing support to pursue funding from public and private sources
- Provide training and professional development to improve BHB staff capacity and skills



Strategy #8: Initiate a statewide and national technical assistance strategy to help more communities improve reproductive health outcomes

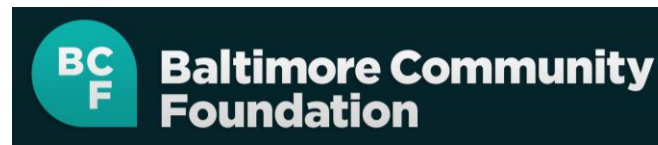
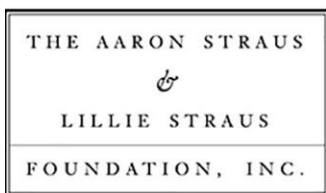
Activity Examples:

- Seek partnerships with state and national organizations to disseminate BHB's model and expand its reach
- Build and share online portal and resource hub with best practices, tools, templates, and data resources

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Thank you to our funders





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Thank You!

Visit our site:



healthybabiesbaltimore.com