



Best Babies Zone: The BBZ Initiative and Approach

Program Manager | Best Babies Zone Initiative
University of California, Berkeley | School of Public Health

October 2, 2017
Community Co-Learning Session



Overview

- Life Course Perspective
- Best Babies Zone Initiative
- The Zones
- The “BBZ Approach”
- Technical Assistance Center



Traditional approach to improving birth outcomes



Improving the odds



BBZ: A practical application of Life Course Perspective



The BBZ Initiative is funded by the W.K. Kellogg Foundation

Best Babies Zone Initiative

UC Berkeley National Office

AMCHP

National Healthy
Start Association

CityMatCH

National
Consultants

Multi-Sector
Advisory Group

Funding for BBZ TAC from the W.K. Kellogg Foundation



Cohort 1

- Cincinnati OH
- New Orleans LA
- Oakland CA



Cohort 3

RFA open through
October 9, 2017



Cohort 2

- Indianapolis IN
- Kalamazoo MI
- Portland OR



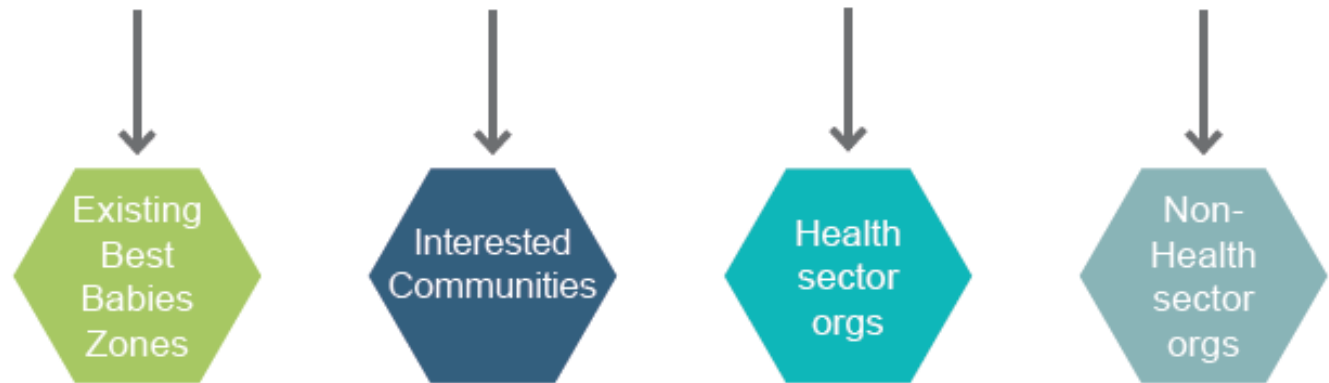
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BBZ Technical Assistance Center

WHAT WE DO

- **Resource Sharing:** Provide tools to implement BBZ's community-driven, place-based, multi-sector collaborative effort, and social movement-building approach.
- **Referrals:** Connect TA recipients to other leaders in the BBZ network and beyond.
- **Product Development:** Create case studies, infographics, or databases.
- **Thought Partnership:** Collaborate to help navigate complex topics and opportunities.
- **Training:** Plan, host, and facilitate a training on a specific topic; virtually or in-person.

WHO WE SUPPORT



National Locations of Best Babies Zones



What is a Best Babies Zone?

Zonal Focus

- Minimum 100 births annually
- 8,000 – 20,000 residents
- Demonstrated need to address racial inequities in birth outcomes

Multi-Sector Collaboration

- Working across four key sectors is crucial to the long-lasting effects of the BBZ work

Community-Driven Action

- Local strategies developed from local perspectives and priorities
- Resident collaboration and leadership

Cultivating a Social Movement

- Advancing local and national equity-focused social movements



What We Do Together



ACTIVATE ZONE RESIDENTS AND COMMUNITY PARTNERS

- Identify neighborhood leaders and partners
- Bring them together



LISTEN TO NEIGHBORHOOD PRIORITIES

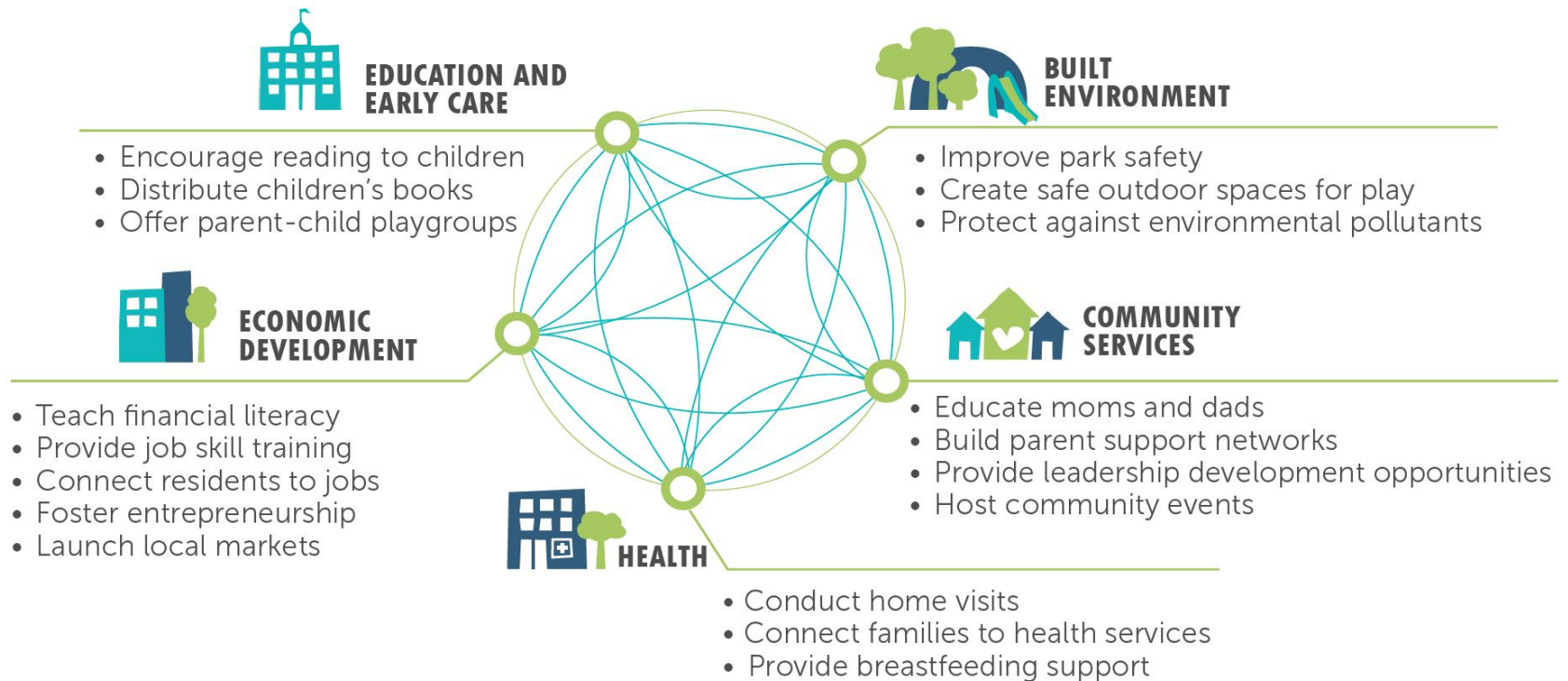
- Prioritize needs and opportunities
- Create a shared vision



FOSTER CROSS-SECTOR COMMUNITY ACTIONS

What We Do Together - 2

FOSTER CROSS-SECTOR COMMUNITY ACTIONS



What Happens Over Time

- Increased community resiliency
- Greater ability of families to meet their basic needs
- Improved health of moms and families
- More children are prepared for and successful in school
- Stronger local economy
- Safer, healthier neighborhood
- **Equity in birth outcomes**

What Happens Over Time - 2

▶▶ **HEALTHY BABIES** IN HEALTHY COMMUNITIES





Thank you!

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<http://www.bestbabieszone.org>

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Best Babies Zone: The Castlemont Site

Mariela Uribe
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Alameda County Public Health Department

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Family Health Services Division

Maternal, Paternal, Child and Adolescent Health
(MPCAH) Unit

Home Visiting
& Family
Support

**BUILDING
BLOCKS**
for Health Equity Unit

Adolescent
Health

Perinatal
Services &
Family
Planning



Race, Income, and Place Impact Health: Life Course Perspective



Compared to Whites in the Oakland hills, African-Americans in East Oakland are....



2 times more likely to be born low birth weight

10 times less likely to have a mother who graduated from college

32 times more likely to live in poverty

3 times less likely to read at grade level by third grade

5 times more likely to be unemployed

1.3 times more likely to die of stroke

INFANT

CHILD

ADULT

Cumulative impact: 14 year difference in life expectancy

Best Babies Zone: Castlemont Neighborhood

Census Tract 4097



Best Babies Zone



Community
Engagement

Early Childhood &
Family Support

Community
Economic
Development

Community
Forums

Community
Innovation
Awards

East
Oakland
Innovators

Small
business
development

Castlemont
Community
Market

Collaboration with ACHSI

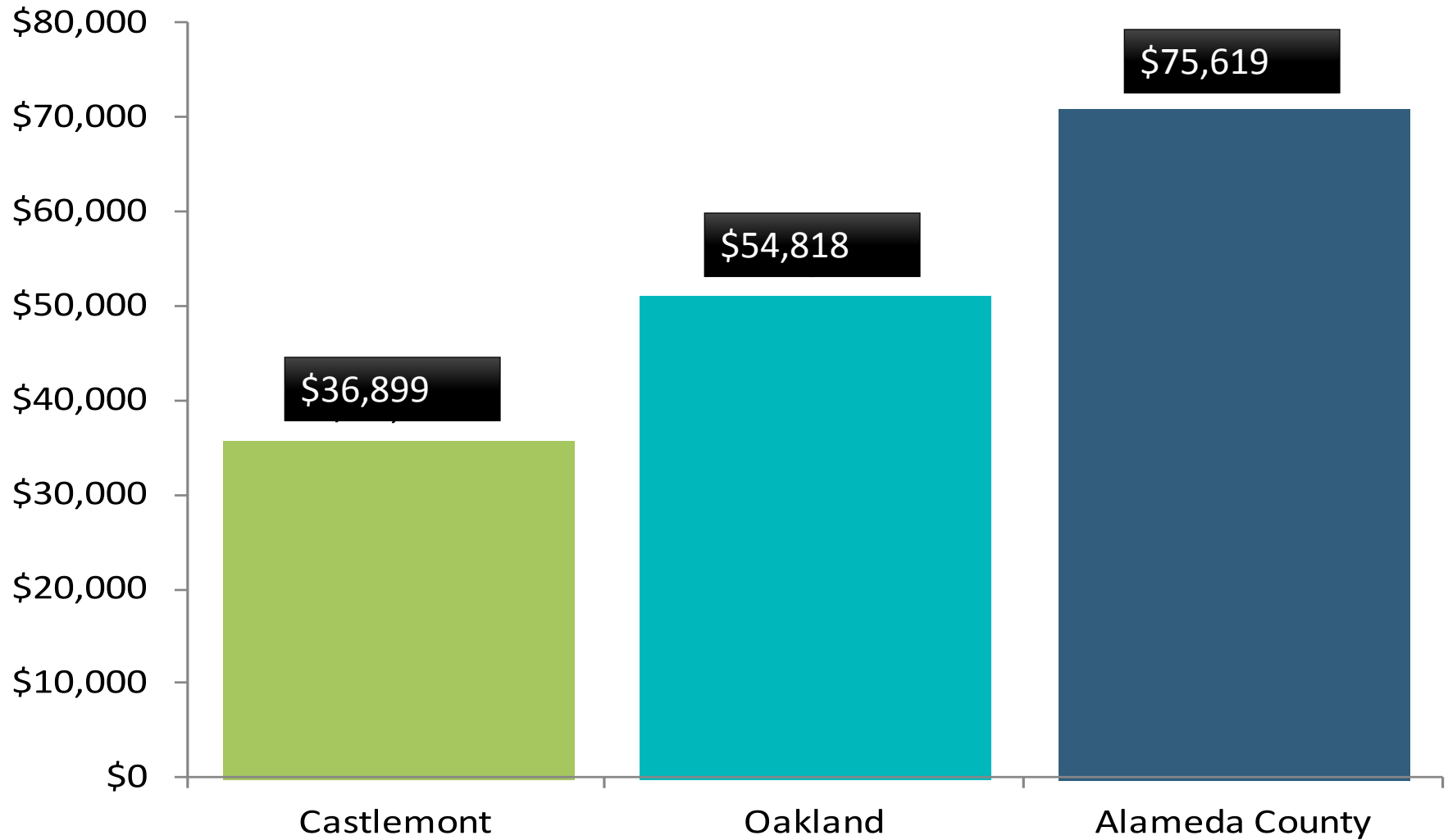
- Home visiting and case management
- Community Baby Shower/Boot Camp for New Dads
- Club Mom

Why is a health department focused on community economic development/entrepreneurship?

Unequal economic conditions influence babies' health at birth, and their health as they grow.



The Economic Landscape of Castlemont



Source: American Community Survey 2007-11.

Median House-Hold Income



The East Oakland Community Market



Our Goal:

To build social cohesion with a fun and family friendly event while strengthen and promoting a shop local culture while developing local entrepreneurs



The BBZ-Mandela Entrepreneurs Program: Cohort 1

BBZ-Mandela Entrepreneurs program is an entrepreneurship development program that provides a foundational understanding of business skills and planning in a culturally relevant context



BBZ-Mandela Entrepreneurs: Cohort 1

Who are the Entrepreneurs:

- 10 participants: 3 Men 6 Women
- Age range 19-50
- 5 self identified as African American and 5 self identified as Latino
- 8 participants income was under \$15,000

NFP Client and where are the entrepreneurs now?



The BBZ-Mandela Entrepreneurs Program: Cohort 2 Alameda County Healthy Start Clients

Who are the Entrepreneurs:

- 13 participants: 4 Men 9 Women
- 12 self identified as African American and 1 self identified as Latino
- 12 are parents
- 1 is a Best Babies Zone East Oakland Innovator

Buy-In: \$5-\$100

- 6 participants brought \$100
- 4 made payment plans to buy-in at \$100



Client from **Fatherhood Initiative**
Business Idea: A Food Truck



Quality 100%

SECOND HAND STORE

Best price

A woman with a white headband is holding a young girl in a blue tank top and white shorts. They are standing next to an older girl wearing glasses and a black t-shirt. They are in a room with tables and chairs. A red seal in the top left corner reads "Quality 100% HAND STORE Best price".



Keys to Success and Challenges



CENTRO
COMMUNITY PARTNERS



MANDELA
MARKETPLACE

BUILDING
BLOCKS
for Health Equity Unit



Thank you!

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