Successful Strategies to Improving Birth Outcomes

B’more for Healthy Babies Initiative Case Study

Presented by
CareFirst BlueCross BlueShield
&
The National Association of City and County Health Officials (NACCHO)

2:00 CareFirst Welcome, Introduction of webcast partner NACCHO

2:05 Calondra Tibbs, MPH, Senior Advisor, NACCHO
A National Perspective on Maternal and Child Health (MCH) Trends and Issues

2:30 Olivia D. Farrow, Esq., Deputy Commissioner for Youth Wellness and Community Health, Baltimore City Health Department
Introduction: B’more for Healthy Babies Initiative Strategy

2:35 Rebecca Dineen, MS, Assistant Commissioner for the Bureau of Maternal and Child Health, Baltimore City Health Department and Gena O’Keefe, MD, Senior Associate, The Annie E. Casey Foundation
Case Study - B’more for Healthy Babies Initiative: An integrated network of more than 150 organizations working in concert to affect policies and services that support mothers, babies and families.

3:30 Adjourn