

Mount Zion Community Development, Inc.

Project N.A.F. (**N**urturing **A**sheville and **A**rea
Families)





Project N.A.F

- **Goal:** To improve birth outcomes for African American pregnant women in Buncombe County

- **Actions:** Provide culturally sensitive and individualized services to African-American women while they are pregnant and during their baby's first two years of life

Needs Data

- Infant mortality is an important measure of health and an indicator of health status. Although infant mortality has declined over the past several years, the gap between minorities and whites has not narrowed. Buncombe County's infant mortality rate was 6.2 deaths per 1,000 live births in 2011 (2011 NC SCHS). However there is a dramatic disparity in infant mortality by race. An African American baby was three and a half times more likely than a white infant to die prior to his or her first birthday. The African American infant mortality rate was 14.0 deaths per 1,000 live births (NC rate for minorities was 13.5 deaths per 1,000) while the white rate was 4.5.
- Two leading indicators of infant health are birth weight and maternal weight gain during pregnancy. The percent of very low and low birth weight (7.8% for white and 9.3% for AA) infants in Buncombe County for African American infants is 1.3 times that of white women. There were 2,568 live births in Buncombe County in 2010; 234 (9.1%) of these infants weighed less than 2,500 grams. There were 156 live births to African American women in the same time period; 20 (12.8%) weighed less than 2,500 grams (Buncombe County 2010 Baby Book, NC SCHS).



Access to Health Care

- ***Availability and accessibility of health services and other support services in the target area***
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- Access to health care is a primary factor in health maintenance



Client/Participant Services

- **Pre-natal and Support Services**
- **Coordination of Child Care During Medical Appointments**
- **Transportation Assistance**
- **Individualized Parenting Support**
- **Consumer/Community Outreach and Input**



Infant Mortality

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Program Goals & Objectives

Objective 1: Reduce the incidence of infant mortality and low birth weight among Buncombe County African American pregnant and post-women through the provision of case management/care coordination services. This is inclusive of but not limited to a minimum of 1 monthly contact and at least 2 home visits annually.

Goal 2: Improve access to community based services to reduce the incidence of

Program Goals & Objectives

Objective 2: Provide health education and support for all program participants focused on:

- **Breastfeeding Initiation And Maintenance Up To At Least 6 Weeks,**
- **Eliminating Use And Exposure To Tobacco,**
- **Safe Sleep**
- **Folic Acid Pill Consumption,**
- **Reproductive Life Planning, and**
- **Improved Self-Esteem**



Program Goals & Objectives

Objective 3: Provide women's wellness support to include healthy weight, nutrition, and physical fitness.



Program Goals & Objectives

Objective 4: Ensure well/sick child medical visits and appropriate immunizations.

Project NAF Glows



- **Buncombe County's Minority Infant Mortality Project**
- **Providing services to African American pregnant/post-partum women since 1997**
- **One of the few oldest existing Minority Infant Mortality Programs funded by the N. C. DHHS**

- **2001: Project NAF cited as National Model. Interactive Broadcast held at MAHEC, led by the U. S. Bureau of Primary Health Care in a 48-state exchange that encompassed 180 sites and 6,000 participants**
- **2008: Honored by the Dr. Martin Luther King Association**
- **2011: Project NAF cited as a Community Program Model by the N. C. Child Fatality Task Force**
- **2011: Project NAF cited as a State Model during the Annual Appalachian Regional Commission (ARC) (based in Washington, DC). Recommended by the N. C. DHHS Women's Health Division. Program presented during ARC's Annual Conference Healthy Families: Healthy Future_September 7-9, 2011, Prestonsburg, KY.**

Project NAF Recognized as a National Model

- Mount Zion's effort to fight infant mortality given national attention





Referral Criteria

- **African-American Pregnant Women**

- **Pregnant or no more than 60 Days Post Partum**
- **Reside in Buncombe County**



Summary

There have been several positive changes in Buncombe County among African American women: a significant increase in the number of women taking folic acid; a similarly significant decrease in the number of women smoking within 3 months of becoming pregnant; a decrease in the infant death rate due to SIDS and an increase in the number of African American women receiving prenatal care. While these changes cannot be solely attributed to Project NAF, it would be impossible to deny that Project NAF is having a positive impact in this community.

Project NAF Babies Future Leaders of America!



FROM THE STAFF, PARTICIPANTS, AND BABIES OF PROJECT NAF WE WOULD LIKE SAY

