

PHEARLESS Leadership in Action: Take It Easy, Baby!

A community-driven approach to fighting maternal hypertension and reducing infant mortality in New Orleans

Meet our Cohort:

- Daisy Ellis - Chronic Disease Policy Specialist
- Kayla Perkins – Digital Equity Coordinator

New Orleans
Health Department

Jazmin Roberson – Doula,
Mom, Advocate

Labor and Love Doulas

Robin Gruenfeld – Director
of Collective Impact

March of Dimes

We knew Louisiana infants have worse outcomes than they should.



- Black infants twice as likely as white infants to die in their first year of life.
- Very low birthweight (under 3.3lbs) significantly increases mortality risk.
- Chronic conditions before pregnancy dramatically increase the risk of preterm birth and very low birth weight babies.

Big Goal: Reduce infant mortality in New Orleans.



Managing chronic disease before and between pregnancies is complex, expensive, and time-consuming.



Low-dose aspirin helps reduce the risk of preeclampsia among pregnant women with chronic conditions.



Process goal: reduce preeclampsia by improving rates of low-dose aspirin use when indicated.

- Multilevel intervention for providers, moms, and community organizations
- Grounded in regenerative leadership and building sustainability
- Working across partners (WIC, hospitals, doulas, peers)



How: Interventions across several audiences and environments to carry the message.

Curriculum for
providers

Teaching tools
for lay providers

MailSmart and
public transit
campaign

Partnership with
Community
Organizations

Institutional
Changes

Understanding Need and Impact: Leveraging lived experiences and local health data to shape the approach



Where are we now?

- Southeast Louisiana provider curriculum developed and accreditation in process (building off Low Dose, Big Benefits)
- Partnerships formed with healthcare systems for curriculum distribution
- Deepened alignment with community organizations (WIC, primary care, doulas, universities)
- 125 community surveys completed
- 15+ Interviews with pharmacists, OBGYNs, and subject matter experts
- Medicaid claims data analysis begun
- Public transit and campaign materials developed

**When raising a family,
you have a lot of
people to look out for.**

Don't forget about you! Take
extra care of you and baby with
one daily pill.

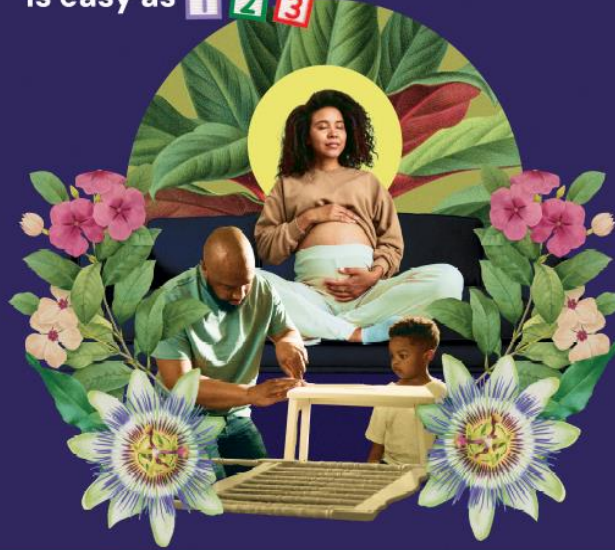


**Take
it Easy,
Baby**

Ask your doctor about
low-dose aspirin to
prevent pre-eclampsia.

**Prepping for a new
baby can be hard.**

But taking care of you and
baby with one daily pill
is easy as **1 2 3**



**Take
it Easy,
Baby**

Ask your doctor about
low-dose aspirin to
prevent pre-eclampsia.

Next steps for sustainable impact:

Policy Advocacy

- Working toward pharmacist reimbursement and removing over-the-counter cost barriers

Provider Network Expansion

- Scaling campaign reach to additional clinics and healthcare systems across the region

PHEARLESS Sustainability

- Applying regenerative leadership principles to maintain momentum beyond seed funding

Lessons From PHEARLESS

- Long term relationship building
- Changing patterns of care over time
- Nurture community and build positive feedback loops
- Patience



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