



## WIN Network: Detroit Community Newsletter

In this newsletter, you'll find updates on WIN Network families and babies, events, and how our work is improving the health of our community. Thank you for supporting our work to reduce infant mortality amongst our Detroit babies.

[Visit our website!](#)

### Join the Club! NEW Women of WIN Network Facebook group

Have you been involved with WIN Network: Detroit, want to stay in touch with us, or just want to join a great community of amazing Detroit women? [Request to join](#) our new Facebook group: *Women of WIN Network Detroit*. This group is a place to connect with WIN Network, stay in touch with Community Health Workers, share stories and photos, ask questions, and get Detroit resources!



[Join now!](#)

Are you following us on social media? If not, you're missing out! Follow us on [Facebook](#), [Instagram](#), and [Twitter](#) for photos, updates, local resources and events, inspiration, and more!

## Add WIN Network: Detroit Community Health Workers on Facebook!

Stay in touch with our Community Health Workers, Linda, Nada, and Felicia, by friending them on Facebook! We love to keep our moms and families connected, and we'd love to be your friend!

[Add Linda on Facebook](#)

[Add Nada on Facebook](#)

[Add Felicia on Facebook](#)



## Group Prenatal Care Reunion 2018: See the Photos!

In April, we held our group prenatal care reunion for groups P, Q, and R! Our WIN Network families and babies joined us for an afternoon of food, games, photos, and catching up! Check out all the photos from this event [on our Facebook page](#).



[See more photos on our Facebook page!](#)

## Felicia Lane: My Favorite CHW Memory



"My favorite memory as a Community Health Worker was a few years ago when we had a community baby shower. Over 350 moms attended, and one woman came up to me and said 'I have 2 kids and no one has ever thrown me a baby shower!' It was then I realized the impact we had on people's lives."

"You can make a difference in someone's life too. If you know someone having a baby, tell them about WIN Network: Detroit so they can get the same amazing benefits of having a Community Health Worker to support them and their baby. Have them call 313-916-8999 to enroll today."

### Success Story: Finally Full-Term

In April's last pregnancy before joining WIN Network: Detroit, she delivered her son prematurely at 30 weeks and he fought for his life in the NICU. During that pregnancy April experienced depression and anxiety, and did not feel she received the prenatal care or the support she needed.

April joined WIN Network: Detroit's group prenatal care during her most recent pregnancy. With WIN Network, April received the care and support she deserved. She delivered her daughter, Ava, at 38 weeks. Ava is April's fourth child, and before joining WIN Network, April had never been able to carry a pregnancy full-term.



[Watch our video on April & Ava's story.](#)

## Group Prenatal Care: By The Numbers

**93 babies** have been born in WIN Network's group prenatal care program.

**7.04 lbs** is the babies' average birthweight.

**39.6 weeks** is the average gestational age.

**90%** of moms initiated breastfeeding.



## Henry Ford Hospital earns prestigious Baby-Friendly® designation

Henry Ford Hospital in Detroit has earned the prestigious Baby-Friendly Hospital Initiative (BFHI) designation. This designation is awarded to hospitals that follow strict breastfeeding and maternal care guidelines established by the World Health Organization (WHO) and United Nations Children's Fund (UNICEF). Less than 500 of the 3,000 hospitals in the United States have earned this designation.

[Learn more about this accomplishment.](#)

## MY BABY: Born Ready Social Media Campaign reaches thousands to promote healthy pregnancies and babies

Earlier this year, WIN Network: Detroit and Great Start Collaborative Wayne County partnered to create the MY BABY: Born Ready Social Media Campaign. This campaign promotes 5 key perinatal messages that help ensure healthy pregnancies and babies. During our pilot period from January-March 2018, over 16 organizations participated in the campaign by sharing the MY BABY: Born Ready content to their organization's social media pages.

During this 3-month long period, WIN Network: Detroit posted MY BABY: Born Ready images and messages to our Facebook, Twitter, and Instagram accounts each day.



On our [Facebook](#) page, MY BABY: Born Ready posts were seen a total of 11,051 times. Each post was seen by an average of 139 people, and each post engaged an average of 8 people with likes, comments, and shares.

On our [Twitter](#) page, MY BABY: Born Ready tweets were seen a total of 16,350 times. Each tweet was seen an average of 327 times.

### Congrats to our winners of the MY BABY: Born Ready Campaign Posting Contest:

1. [M&M Early Learning Academy](#)
2. [University of Michigan School of Public Health Office of Public Health Practice](#)
3. [Metro Detroit Midwives of Color](#)

Please email [arooker1@hfhs.org](mailto:arooker1@hfhs.org) if you are interested in participating in future MY BABY: Born Ready social media initiatives.

[Learn more about the MY BABY: Born Ready campaign.](#)

## Affirming the Value of Women: Detroit Institute for Equity in Birth Outcomes holds successful first conference

The Detroit Institute for Equity in Birth Outcomes held its first conference, "In Pursuit of a Baby-Friendly Detroit: Affirming the Value of Women" at the Charles H. Wright Museum of African American History in Detroit on May 10th.

Keynote speaker, Dr. Camara Phyllis Jones, addressed the audience with her presentation on "Tools for a National Campaign Against Racism." Dr. Jones is a past president of the American Public Health Association and current Adjunct Professor at Emory University School of Public Health and Morehouse School of Medicine.

The conference also offered sessions on the role of fathers in improving birth outcomes, marijuana and breastfeeding, the Mommy-Friendly Detroit™ Initiative, and more. Over 115 leaders in maternal and child health attended the conference and showed their commitment to a collaborative effort for reducing disparities in birth outcomes.

[See more photos from the conference.](#)



Dr. Camara Phyllis Jones gives her keynote address, "Tools for a National Campaign Against Racism."



Conference attendees participate in a collaborative exercise during the Mommy-Friendly Detroit™ Initiative World Cafe.

## Char'ly Snow, CNM receives 2018 Kitty Ernst Award from American College of Nurse-Midwives

Henry Ford Health System's Certified Nurse Midwife, Char'ly Snow, has been given the 2018 Kitty Ernst Award for demonstrating creativity and innovation in midwifery practice from the American College of Nurse-Midwives. Char'ly is a midwife with our group prenatal care program and the founder of Metro Detroit Midwives of Color, a nonprofit organization dedicated to uplifting women of color in midwifery to reduce health disparities. Congrats Char'ly!



[Learn more about Char'ly.](#)

## On the Blog

[Women's History Month: The Women That Inspire Us](#), March 2018

[WIN Network featured in Henry Ford Health System's Patient Engaged Research Center Newsletter](#), February 2018

[Donate to WIN Network: Detroit!](#)



*Our midwives hold your baby like their own.*

**Call us today. We have a group waiting for you.  
Enroll in group prenatal care. 313-916-8999**

**Stay connected with us on social media!**

WIN Network Detroit

WINNDetroit

@WINNDetroit

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