

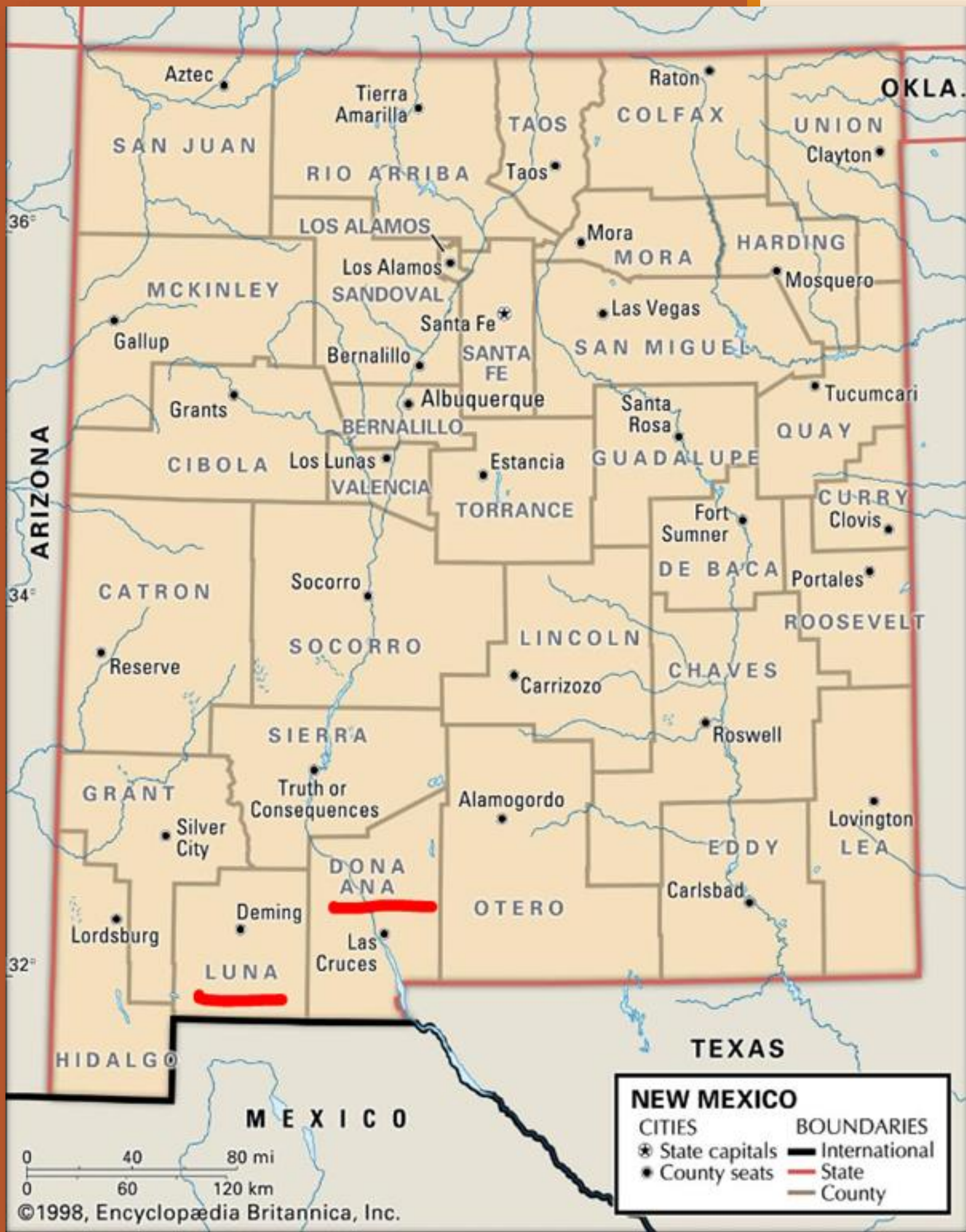


A Healthy Start for Every Life



Western Sky Community Care (WSCC) is a health plan in New Mexico.

Health equity is central to the purpose of Western Sky Community Care: to transform New Mexico's health, one person at a time. Because we believe everyone deserves access to the best, most affordable health care for their individual health care needs, Western Sky is dedicated to closing unjust gaps in health to achieve health equity for all New Mexicans.



WHERE:
 Dona Ana County – City: Las Cruces, NM
 Luna County – City: Deming, NM

- These counties make up part of the **nation's southern border**. Many of the women and children most in need of healthcare are **undocumented** or are part of families with undocumented family members.

WHO:
 Focused on maternal health for Hispanic Mothers

- **Hispanic members in Las Cruces and Deming** showed a **10% - 53% disparity rate** when compared to white members that lived in the same Zip codes, meaning that, Hispanic mothers were less likely to go to Prenatal and Postpartum appointments when compared to White mothers living in the same community.

HOW:
 Removing barriers to ensure access to care -

- **Prenatal Care (PPC)** - The percentage of deliveries in which women had a prenatal care visit in the first trimester, on or before the enrollment start date or within 42 days of enrollment in the organization.
- **Postpartum Care (PPC)** - The percentage of deliveries in which women had a postpartum visit on or between 7 and 84 days after delivery.

Economic
 22.4% of Luna County families live in poverty.
 19.4% of Doña Ana County families live in poverty.
*Source - <https://www.newmexico-demographics.com>

Race and Ethnicity
 Luna County: Hispanic (68.4%) followed by White (28.0%) and Black (1.6%).
 Dona Ana County: Hispanic (68.9%) followed by White (26.4%) and Black (1.6%).
*Source - <https://www.newmexico-demographics.com>

Adverse Childhood Experiences (ACE's)
 Luna County has the highest rates of ACE's in NM.
*Source - PMS, 2022.

Pregnancy Rates
 Luna County had the highest Teen Birth Rate by County, Girls Age 15 – 19 in New Mexico (2018-2020) with 65.3 births per 1000 girls in the population.
*Source - <https://lhis.doh.nm.gov>

“I didn’t realize I needed to have postpartum appointments.”

“I didn’t need to go, my child was healthy and I felt fine.”

“I didn’t go, only because I was so overwhelmed with being a first-time mom.”

“I didn’t go, I was scared due to my/my family’s immigration status.”

“It is hard to make appointments because I have to work around my other children’s schedules.”

“I didn’t have reliable transportation.”

“I can’t take my other kids into the appointment room with me, and I don’t have childcare, so I didn’t go.”

Goal: Reduce the Hispanic disparity rate when compared to White members in the Las Cruces & Deming area for Prenatal and Post Partum Measures by 50%.

Objectives	Action Steps	Outcomes	Next Steps
1. Community	1.1 - Development of a community asset mapping.	1.1 - Compiled community data.	1.1 – Monitor trends in community data.
	1.2 - Identify potential community partners.	1.2 – Partnered with Luna County Health Council, WIC, Parents as Teachers.	1.2 - Continue to partner with community by participating in existing community meetings.
	1.3 Develop open-ended questions and discussion prompts.	1.3 – Completed Key Informant Interviews with key community providers.	1.3 – Continue Key Informant interviews.
	1.4 - WSCC will identify at least one Social Determinates of Health (SDoH) strategy.	1.4 – UNM HEROS Program – Community Health Workers in Deming.	1.4 – Track outcomes and identify successes and impact to reduction in disparities.
2. Members	2.1 - Identification prior to 12 weeks of pregnancy for members who are prenatal.	2.1 – Completed through Notice of Pregnancy (NOP) Text Messaging program, contracted community partners and through providers.	2.1 – Continue efforts to identify pregnant members prior to 12 weeks of pregnancy to provide support to access prenatal services.
	2.2 – Have conversations with Hispanic members in the Dona Ana/Luna County area about what they feel is needed to improve prenatal measures.	2.2 – Member interviews completed, during community events and Community Survey Question through Facebook.	2.2 – Continue to engage members at community events, ensure their voices are heard.
	2.3 - Enhance Latino member engagement in maternal clinical services through equitable identification and engagement in Start Smart for Baby Care Coordination suite of clinical services.	2.3 – Ongoing efforts to engage members identified through NOP for Start Smart for Baby program and to engage in providing support and removing barriers to access services.	2.3 – Continue efforts to engage members identified through NOP.
3. Provider Partners	3.1 - Identify a CBO/Provider serving the highest proportion of Hispanic members and develop and execute a work plan to enhance clinical outcomes.	3.1 – Providers presented with data and asked for their feedback and interest in partnering. Have not yet established a CBO for this project, due to CBO/Provider shortage in staffing.	3.1 - Identify additional potential CBO/Provider partners and approach them for their feedback and interest in partnering.
	3.2 - Support providers with training on topics such as cultural sensitivity, implicit bias, clear communication, and the practices and needs of very specific populations in their area.	3.2 – WSCC provided NO COST trainings for providers and their staff in an effort to enhance staff’s awareness and ability to support the people in their community.	3.2 – Ongoing WSCC NO COST trainings for providers and their staff in an effort to enhance staff’s awareness and ability to support the people in their community.