

APPENDIX IV-B-1

PROGRAM ACTION PLAN MATRIX

Program: Healthy Babies
Outcome Objective (Primary): To decrease the infant mortality rate to no more than 9 per 1000 live births by 2005
Data source: Death Certificate
County Baseline: The current rate is 11 per 1000 (Year 2000)
Healthy People 2010 Objective: “Reduce the infant mortality rate to no more than 7 per 1,000 live births”

Precursors Associated with Targeted Outcome Objective	Intermediate or Short term Outcome Objectives	Intervention Activities (actions) to Meet Objectives (Describe the steps of the intervention)	Target Group Or Target Area	Accountable Agency, Staff etc.	Timeframe	Performance Measure	Data Sources
Inappropriate positioning of an infant for sleep	To decrease by 30% the number of infant deaths due to SIDS where inappropriate infant sleep positioning is an associated factor	Provide postpartum patients with the opportunity to view a video on proper positioning Provide each postpartum mother with an informational packet on SIDS	Women in _____ County who will deliver a live born infant during the next 36 months	Perinatal Coordinator, Public Health Department	Jan/2002 to Dec/2005	Outcome: # of infant deaths due to SIDS where infant sleep position is a factor/# of inf. deaths due to SIDS Process: # of patients viewing the video/# of patients # of informational packets given	Death certificate Program Records
Women entering prenatal care late in pregnancy			African-American women living in the county				