



WHERE COMMUNITIES THRIVE & BABIES ARE HEALTHY

## BBZ WORKS WITH LOCAL PARTNERS IN DEFINED NEIGHBORHOODS OR ZONES

The Best Babies Zone (BBZ) supports lead agencies reaching out to residents and local partners in economic, education, community and health sectors.

These groups will work together to improve community conditions and reduce rates of low birth weight, prematurity and infant mortality.



### BBZ PARTNERS IN THE COMMUNITY

- Resident groups
- Community leaders
- Community-based organizations
- Government, Non-profit agencies and Small Businesses (active in Community Development, Educational Systems, Economic Resources and Health Services)

### NATIONAL BBZ PARTNERS

- School of Public Health, U.C. Berkeley
- Association of Maternal and Child Health Programs (AMCHP)
- CityMatCH
- National Healthy Start Association (NHSA)
- MassGeneral Hospital for Children
- Consultants Mario Drummonds, Amy Fine & Lorraine Lathen

## BBZ VISION

**Every baby is born healthy, into communities that enable them to thrive and reach their full potential.**

Best Babies Zone communities promote good health from one generation to the next. Positive life experiences and increased opportunities where we live, work, learn and play, such as early childhood education, affordable housing and a vibrant local economy will help everyone thrive and be healthy.

## THE BBZ IS STARTING IN THREE COMMUNITIES NATIONWIDE

### CASTLEMONT NEIGHBORHOOD *Oakland, California*

**Lead Agency:**

Alameda County  
Public Health Department

### HOLLYGROVE NEIGHBORHOOD *New Orleans, Louisiana*

**Lead Agency:**

City of New Orleans  
Health Department and  
Louisiana State University

### PRICE HILL NEIGHBORHOOD *Cincinnati, Ohio*

**Lead Agency:**

Cincinnati Children's Hospital

BBZ is funded by the W.K. Kellogg Foundation.

Find more information online: [www.BestBabiesZone.org](http://www.BestBabiesZone.org)



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## CASTLEMONT CORRIDOR (OAKLAND, CALIFORNIA)

Children born in East Oakland on average live 9.7 years less than their peers in the Oakland hills, a few miles away. The **Best Babies Zone (BBZ)** has an opportunity to change children's trajectories, by working with non-traditional partners to transform a historically disinvested neighborhood into one of health and economic vibrancy.

The Best Babies Zone is focused on a 7 by 12 block radius in East Oakland, the Castlemont Corridor. Our goal is to make sure that all children have the best chance at life!

Don't let the name fool you – Best Babies Zone is about more than babies! It is about creating vibrant healthy communities. More and more research shows that health is more than just health care; health is about a lifetime of opportunities and experiences that are driven by conditions where one lives. Access to healthy food, opportunities to play, high quality housing and education, job and economic opportunities, clean air and water, and other community factors are all key to good health.

Recognizing that we all play a role in health, the BBZ is uniting residents, business, and local organizations to bring new opportunities to the Castlemont Corridor. Together, groups will problem-solve, build on local strengths and assets, and find ways to support the community ensuring everyone, all ages, can thrive.

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## OUR APPROACH

Recognizing that there is no easy solution, BBZ will focus on several approaches:

- Incorporate insights from **residents** to do early win projects and build momentum
- **Capitalize on local partners' strengths**, in both the services and systems-change arenas
- **Ensure measurable impacts** by locating efforts in a small geography
- **Coordinate and synchronize** existing and new neighborhood services, projects, events, and opportunities

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## WHAT'S HAPPENING NOW

- Community market (12-3PM first Saturdays @ Youth Uprising!)
- Home visits for families with babies on the way
- East Oakland playgroup

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## WHAT'S COMING UP

- Community Cafes
- Leadership opportunities-East Oakland Innovators
- Resident led small win projects
- Fatherhood groups



**Our problems are not isolated. Our solutions shouldn't be either.**