



→ **ICF**

# B'More for Healthy Babies (BHB) Evaluation

Final Report Summary



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**Donna Klagholz, PhD**  
Child Welfare Evaluation Professional  
CWE Technical Assistance Services



**Rossy Hughes, MA**  
Lead Quality Analyst  
Research, Evaluation, &  
Implementation Portfolio



**Athena Garcia-Gunn**  
Child Welfare Facility Auditor  
Direct Assistance Services Portfolio



**Brieon Arthur**  
Research Science Manager  
Public Health Solutions Portfolio

# Introduction



**We worked with consultants in FY25 to conduct a case study of Baltimore Medical Systems B'more for Healthy Babies Communities program.**

This partner serves the nearly all Latinx population of Patterson Park North and East.

# → Evaluation Overview

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# → Purpose



- Investigate what factors contribute to positive maternal and child health outcomes
- Learn which program components are the most potent in helping newly immigrated families
- An external evaluation allows us to clearly link program activities and services to outcomes achieved and inform future iterations of the BHB Communities Program here and elsewhere
- This is a body of evidence we can use to advocate for funding and legislative support



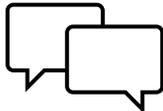
# → Methodology



# Data Collection Methods

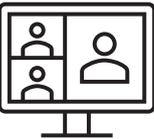
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## Data Collection Methods



### Focus Groups

Four in-person focus groups with program participants (n=40).



### Interviews

Six virtual stakeholder interviews (CHWs, partners, staff).



### Historical Data

Historical data content review of BHB Patterson Park 2021-2025 program reports and trackers.

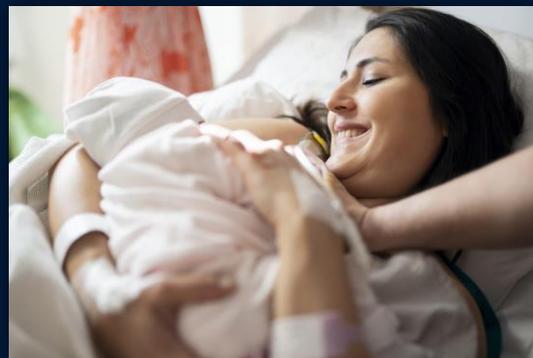


### Survey

Survey of focus group interviews (n=40) designed to collect demographic and engagement data.

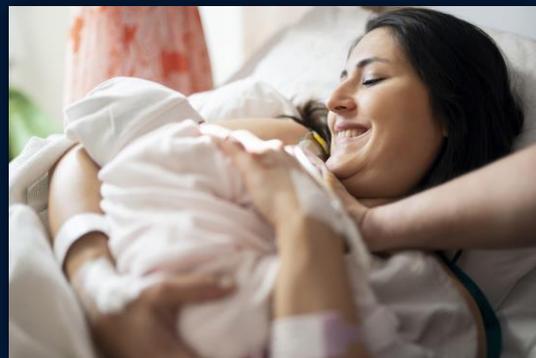
# Focus Group Sample and Logistics

Group	Participants	Recruitment & Consent	Facilitation	Location & Amenities	Incentive
Circle of Security	10 Spanish-speaking mothers Referred by peers/agencies	CHW recruited Written consent (Spanish)	Spanish facilitator Real-time translator Observer present	Community church Child-friendly Breakfast/snacks/water	\$50 gift card
Mom's Club	10 Spanish-speaking mothers First-time & experienced moms	CHW recruited Written consent (Spanish)	Spanish facilitator Real-time translator Observer present	BMS Health Center Child-friendly Coffee/juice/snacks	\$50 gift card
B'More Fit	10 prenatal/postpartum parents Various cohorts	CHW recruited Written consent (Spanish)	Spanish facilitator Observer noted themes Audio recorded	Local school After Zumba Snacks/childcare	\$50 gift card + childcare provider
Breast/Chestfeeding	10 postnatal mothers All brought babies	CHW recruited Written consent (Spanish)	Spanish facilitator Observer noted themes Audio recorded	Community church Child-friendly Breakfast with fruit/eggs	\$50 gift card



# Data Analysis

Data Source	Analysis Method
<ul style="list-style-type: none"><li>• Focus Groups</li><li>• Interviews</li><li>• Historical data</li></ul>	Thematic Analysis
<ul style="list-style-type: none"><li>• Surveys</li></ul>	Descriptive Statistics



# → Focus Group Findings



# Circle of Security



*“Just knowing I wasn’t the only one struggling made a huge difference”*

# Mom's Club

Strong Value on Community Support

Desire for Broader Programming



Parenting and Post-Natal Knowledge Development

Cultural Knowledge and Support

Accessibility

*“My kids are happier — they feel more supported. I feel like a better mom today”*

# B'More Fit

Holistic Impact on Health and Identity

Barriers to Participation



Sense of Community and Belonging

Cultural and Emotional Relevance

*“I was doing something for myself — and my kids noticed”*

# Breast/Chestfeeding Group

Strong Motivation and Desire  
to Breast/Chest Feed

Transformative in  
breaking Intergenerational  
Cycles

A Clear Call for  
**MORE**

Importance of Early  
and Culturally Sensitive  
Support



Peer Support Networks

*“If we learned about these groups more — we would have more community-level cultural shifts — we would all be informed and know”*

# Overarching Theme

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# → Stakeholder Interview Findings

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# Community Health Workers (CHWs)

Maternal  
Motivation

Strengthening &  
Sustaining Success

Expanding  
Expertise



Impact of Education  
on Moms

Structural Barriers and  
Service Gaps

Role of Cultural  
Tailoring

*“My current position is to help improve people's health and well-being, and I wouldn't change that for anything in the world”*

# Partners

Bridging Gaps

Urgency for  
Structural Change  
and Mental Health Models



Observed Program Impact  
and  
Family Change

Barriers to  
Holistic Access

Partners as System Navigators

*“The information that BHB brings to the community helps moms make real changes. I’ve seen families grow”*

# Staff

Equity and  
Reproductive Justice

Infrastructure  
Needs

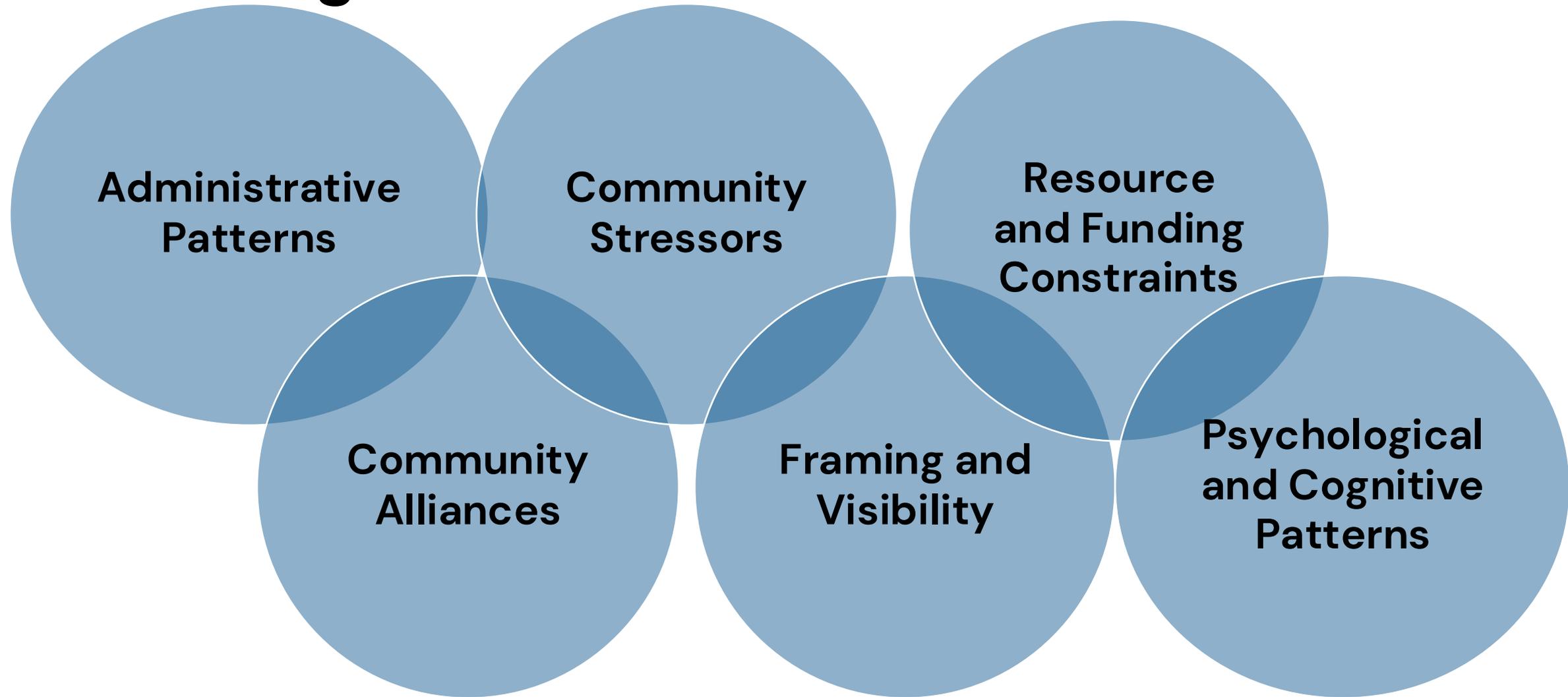


Political Climate  
and  
Structural Forces

Culturally Grounded  
Engagement

***“Community-based—where people are used to being—is the key, and it has led to longevity. The programs have been around for a long time. Short projects don’t have time to build community trust”***

# Cross-Cutting Themes



# Thank you!

We would like to extend our heartfelt gratitude to:

- **The BHB Moms and Caregivers** who agreed to participate in this evaluation study.
- **The Community Health Workers** who helped recruit participants and organize the focus group sessions
- **The Baltimore Medical Systems BHB Director** for agreeing to work with us and give us access to the Patterson Park program sites
- **The Community Partners** who gave us precious time and perspective

Their involvement was invaluable. The insights and contributions have provided us with critical data that increases understanding of BHB. Without their willingness to participate, this study would not have been possible.