

Table 1 Host Site Zip Codes (N=926)

Host sites	Number of participants who completed at least one of the four surveys			Host site zip codes
	2008	2009	Total	
Bridges	59	107	166	38105
Baptist College of Health Sciences	31	71	102	38104
East High School HOSA	73	0	73	38111
World Overcomer's	0	64	62	38115
St. Paul Baptist Church	29	5	34	38116
Friends for Life	36	0	36	38104
Hollywood Community Center	34	0	34	38108
Kairos	0	35	35	38118
Hope and Healing Center	24	8	32	38104
Lemoyne-Owen	25	0	25	38126
Methodist South	0	24	24	38116
Northside HS HOSA	23	0	23	38107
Univ. of Memphis	21	0	21	38152
Dress for Success	0	21	21	38118
Southwind High School	0	20	20	38125
Agape	0	17	17	38111
Autumn Ridge Apartments	0	17	17	38115
Inward Journey	0	17	17	38128
Exchange Club	16	0	16	38104
Elaine Ransom's	0	16	16	38116
Tenndercare	0	23	23	38105
TN CSSA	0	33	33	38105
Impact Baptist Church	12	0	12	38127**
The Urban Child Institute	12	0	12	38105

Table 1

Memphis Public Library	0	11	11	38111
Olivet Fellowship Baptist Church	3	8	11	38118
Smiles	0	10	10	38106
Lebonheur	0	9	9	38104
Winbranch Apartments	0	12	9	38116
YWCA	0	7	7	38111
Bickford CC	6	0	6	38107
Healthy Start	0	6	6	38105
Department of Child Services	5	0	5	38116**
Millington	5	0	5	38053
Seedco	5	0	5	38103
Walker House	4	0	4	38126
Coleman Church of Christ	2	0	2	38122
Total	425*	541*	966*	

*This total includes participants who attended some training sessions and completed one of the measures.

Table 2 Participant Zip Codes

Zipcodes	Number of participants with BIQs		Number of LHAs with BIQs	
	2008 N=385* n (%)	2009 N=524 n (%)	2008 N=314 n= (%)	2009 N=423 n= (%)
21208	1 (.3)	0	1 (.3)	0
28141	0	1 (.2)	0	1 (.2)
31814	0	1 (.2)	0	0
36104	1 (.3)	0	1 (.3)	0
36109	0	1 (.2)	0	1 (.2)
36116	0	1 (.2)	0	1 (.2)
36141	0	1 (.2)	0	1 (.2)
38002	7 (1.8)	9 (1.7)	4 (1.3)	9 (2.1)
38004	1 (.3)	2 (.4)	0	2 (.5)
38016	2 (.5)	16 (3.1)	2 (.6)	16 (3.8)
38017	1 (.3)	8 (1.5)	0	8 (1.9)
38018	2 (.5)	13 (1.5)	1 (.3)	13 (3.1)
38019	2 (.5)	0	1 (.3)	0
38028	0	1 (.2)	0	1 (.2)
38038	1 (.3)	0	1 (.3)	0
38039	1 (.3)	0	1 (.3)	0
38053	5 (1.3)	3 (.6)	3 (1.0)	3 (.7)
38058	2 (.5)	3 (.6)	2 (.6)	3 (.7)
38060	1 (.3)	1 (.2)	1 (.3)	1 (.2)
38066	1 (.3)	0	1 (.3)	0
38068	1 (.3)	0	1 (.3)	0
38102	0	2 (.4)	0	0
38103	2 (.5)	5 (1.0)	1 (.3)	5 (1.2)
38104	19 (4.9)	8 (1.5)	18 (5.7)	5 (1.2)

Table 2

38105	8 (2.1)	2 (.4)	6 (1.9)	1 (.2)
**38106	17 (4.4)	20 (3.8)	13 (4.1)	14 (3.3)
38107	34 (8.8)	26 (5.0)	30 (9.6)	18 (4.3)
38108	40 (10.4)	16 (3.1)	35 (11.1)	7 (1.7)
**38109	11 (2.9)	30 (5.7)	9 (2.9)	25 (5.9)
38111	20 (5.2)	20 (3.8)	13 (4.1)	15 (3.5)
38112	19 (4.9)	10 (1.9)	14 (4.5)	8 (1.9)
38114	22 (5.7)	24 (4.6)	19 (6.1)	12 (2.8)
38115	11 (2.9)	34 (4.6)	8 (2.5)	31 (7.3)
**38116	14 (3.6)	36 (6.9)	7 (2.2)	33 (7.8)
38117	1 (.3)	1 (6.9)	1 (.3)	1 (.2)
**38118	11 (2.9)	16 (3.1)	7 (2.2)	12 (2.8)
38119	2 (.5)	8 (1.5)	2 (.6)	6 (1.4)
38120	2 (.5)	1 (.2)	2 (.6)	1 (.2)
38122	7 (1.8)	6 (1.1)	5 (1.6)	5 (1.2)
38123	0	1 (.2)	0	1 (.2)
38124	1 (.3)	0	1 (.3)	0
38125	10 (2.6)	30 (5.7)	8 (2.5)	26 (6.1)
38126	3 (.8)	10 (1.9)	2 (.6)	6 (1.4)
**38127	25 (6.5)	46 (8.8)	16 (5.1)	32 (7.6)
38128	21 (5.5)	26 (5.0)	14 (4.5)	19 (4.5)
38132	1 (.3)	0	0	0
38133	2 (.5)	2 (.4)	2 (.6)	2 (.5)
38134	11 (2.9)	15 (2.9)	7 (2.2)	11 (2.6)
38135	5 (1.3)	6 (1.1)	4 (1.3)	6 (1.4)
38138	0	5 (1.0)	0	5 (1.2)
38139	1 (.3)	1 (.2)	1 (.3)	1 (.2)
38141	6 (1.6)	21 (4.0)	3 (1.0)	19 (4.5)
38198	1 (.3)	0	1 (.3)	0
38211	0	1 (.2)	0	1 (.2)
38305	1 (.3)	0	0	0
38611	1 (.3)	3 (.6)	1 (.3)	3 (.7)

Table 2

38612	1 (.3)	0	0	0
38632	0	1 (.6)	0	1 (.2)
38635	0	1 (.2)	0	1 (.2)
38637	0	3 (.6)	0	3 (.7)
38641	1 (.3)	0	1 (.3)	0
38647	0	1 (.2)	0	1 (.2)
38650	1 (.3)	0	1 (.3)	0
38654	5 (1.3)	4 (.8)	3 (1.0)	4 (.9)
38655	0	1 (.2)	0	1 (.2)
38659	0	1 (.2)	0	1 (.2)
38671	1 (.3)	4 (.8)	1 (.3)	4 (.9)
38672	1 (.3)	1 (.2)	1 (.3)	1 (.2)
38850	0	1 (.2)	0	1 (.2)
39705	0	1 (.2)	0	1 (.2)
72301	1 (.3)	2 (.4)	1 (.3)	2 (.5)
72364	0	1 (.4)	0	1 (.2)
72370	0	1 (.2)	0	1 (.2)
88312	0	1 (.2)	0	1 (.2)
Missing	16 (4.2)	7 (1.3)	35 (11.8)	7 (1.7)
Total	385 (100)	524 (100)	314	423 (100)

*Note: N= full sample size, n= percentage

**targeted zipcodes

Table 3 Demographic Characteristics

Demographic characteristic	% of beginning participants w/BIQs		% of certified LHAs w/BIQs (N=397)	
	2008 (N=385)	2009 (N=524)	2008 (N=314)	2009 (N=423)
Sex:				
Female	75.3	90.9	77.9	91.1
Male	16.4	4.8	14.8	4.7
Missing	8.3	4.3	7.3	4.2
Race:				
African American	82.6	83.0	81.3	82.5
Caucasian	8.8	8.1	9.3	13.0
Asian	.8	.4	1.0	.5
Hispanic/Latino	0	2.2	0	2.5
Native American	.3	.2	.3	.3
Other	3.6	2.9	3.5	1.2
Missing	3.9	3.2	4.5	0
Age:				
18 & under	30.9	12.2	3.7	13.1
19-24	10.7	22.0	10.0	23.6
25-34	20.0	30.8	20.1	26.5
35-44	14.4	17.0	12.1	16.3
45-54	8.6	10.1	.0	10.5
55-64	4.1	5.2	4.5	6.2
65 +	6.0	1.2	6.6	1.7
Missing	5.2	1.5	2.0	2.1
Marital Status:				
Never married	56.4	50.2	55.7	49.7
Not married, living with partner	5.2	12.4	5.6	11.2
Married, live with spouse	14.8	19.1	15.6	25.1
Married, spouse absent	3.0	2.5	2.8	1.0
Separated or divorced	9.6	11.0	9.3	10.0
Widowed	5.5	1.9	6.2	1.5
Missing	5.5	2.9	4.8	1.5
Education:				
< High school	34.0	22.0	36.0	17.0
GED	4.9	8.1	3.1	4.7
High School	13.8	20.6	12.9	13.1
Some college	16.9	23.0	15.6	32.2
Associate's degree	5.2	6.6	5.3	7.7
Bachelor's degree	10.6	9.1	12.2	14.6
Graduate/professional degree	4.0	7.7	11.1	10.7
Missing		2.9	3.8	0

Table 4 Participants' Individual and Family Situation

Please tell us something about you and your family	Participants w/ BIQs		LHAs w/BIQs Yes (%)	
	2008 N=385 % Yes	2009 N=524 % Yes	2008 N=289 % Yes	2009 N=423 % Yes
a. I am pregnant now	5.7	14.2	5.2	14.4
b. I am trying to get pregnant or will be trying soon	3.4	8.5	1.9	8.9
c. Someone living in my home is pregnant	5.1	3.9	3.8	4.2
d. My home includes girls or women between the ages of 14 and 44	59.1	56.5	61.6	57.3
e. My home includes infants or children under 3 years old	24.8	30.7	23.8	31.1
f. Someone in my family has experienced an infant death	38.5	33.5	35.0	33.7
g. I have a friend whose infant has died	30.1	29.2	28.2	30.2

Table 5 Post Training Questionnaire Responses for All Participants and LHAs

Evaluation Question	All Participants		LHAs	
	2008 N=300 Mean	2009 N=447 Mean	2008 N=288 Mean	2009 N=394 Mean
1. The objectives of the course were clearly defined	4.67	4.62	4.69	4.73
2. The objectives of the course were important for my community	4.71	4.36	4.74	4.69
3. The materials presented in the course were informative	4.67	4.65	4.69	4.77
4. The materials presented in the course were understandable	4.66	4.64	4.67	4.71
5. The materials presented in the course were practical	4.46	4.58	4.47	4.68
6. There was a good balance between lecture and other activities	4.39	4.48	4.41	4.59
7. It was useful to spread the material out over five separated sessions	4.32	4.43	4.33	4.58
8. * The course was scheduled on a day and time that I could easily attend	4.43	4.54	4.46	4.56
The session moved at a good pace	*	4.57	*	4.83
9. * The instructor reviewed the objectives of the course	4.65	4.67	4.66	4.69
The course covered the right amount of information	*	4.60	*	
10. The instructor seemed knowledgeable	4.72	4.67	4.72	4.78
11. The instructor explained the materials in a way that I understood	4.73	4.66	4.73	4.71
12. The instructor was organized	*	4.66	*	4.83
13. The instructor was approachable	4.70	4.67	4.71	4.89
14. There were lots of opportunities to ask questions	3.45	4.09	4.70	4.75
15. Practicing "Taking it to the People" would have been helpful	*	4.61	*	4.75
16. *More visual aids would improve the course	4.35	3.62	3.45	3.61
Visual aids were helpful in the course	*	4.45	*	4.79
17. The facilities were comfortable	4.33	4.40	4.45	4.58
18. I feel prepared to be a Lay Health Advisor	4.67	4.25	4.35	4.39
19. It will be easy for me to talk about the course material	4.71	4.40	4.33	4.51
20. Refreshments were an important part of the training	*	4.01	*	4.33

Table 6 Participants' reactions to training

Participants describe the course as:	All Participants N=403 Mean	Mean LHAs N=390 Mean
1. Well paced (not too fast or too slow)	4.47	4.49
2. A good length (not too short or too long)	4.46	4.49
3. Just the right amount of information (not too much or too long)	4.51	4.52
4. Interesting	4.65	4.69
5. Useful	4.70	4.74
6. Clear	4.69	4.71
7. Organized	4.69	4.71

1=Strongly disagree; 2=Disagree; 3=Neither agree nor disagree; 4=Agree; 5=Strongly agree

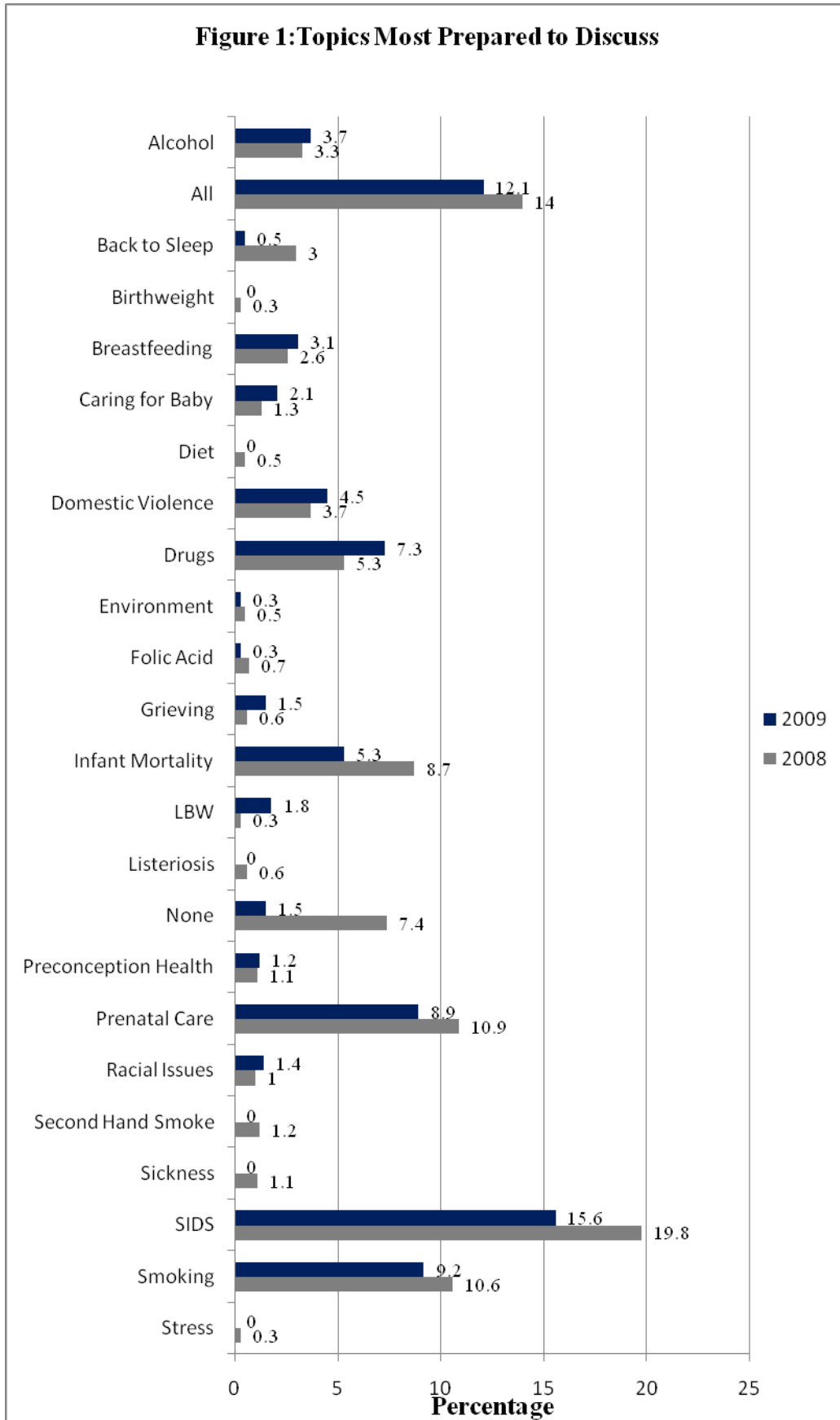


Table 7

Pre-knowledge test (N=541) and Post-knowledge test (N=458) results

Multiple Choice questions:	Correct Answers	% Correct on Pre		% Correct on Post	
		2008 %	2009 %	2008 %	2009 %
1. What is the mission of Community Voice?	Teach health information, raise awareness, and reduce Black infant death	79.1	82.1	90.9	94.1
2. Which of the following may cause sperm defects?	Air pollution, bug spray, and cigarette smoke	39.4	45.3	92.6	95.6
3. Folic acid helps prevent:	Birth defects	56.6	66.2	76.3	87.3
4. Most people should take this amount of folic acid everyday:	400 micrograms	22.9	18.1	89.0	94.1
5. Which of the following foods contain folic acid:	Spinach, Total cereal, and orange juice	41.8	46.6	84.3	86.7
6. Normally pregnant women should gain about:	25-30 pounds	44.9	49.7	86.6	94.1
7. What is the number one cause of Black infant death?	Pre-term birth	56.1	51.5	70.8	69.6
8. Why is prenatal care important?	It helps monitor the growth of the baby, catch problems early, determine the position of the baby, and provides time to ask questions.	76.8	79.8	93.5	95.6
9. What is low birth weight?	Less than 5 lbs., 8 oz.	37.6	29.2	80.6	90.5
10. Women who smoke while pregnant may:	Develop pre-term labor, have a low birth weight baby, and increase risk of baby dying of SIDS.	73.7	74.0	94.3	96.7
11. Stress can:	Cause fatigue, high blood pressure, heart disease, and preterm labor.	81.6	85.0	94.1	98.5
12. What is SIDS?	The sudden and unexplained death of a baby under one year of age.	70.6	77.7	92.8	96.9
13. The type of parent we become is usually based on:	The way a person was raised by their parents, the environment in which a person grows up, and a person's race and religion.	72.2	74.3	89.4	96.1
True/False Questions:	Answer:	% Correct on Pre		% Correct on Post	
		2008	2009	2008	2009
1. Preterm Labor means going into labor before the 37 th week of pregnancy.	True	86.8	89.4	94.4	96.4
2. All babies stop moving toward the end of pregnancy.	False	91.3	95.1	92.5	97.4
3. Some studies say that women with gum disease are more likely to have preterm labor.	True	34.8	32.2	90.2	95.8
4. Most pregnant women need about 1500-1800 calories a day.	True	74.9	66.0	89.0	86.9

Table 7

5. Babies with Fetal Alcohol Syndrome sometimes look different from other babies.	True	83.0	79.4	97.8	99.8
6. If a pregnant woman becomes infected with chicken pox, her baby could die or be born with birth defects.	True	63.0	65.6	95.9	98.0
7. Black women are more likely than white women to develop bacterial vaginosis.	True	55.4	43.5	90.3	91.9
8. Second-hand smoke can cause preterm labor in non-smokers.	True	85.1	81.9	99.1	98.7
9. Hot dogs, luncheon meats and deli meats can cause Listeriosis.	True	40.8	48.9	94.0	98.5
10. Racism is sometimes disguised as something that people are more willing to accept.	True	62.1	58.6	90.6	93.6
11. Babies born to women who use marijuana may develop behavior problems.	True	88.8	88.2	98.1	99.6
12. Babies can be born addicted to crack.	True	80.7	84.7	96.0	98.0
13. Illnesses caused by smoking are the number one cause of death for African Americans *Cocaine use during pregnancy can affect pregnant women and their babies. (Pre Knowledge N=15 Post Knowledge N=14)	True	* 98.3	48.7 *	* 100	63.5
14. Putting babies on their backs to sleep reduces the risk of SIDS. * Vaccines help protect the body from disease (Pre Knowledge N=15 Post Knowledge N=14)	True	* 90.2	77.2 *	* 98.4	97.6
15. Girl babies are more likely to die of SIDS.	False	85.0	80.1	90.0	95.4
16. SIDS usually happens when a baby is 2 to 4 months old.	True	75.0	66.7	92.7	95.4
17. Baby cribs cause SIDS.	False	48.1	78.2	57.6	91.1
18. A baby sleeping on his back is more likely to vomit and choke	False	59.3	62.7	86.0	96.1
19. Shaking a baby does the same harm as dropping the baby headfirst onto the floor.	True	85.4	86.7	98.1	96.5
20. The brain and heart develops during the first 8 weeks of pregnancy	True	81.8	88.4	94.9	98.2
21. SIDS is never anyone's fault.	True	59.8	53.8	82.4	83.7
22. In this country the Black infant death rate is the highest.	True	92.9	90.6	97.8	98.7
23. Preconception means before pregnancy.	True	87.7	89.0	95.9	97.8
24. In a car crash at 25 miles per hour, a 12 pound baby feels like it weighs 240 lbs.	True	54.0	61.4	95.9	98.5
25. All infant death can be prevented	False	*	51.2	*	98.5

*These questions are from an older version of the Knowledge tests that was given to some of the groups.

Table 8 Post-Post Knowledge Test

Multiple Choice questions:	Correct Answers	% Correct
1. What is the mission of Community Voice?	Teach health information, raise awareness, and reduce Black infant death	86.2
2. Folic Acid helps prevent	Birth Defects	72.4
3. What is the number one cause of Black infant death?	Preterm birth	68.9
4. What is low birth weight?	Less than 5 pounds, 8 ounces	72.4
5. What is SIDS	The sudden and unexplained death of a baby under one year of age	100
True/False Questions:	Correct Answer	% Correct
1. Putting babies on their backs to sleep reduces the risk.	True	100
2. Girl babies are more likely to die of SIDS.	False	93.1
3. Cribs cause SIDS.	False	100
4. Babies with Fetal Alcohol Syndrome sometimes look different from other babies.	True	100
5. In this county the Black infant death rate is the highest	True	96.6

Table 9 Locations, Zip Codes, and Dates of Community Voice Training

Date	Zip Codes	Courses/groups completed	**Number of attendees confirmed by MOD staff	Participants with completed pre-evaluation measures (BIQ)	Participants with completed post-evaluation measures (PTQ)	# of post-tests passed
February 2009						
	38104	Baptist College of Health Sciences	10	12	12	12
	38115	World Overcomer's (1)	13	10	8	8
Total (February)			23	22	20	20
March 2009						
	38125	Southwind High School	20	19	19	12
	38115	World Overcomer's (2)	24	16	14	14
	38118	Olivet Fellowship Baptist Church	12	8	7	7
	38116	Methodist South	21	18	17	17
	38105	Bridges (1)	13	10	8	8
Total (March)			90	71	65	58
April 2009						
	38104	Baptist College of Health Sciences	15	17	17	17
	38105	Bridges(2)	7	17	13	17
Total (April)			22	34	30	34
May 2009						
	38111	Memphis Public Library	15	11	9	8
	38111	YWCA	9	7	5	5
Total (May)			24	18	14	16
June 2009						
	38104	Baptist College of Health Sciences (3)	14	10	9	9
	38104	Baptist College of Health Sciences (4)	12	12	12	12
	38105	Healthy Start Initiative	10	6	3	3
	38116	Methodist South (2)	16	6	4	4
	38111	Agape	10	7	5	5
	38104	Hope and Healing	11	8	6	5
	38115	World Overcomer's Outreach Ministries (3)	22	18	15	15
	38105	Bridges (3)	22	23	18	19
Total (June)			117	90	72	72

Table 9

July 2009						
	38105	Tendercare	12	13	12	12
	38105	TN CSSA	16	13	7	4
	38128	Inward Journey	13	17	13	13
Total (July)			41	43	32	29
August 2009						
	38115	Autumn Ridge	20	17	9	10
	38118	Kairos (1)	10	7	7	7
	38116	St. Paul Baptist Church	20	6	5	5
	38115	World Overcomers	23	18	18	18
	38118	Kairos (2)	10	10	10	10
Total (August)			83	58	49	50
September 2009						
	38104	Lebonheur	10	9	8	8
	38111	Agape	10	10	6	6
	38105	TENNder Care	15	10	8	9
	38116	Elaine Ransom's	12	14	12	14
	38105	Bridges	30	23	21	21
	38118	Kairos (3)	10	11	11	11
Total (September)			87	77	66	69
October 2009						
	38116	Winbranch Apartments	14	9	11	11
	38104	Baptist College of Health Sciences	20	20	20	20
	38104	TN CSA	22	19	6	6
	38105	Bridges	16	15	16	16
	38118	Kairos (4)	10	6	6	6
Total (October)			82	69	59	59
November 2009						
	38118	Dress for Success	25	19	18	20
	38106	Smiles	10	10	10	10
		Bridges	13	13	12	13
Total (November)			48	42	40	43
Totals			617	524	447	447

Table 10 Source of information about Community Voice Training

How did you learn about the Community Voice training opportunity?	% of Participants w/ BIQs		% of LHAs w/BIQs	
	2008 N=385 %	2009 N=542 %	2008 N=289 %	2009 N=423 %
Church group	16.9	14.4	14.7	15.1
Service Club, sorority, or other organization	24.9	25.1	25.7	25.9
Work or school	55.3	44.1	52.7	59.3
Neighborhood organization	7.3	8.3	6.2	7.3
Retail or service establishment		.5		.6
*Beauty shop, health care provider, or other retail (N=278)	4.7	2.0	4.5	50.2
Flyer, news article or tv	6.8	4.7	5.8	5.1
Family or friends	9.9	11.8	7.2	14.3
Health care provider		11.0		12.1
Other	27.3	18.6	24.0	23.2

*this question was on an older version of the BIQ

Table 11 Participant's Interest in Telling Others about Community Voice and Perinatal Health/Infant Mortality

How likely are you to spread the word about Community Voice and perinatal health or infant mortality?	All participants w/BIQs		LHA w/BIQs	
	2008 N=385 Mean	2009 N=278 Mean	2008 N=289 Mean	2009 N=223 Mean
I'll talk with close friends and family members who are pregnant if they ask for my advice	4.20	4.32	4.39	4.37
I'll talk with close friends and family members who are pregnant, even if they do not ask for my advice	3.71	3.79	3.89	3.81
I'll talk with close friends and family members even when no one is pregnant	3.44	3.56	3.62	3.64
I'll bring up what I've learned with casual friends if talking about having kids	4.01	3.99	4.04	4.02
I'll bring up the topic on my own with casual friends	3.35	3.51	3.51	3.54
I'll give talks for special programs at church	2.94	2.93	2.93	2.97
I'll give talks for special programs at other club or community events	3.09	3.07	3.09	3.09
I'll distribute information at church, club and community events	3.52	3.46	3.45	3.49

Figure 2: Expected Contact with Neighborhood Residents

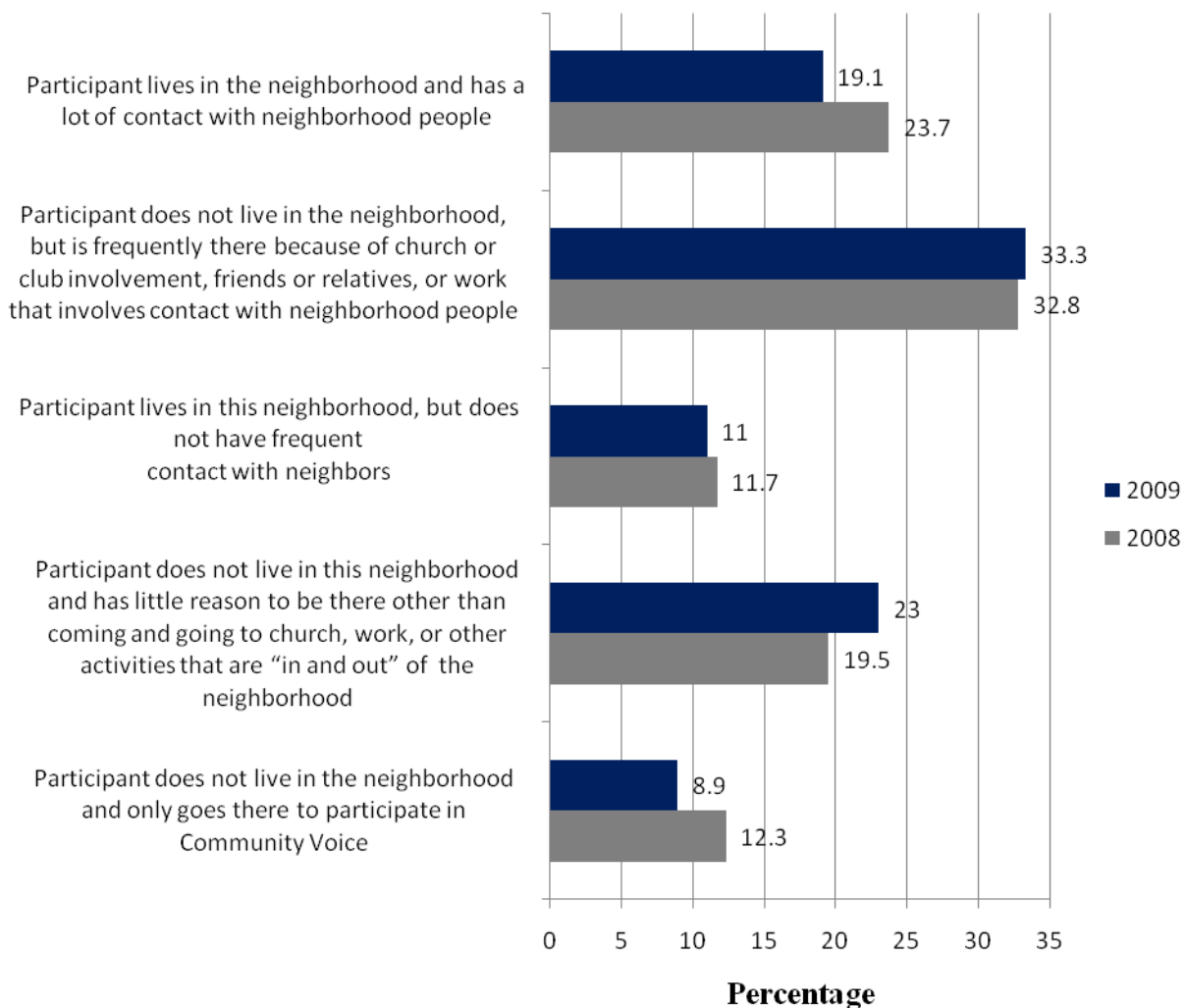


Figure 3: Number of People Participants are Likely to Speak With about Community Voice

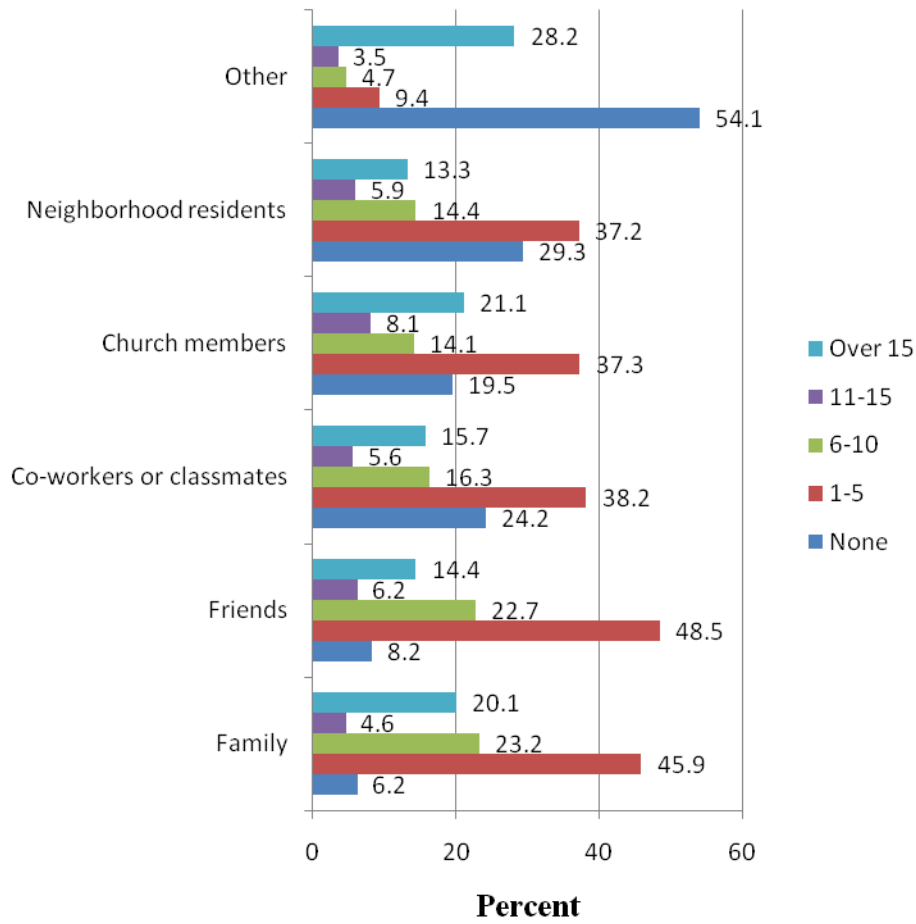
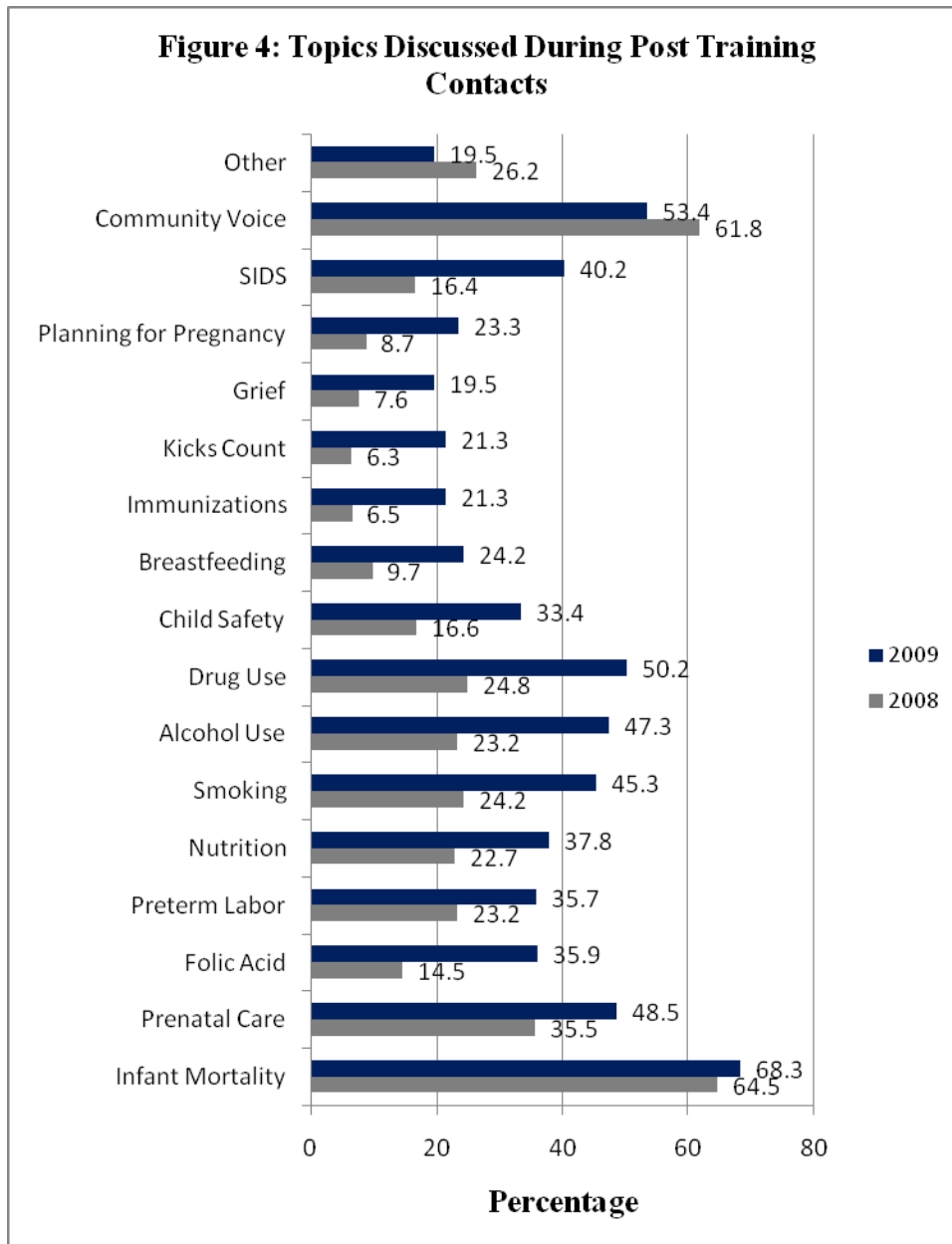


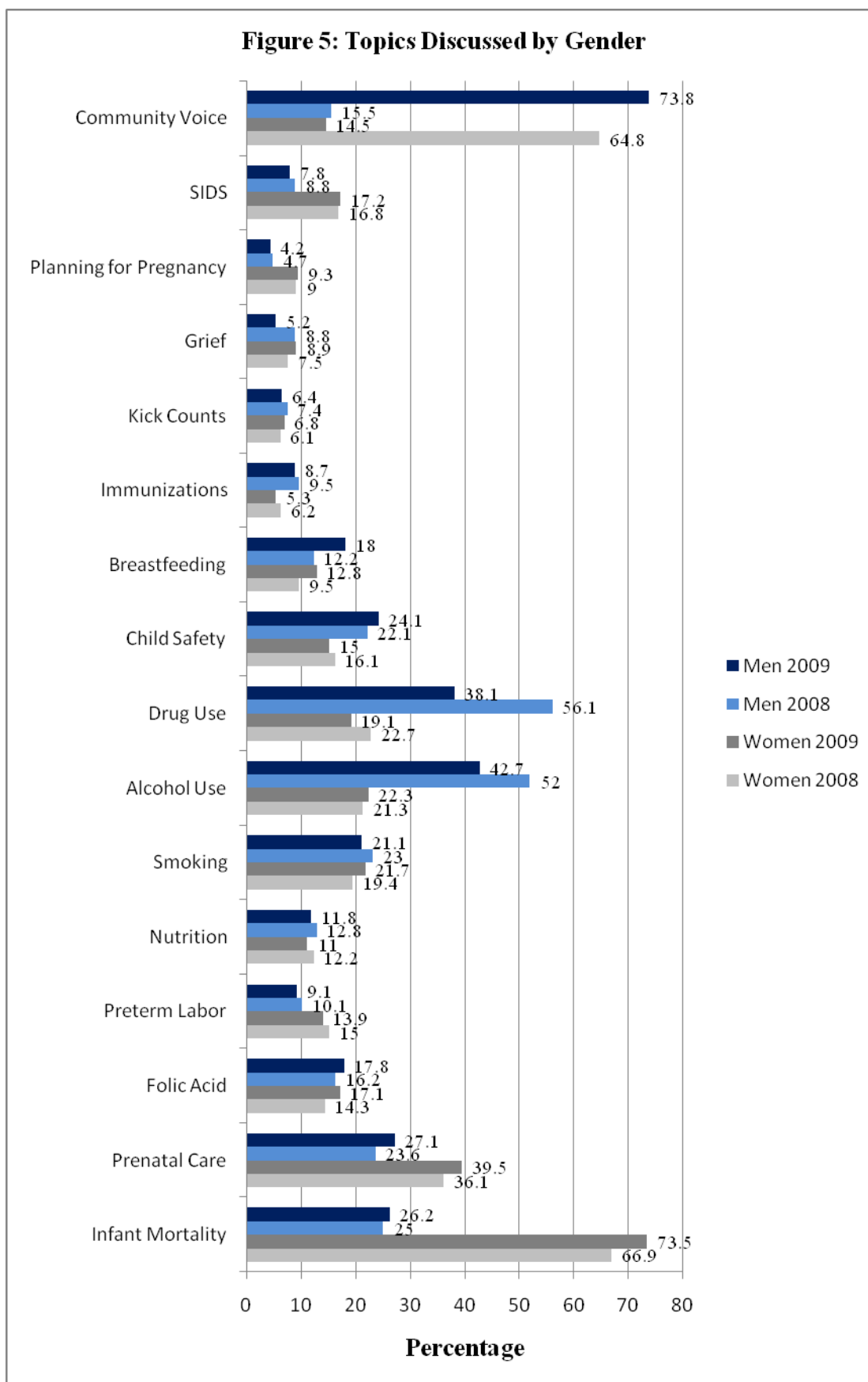
Table 12 Age Range of Contacts

Age Range of Contacts	% of Contact Reporting Form	
	2008 (N=2538)	2009 (N=2033)
Missing	5.3	8.2
18 and under	11.4	23.6
19-24	20.1	23.9
25-34	26.4	24.9
35-44	15.0	11.8
45-54	13.0	4.8
55-64	6.5	1.3
65+	2.3	1.5
	100	100

Table 13 Reasons for Participating in Community Voice

Reason for participating in Community Voice	BIQ Response		Percentage of LHAs who sent in contact reporting forms		Number of contact reporting forms sent by LHAs	
	2008 (N=385)	2009 (N=278)	2008	2009	Received in 2008	Received in 2009**
Participating mostly for my own information	34	36	18.5%	17.1%	44	37
Looking forward to spreading the word	246	165	18.0%	19.1%	2188	1895
Not sure until I learn more	105	66	10.0%	8.4%	267	95
*Did not answer or No BIQ, BIQ did not include question.	0	11	14.2%	5%	28	6
Totals	385	278	0	0	2527**	2033





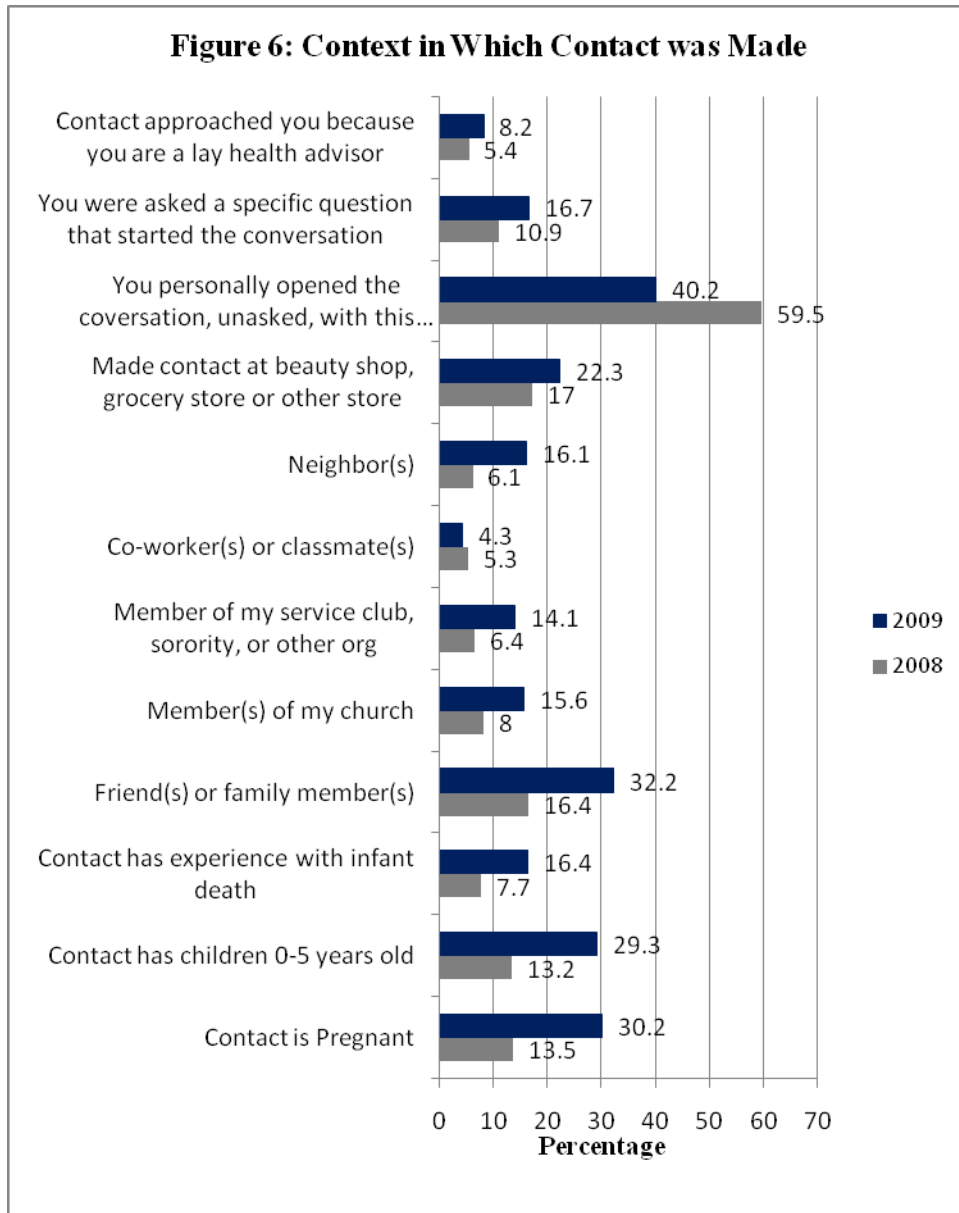


Figure 7 The Shelby County Zone Map

