

Preconception Activities & Resources: Regional and National

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Taking the Life Course Perspective to Promote Preconception Health and Health Care: Towards the Promise for Equity in Birth Outcomes Conference

Acknowledgements



- Slides adapted from a Presentation to the Secretary's Advisory Committee on Infant Mortality, August 3, 2011 by **Samuel F. Posner, Ph.D.**, Deputy Associate Director for Science and Editor in Chief, *Preventing Chronic Disease*, **National Centers for Disease Control and Prevention**

The work in this presentation also represents the collective work of a large number of people who have contributed time, energy and their own resources to doing the work and creating the slides. The PCC Steering Committee and Select Panel Members have been key players and made this work possible.

Objectives



- Participants will have an increased knowledge of Preconception Health activities and resources beyond North Carolina
 - Describe the National Preconception Campaign's structure, accomplishments and resources
 - Describe Regional Preconception Health efforts and resources
 - Describe Preconception health efforts in other states

Guiding Principles



- Health is intergenerational (Life Course Framework)
- Pregnancy outcomes reflect in part the cumulative health experience of the woman and her partner
- There are fetal origins of chronic diseases
- Improving the health of women prior to pregnancy has benefits beyond reproduction
- This is a potential model for care that provides continuity across the lifespan
- Preconception care can improve health not only for women but for children and families as well

The CDC Preconception Care Initiative



- Steering Committee:
 - Centers for Disease Control and Prevention
 - Health Resources and Services Administration
 - March of Dimes
 - American College of Obstetricians and Gynecologists
 - Association of Maternal and Child Health Programs
 - National Organization of Urban MCH Leaders (CityMatCH)
 - National Healthy Start Association
 - And others!

Select Panel Members – National Partners

Federal Partners:

Health Resources and Services Administration:
Maternal and Child Health Bureau
National Institutes for Health: National Institute of
Child Health and Human Development
Office of the Secretary: Office on Women's Health,
Office of Minority Health, Office of Public Health and
Science

Private Sector (examples):

American Academy of Family Physicians (AAFP)
American Academy of Pediatrics (AAP)
American College of Nurse-Midwives (ACNM)
American College of Obstetricians and Gynecologists
American College of Osteopathic Obstetrics and
Gynecology
American Osteopathic Association
Association of Maternal and Child Health Programs
Association of State and Territorial Health Officials
Associations of Women's Health, Obstetric and
Neonatal Nurses (AWHONN)

Private Sector (continued):

CityMatCH
Healthy Start Coalition of Miami-Dade
Jacobs Institute for Women's Health
March of Dimes (MOD)
Maternity Center Association (MCA)
National Alliance for Hispanic Health
National Association of Community Health
Centers
National Association of County and City Health
Officials
National Birth Defects Prevention Network
National Healthy Mothers, Healthy Babies
Coalition
National Healthy Start Association (NHSA)
National Hispanic Medical Association
National Medical Association (NMA)
National Perinatal Association (NPA)
National Society of Genetic Counselors
Society for Maternal Fetal Medicine
Task Force for Child Survival and Development

Getting Started



- 2004: CDC Internal Workgroup
- 2005: 1st National Summit, Select Panel Meeting, ACOG Committee Opinion
- 2006: *MMWR* Recommendations, Public health, Consumer and Clinical Work Group Meetings
- 2007: 2nd National Summit, Policy and Finance Workgroup Meeting

Slide 7

KAJ1

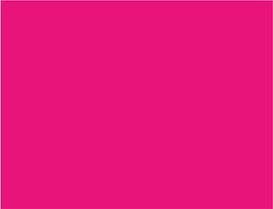
I really like our standard slide with the full list and the publications showing. I have inserted as next slide in case you want to use it.

Kay Johnson, 7/29/2011

Maternal Child Health Journal Supplement



- September 2006 – Preconception Care: Science, Practice, Challenges and Opportunities
 - Call to action
 - Promising practices
 - Models from other countries
 - Importance of preconception health from a business, policy, environmental exposure and clinical practice perspective
 - Health issue specific preconception topics



Summary of Workgroup Activities

Clinical

Public Health

Policy/Finance

Consumer

Workgroup Membership



- The workgroups include representatives from National partners as well as individuals from other programs and agencies with expertise in the topic area.
- Membership is relatively open and fluid.
- Workgroups meet monthly by conference call – many have met in person over the years.
- Different agencies and individuals have assumed leadership responsibilities for coordination.

Clinical Workgroup



- Created the Evidence for Preconception Care
 - An extensive review by more than 80 experts of more than 300 articles using a framework like that of the U.S. Preventive Services Task Force
 - *American Journal of Obstetrics and Gynecology*, December 2008 special issue discusses Preconception and...
 - Immunizations, Sensory screening, Infectious & chronic disease screening, Safety, Reproductive health, Behavioral risk assessment, Nutrition, Environmental exposures
- Leaders participated in the 2008 NICHD Panel to set the Research Agenda in Preconception Health and Health Care

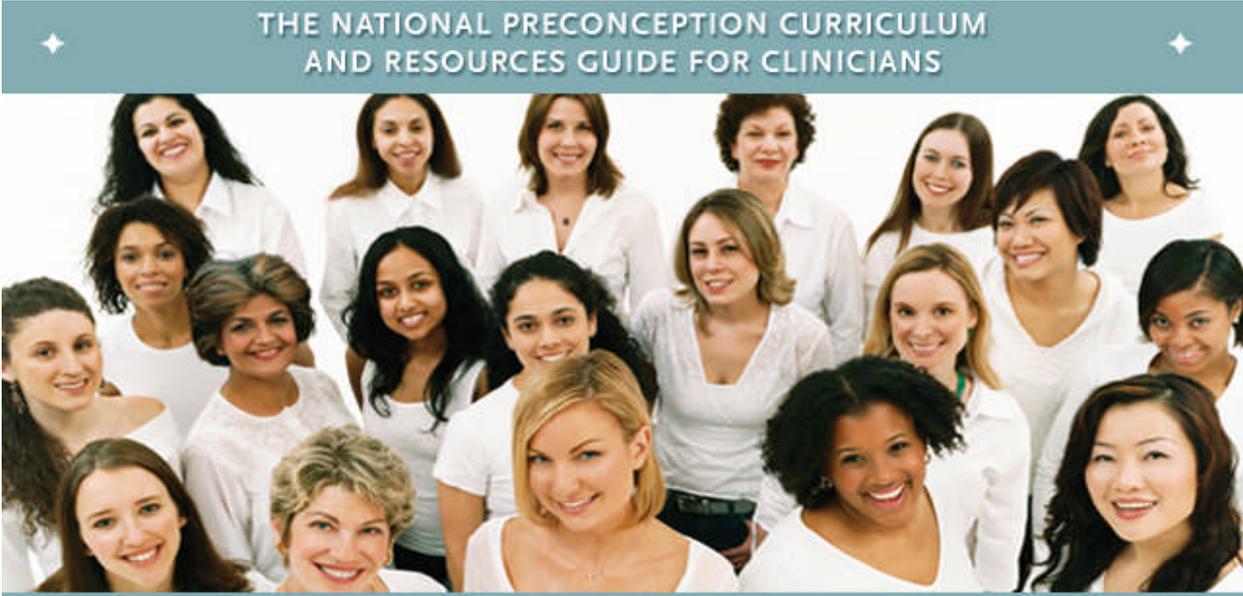
Online Curriculum for Clinicians

- **Before, Between and Beyond Pregnancy** preconception curriculum and resources guide for clinicians.
 - Developed by Merry-K. Moos, University of North Carolina and Peter Bernstein, Albert Einstein College of Medicine
 - CME credits available to physicians, nurse midwives, nurse practitioners and physicians' assistants.

- **Current modules:**
 - Preconception Care: What It is and What It Isn't
 - Every Woman, Every time: Integrating Health Promotion into Routine Care
 - Maximizing Prevention: Targeted Care for Those with High Risk Conditions

- **Modules under development:**
 - In Between Time: Interconception Care for Those with High Risk Conditions
 - Babies to Adolescents: Incorporating Preconception Health Promotion into the Pediatric Visit.

www.beforeandbeyond.org



THE NATIONAL PRECONCEPTION CURRICULUM
AND RESOURCES GUIDE FOR CLINICIANS

Before, Between & Beyond Pregnancy

HOME ♦ PROFESSIONAL EDUCATION ♦ STATE RESOURCES ♦ NEWS
PATIENT RESOURCES ♦ KEY ARTICLES & GUIDANCE ♦ PRACTICE SUPPORTS

THE 3rd NATIONAL SUMMIT ON PRECONCEPTION HEALTH AND HEALTHCARE

Welcome to the Before, Between & Beyond Pregnancy website!
**Announcing the 3rd National Summit on Preconception Health and
Healthcare**
June 12-14, 2011
Tampa-St. Petersburg, FL

Clinical Workgroup



- Current Priorities:
 - Identify preconception screening tools to recommend as representing best practice
 - Identify bundles of clinical best practices that can be recommended for the care of preconception and interconception populations
 - Identify promising reproductive life plan assessment tools to recommend as representing best practice

Public Health Workgroup

- Urban & Rural Public Health Practice Collaboratives (CityMatCH and NACCHO)
 - 6 cities fielded teams with expertise in community assessment and engagement, clinical practice, policy development and system integration
 - Integrating Preconception Health into Public Health Practice: A Tale of Three Cities, Thompson et al. *Journal of Women's Health* 17:5:2008

- Development and acceptance of a Healthy People 2020 Objective related to Preconception Health
 - *Among women delivering a live birth, increase the % who receive preconception care services and practice key recommended preconception health behaviors*

Core Preconception Indicators

- Project team, task and goals and goal
 - 7 state public health agencies —California, Delaware, Florida, Michigan, North Carolina, Texas, and Utah—and CDC
 - Multi-staged, 18-month analytic process
 - Define set of readily available measures of PCC
- Results
 - 45 specific indicators
 - 11 domains: general health, reproductive health, chronic conditions, infections, nutrition and activity, genetics, substance abuse, mental health, health care, social support, and social determinants.
 - Published in *Maternal and Child Health Journal*

Healthy Start Learning Collaborative



- 3 Year Project with all 104 Health Start Sites
- Three rounds of Quality Improvement “PDSA” Projects using IHI model
- Topics
 - Screening & Assessment
 - Family Planning/Reproductive Health
 - Primary Care Linkages
 - Case Management
 - Healthy Weight
 - Maternal Depression

Public Health Workgroup



□ Priorities:

- Technical assistance and guidance for projects that link chronic disease and MCH, including the leverage of new funding sources
- Facilitating the application of core state preconception health indicators to practice
- Address one of the cross-cutting priorities in collaboration with members of the other workgroups
 - Expand access to interconception care
 - Develop multidisciplinary guidelines to ensure preconception screening & promotion is implemented in clinical practice
 - Outline key analyses to enhance public health action from data

Policy and Finance Workgroup



- Principles:
 - Adult women should have health coverage
 - Preventive services, including family planning and preconception care should have first dollar coverage, without cost sharing
 - An enhanced benefit should offer interconception care coverage for women who have had a prior adverse pregnancy outcome
 - Patient protections (no gender rating, fair hearing, guaranteed issue, etc) should be in place

Policy & Finance Workgroup



- Generation of a consensus public policy agenda
 - Published in a report by Trust for America's Health 2008 & 2011
 - Engaged advocates
- Consensus development re: well-woman visits and health care benefits
- Advanced state policy, particularly Medicaid
 - Advance interconception waivers
 - Peer-2-Peer Learning Project (7 states)
 - Goals to work state by state on key policy issues

Women's Health Issues Supplement

Volume 18, Issue 6, Supplement (Nov-Dec. 2008)

□ Content covers:

- Health insurance
- Health reform
- Medicaid
- Welfare reform
- Title V
- Title X
- Healthy Start
- Community Health Centers
- Data to drive policy change
- Other health policy research

Policy and Financing Issues for Preconception and Interconception Health Special Supplement to *Women's Health Issues*



Women's Health Issues (WHI) is the official publication of the [Jacobs Institute of Women's Health](#), and the only journal devoted exclusively to women's health issues at the medical/social interface. It is a journal for health professionals, social scientists, policy makers, and others concerned with the complex and diverse facets of health care delivery to women. This Supplement is the first since the journal's inception in 1990. It also represents a first in the journal's 17-year-long history in the types of articles presented, starting with a number of perspectives and analyses on the current status of policies and programs that affect women's access to quality preconception and interconception health care and ending with highly policy-relevant health services research articles. In alphabetical order, the articles include the following.

- Badura M, Johnson K, Hench K, and Renteria M. Healthy Start: Lessons Learned on Interconception Care.
- Chatterjee S, Sambmoorthi U, and Kotelchuck M. Prevalence of Chronic Illness in Pregnancy, Access to Care and Health Care Costs: Implications for Interconception Care.
- Elsinga J, de Jong-Potjer LC, van der Pal-de Bruin KM, le Cessie S, WJ J Assendelft WJ, SE Buitendijk SE. The effect of preconception counselling on knowledge and health behaviour before and during pregnancy.
- Gold RB and Alrich C. Role of Medicaid Family Planning Waivers and Title X in Enhancing Access to Preconception Care.
- Hillemeier M, Downs DS, Feinberg ME, Weisman CS, Chuang CH, Parrott R, Velott D, Francis LA, Baker SA, Dyer MA, Chinchilli VM. Improving Women's Preconceptional Health: Findings from a randomized trial of the Strong Healthy Women Intervention in the Central Pennsylvania Women's Health Study.
- Howse JL. Guest Editorial.
- Jack B, Atrash H, Bickmore T, and Johnson K. The Future of Preconception Care: A clinical perspective.
- Johnson K, Atrash H, and Johnson A. Policy and Finance for Preconception Care: Opportunities for today and the future. (Commentary)
- Kent H and Streeter N. Title V Strategies to Assure a Continuum of Women's Health Services.
- Koelinger CD and Ehrental D. Translating Policy to Practice and Back Again: Implementing a preconception program in Delaware.
- Phillips-Campbell K and Flood G. Employer Approaches to Preconception Care.
- Posner SF, Broussard D, Sappenfield B, Streeter N, Zapata LB, Peck MG. Where are the Data to Drive Policy Changes for Preconception Health and Health Care?
- Rosenbaum S. Women and Health Insurance: Implications for Financing Preconception Health.
- Salganicoff A and An J. Making the Most of Medicaid: Promoting the Health of Women and Infants with Preconception Care.
- Simon KI and Handler A. Welfare Reform and Insurance Coverage during the Pregnancy Period: Implications for Preconception and Interconception Care.
- Wilensky S and Proser M. Community Approaches to Women's Health: Delivering Preconception Care in a Community Health Center Model.
- Wise PH. Transforming Preconceptional, Prenatal, and Interconceptional Care into a Comprehensive Commitment to Women's Health.

Trust for America's Health



- Health reform to provide coverage for all
- Under existing Medicaid law states can:
 - Increase reimbursement levels.
 - Develop models to offer services for psycho-social risks.
 - 60-day post partum coverage is required – but only 50-60% of women in Medicaid have a post-partum visit.
- Title V Maternal and Child Health Block Grant
- Healthy Start Infant Mortality Program
- Community Health Centers
- Title X Family Planning
- Research and prevention through CDC and NIH

HRSA Guidelines for Coverage

Type of Preventive Service	HHS Guideline for Health Insurance Coverage	Frequency
Well-woman visits	Well-woman preventive care visit annually for adult women to obtain the recommended preventive services that are age and developmentally appropriate, including preconception and prenatal care. This well-woman visit should, where appropriate, include other preventive services listed in this set of guidelines, as well as others referenced in section 2713.	Annual, although HHS recognizes that several visits may be needed to obtain all necessary recommended preventive services, depending on a woman's health status, health needs, and other risk factors.* (see note)
Human papillomavirus testing	High-risk human papillomavirus DNA testing in women with normal cytology results.	Screening should begin at 30 years of age and should occur no more frequently than every 3 years.
Counseling for sexually transmitted infections	Counseling on sexually transmitted infections for all sexually active women.	Annual.

HRSA Guidelines for Coverage

Type of Preventive Service	HHS Guideline for Health Insurance Coverage	Frequency
Counseling and screening for human immune-deficiency virus.	Counseling and screening for human immune-deficiency virus infection for all sexually active women.	Annual.
Contraceptive methods and counseling. ** (see note)	All Food and Drug Administration approved contraceptive methods, sterilization procedures, and patient education and counseling for all women with reproductive capacity.	As prescribed.
Screening and counseling for interpersonal and domestic violence.	Screening and counseling for interpersonal and domestic violence.	Annual.
Screening for gestational diabetes		As prescribed.
Breastfeeding	Support, supplies and counseling	

Consumer Workgroup



- Theoretical and Campaign Logic Models developed
- Social Marketing Plan development
 - Environmental scan completed
 - Formative research complete
 - Brand identity development underway
 - Materials and tool development underway
 - Multi-group dissemination/implementation plan underway

Message Bundling Study



- Among women of reproductive age:
 - Preconception health awareness
 - How they conceptualize PCC health
 - If/how they group PCC health behaviors
- Knowledge and awareness of health messages
 - One-third to one-half know these are important: smoking, alcohol consumption, healthy foods, exercise
 - Less than 20% but more than 5% know these are important: folic acid, STDs, HIV/AIDS, family history
 - Women who received messages, in all combinations, had significantly greater awareness than controls.

Website Coming Soon



- National Preconception Website
 - Located on CDC's website www.cdc.gov
 - Sections for public health professionals, health care providers and consumers
 - ASTHO convened review team
 - Will serve as a clearinghouse of sorts
 - Launch date...TBD (in process)

American Journal of Health Promotion

Journal Supplement on Preconception Health

□ In process – Winter 2012

The screenshot shows the homepage of the American Journal of Health Promotion. At the top, there is a red banner with the journal's name in white and black text. Below the banner is a navigation bar with four red buttons: 'ABOUT US', 'ARTICLE SEARCH', 'SUBSCRIBE', and 'CONTACT'. The main content area is divided into several sections. On the left, there is a vertical menu with links to 'HOME', 'PUBLICATIONS', 'RESOURCES', 'CONFERENCE', 'ADVOCACY', and 'ADVERTISING'. Below the menu, there is a section for the 'Robert F. Allen Symbol of HOPE Award' and a note that the journal is now available online. The central section features an article titled 'Can We Reduce Our Federal Deficit and Create Jobs by Making the Healthy Choice the Easiest Choice?' by the Editor, with a photo of the editor and a Facebook link. To the right of the article, there are three promotional boxes: 'Explore the Art and Science', 'Meet the Authors Free Webinars', and 'Join Our Mailing List'. The 'Meet the Authors' box includes the text 'The American Journal of Health Promotion Authors' Series Hosted by Dr. Michael O'Donnell'.

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Health Promotion

Delivering the Science and the Art of Health Promotion

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Symbol of HOPE
Award

American Journal of
Health Promotion
now available online

From the Editor
Editor's Notes Nov/Dec 2011

Can We Reduce Our Federal Deficit
and Create Jobs by Making the Healthy
Choice the Easiest Choice?

The prolonged partisan and totally optional squabble over the federal debt ceiling increase consumed the U.S. Congress for most of the spring and summer and finally ended (for now) on August 2, 2011, when the Republican-controlled House of Representatives agreed to terms and President Obama signed the increase into law. Just to clarify, increasing the debt ceiling does not obligate the government to spend more money; it allows the government to pay the bills on liabilities Congress had already committed to spend on existing

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Consumer Workgroup

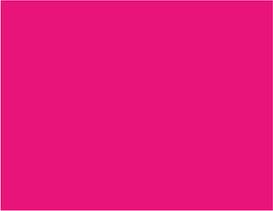


- Priorities:
 - Social marketing plan development, implementation and evaluation
 - Partner development and workgroup sustainability
 - Gap assessment and activity/project prioritization

Cross-Cutting Issue

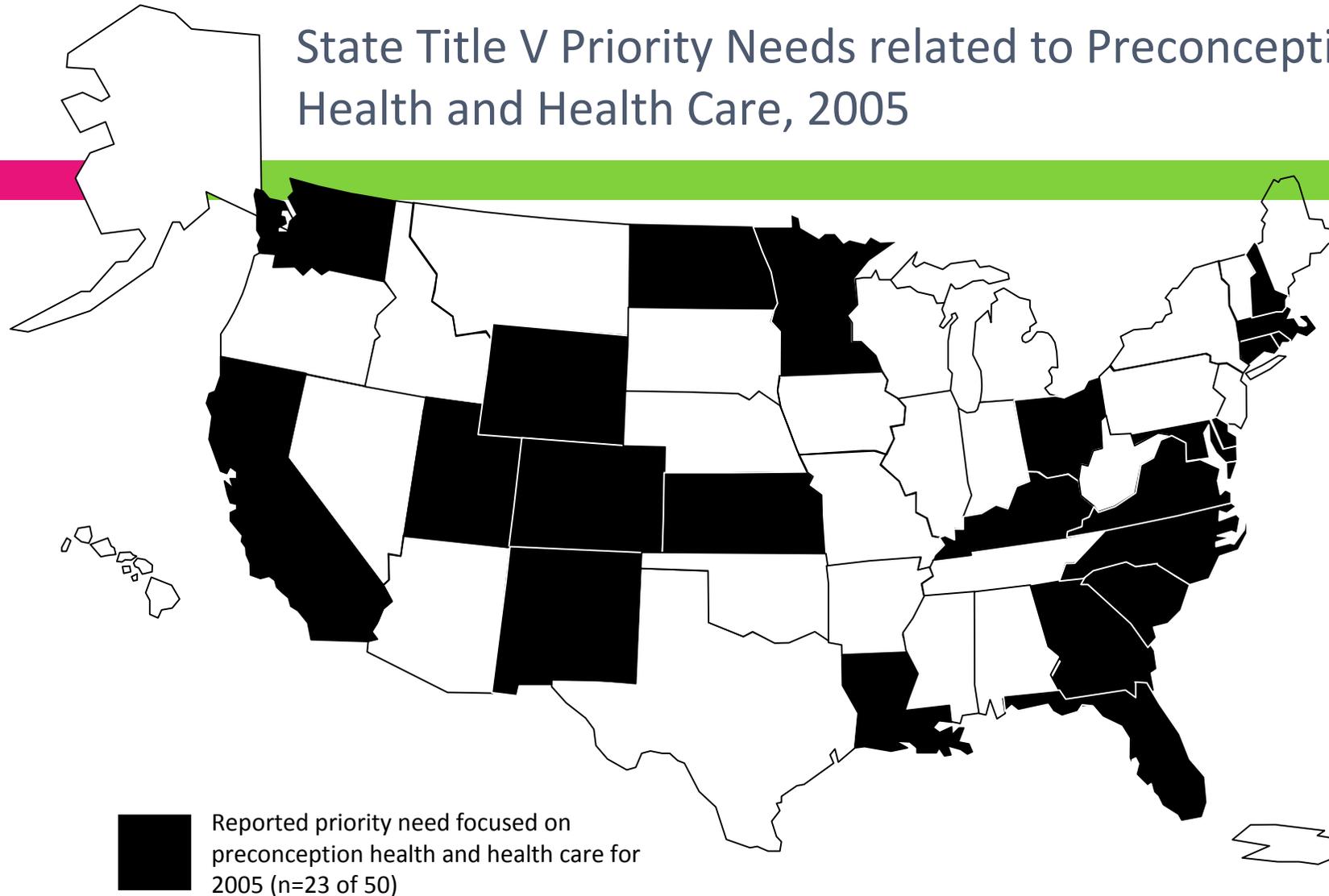


- **Social determinants of health** must be addressed
 - Ethics/challenges of *telling* women to adopt healthy lifestyles and behaviors when their environment and other factors make this very difficult
 - Simply making information and health care available isn't enough – we need to facilitate system and policy changes to allow all women to be healthy
 - Community engagement is essential
 - Focusing on African American women who consistently have poorer outcomes is critical



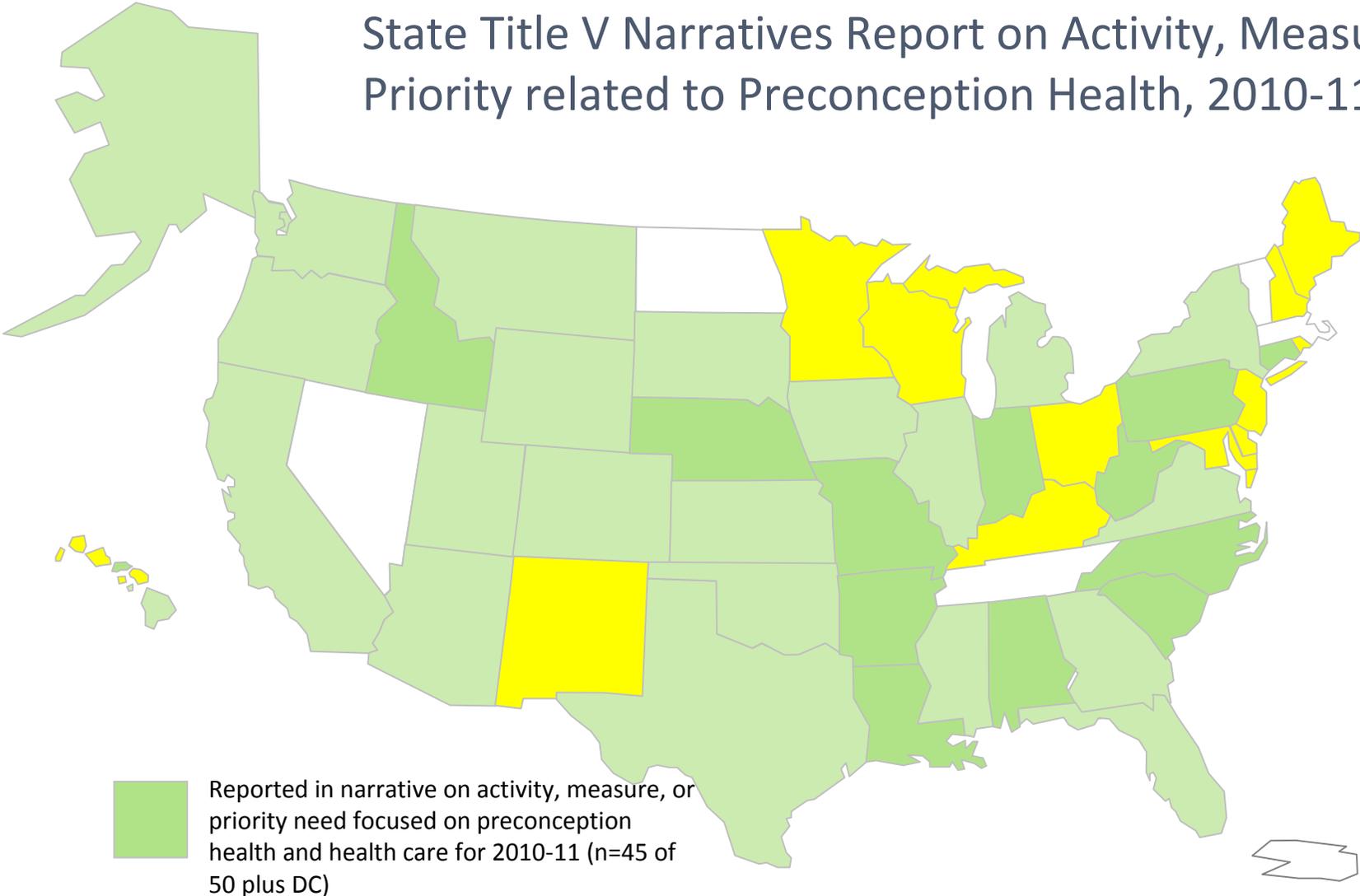
Other National

State Title V Priority Needs related to Preconception Health and Health Care, 2005



Source: Boulet, Johnson, et al. *Mat Child Health Journal*, 2007. Data from Title V Information System
<<https://perfddata.hrsa.gov/mchb/mchreports/Search/core/measureindicatemenu.asp>>

State Title V Narratives Report on Activity, Measure, or Priority related to Preconception Health, 2010-11



Source: Johnson analysis. Data from Title V Information System

A Healthy Baby Begins with You



- Office of Minority Health, US DHHS
- Promoting preconception health
 - Particularly to African American men and women
- Tanya Lewis Lee national spokesperson
 - Producing documentary “Crisis in the Crib”
- Preconception peer educators
 - Training college students to educate their peers and women/men in the community

3rd National Summit June 2011



- Conference Basics:
 - June 12-14, 2011 in Tampa, Florida
 - Approximately 350 attendees
 - 44 Plenary, mini-plenary and concurrent sessions
 - Over 120 scientific and programmatic presentations
 - Ancillary meetings of Clinical, Public Health and Consumer workgroups
 - PRESENTATIONS and ABSTRACTS available for free at www.beforeandbeyond.org

Electronic Newsletter

November 2010

Issue: 19



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Preconception Health and Health Care Update

Greetings

This is a monthly communication for individuals interested in improving the health of women and infants through preconception health and health care. We welcome your readership and contributions.

This e-newsletter is archived. Find back issues of this e-newsletter and more information about improving preconception health and health care at www.beforeandbeyond.org



In This Issue

[Women and Health Reform: A reading list](#)

[Responding to Prematurity Awareness Month](#)

Save the Date: 3rd National Summit on Preconception Health and Health Care: Improving Preconception Health in an Era of Health Care. To be held in Tampa, Florida from Sunday, June 12 through Tuesday, June 14, 2011. Watch for the call for abstracts, coming soon.

Opportunities within Health Reform for Improving Women's Health

The following articles are available online and may help you understand the opportunities within health reform for improving the health of women of childbearing age.

June-July 2011

Issue: 22



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In This Issue

[CMS Approves Interconception Care Waivers](#)

[Presentations Online](#)

[Summit Evaluation](#)

[Opportunities in Health Reform](#)

IOM Panel Recommends Annual Well-Woman Visit, Includes Preconception Care

The Patient Protection and Affordable Care Act (ACA) gives emphasis to clinical and population-based clinical services. ACA removes cost-sharing requirements for certain preventive services, eliminating out-of-pocket costs that can be a barrier to care. The U.S. Department of Health and Human Services (HHS) charged the Institute of Medicine (IOM) with reviewing and recommending preventive services important to women's health.

The IOM Committee' recommendations were released on July 20, 2011. Visit www.iom.edu/preventiveserviceswomen www.iom.edu/preventiveserviceswomen to download the report brief or to purchase the full report.

The evidence was sufficient to support eight recommendations. Perhaps the two most important are a focus on annual well-woman visits and family planning. The list includes:



ASTHO President' Challenge

- Just launched – Healthy Babies Project
www.astho.org

The screenshot shows the ASTHO website homepage. At the top left is the ASTHO logo (Association of State and Territorial Health Officials). To the right are links for CONTACT, JOB BANK, and PRESS ROOM. Below the logo is a navigation menu with PROGRAMS, EVENTS, ADVOCACY, RESEARCH, and MEMBER SERVICES, each followed by a plus sign. A search bar with a GO button is on the right. The main content area features a large image of a woman smiling and holding a baby. Below the image is the headline "ASTHO, Affiliates Urge Restoration of WIC Funding". To the right of the image is a MEMBER LOGIN button with a LOGIN link. Below the image is a green box with the text "ASTHO President's Challenge, 2011-2012" and "ASTHO President David Lakey (TX) challenges colleagues to work to improve birth outcomes. The Healthy Babies Project". To the right of the green box is an orange box with the text "Register Now for ASTHO's Annual Meeting" and "Early bird rates end September 2!". On the right side of the page, there is a section for "Follow @ASTHO" with a link to NewPublicHealth.org at astho 2011, and a button to "Read the Latest Coverage". At the bottom right, there is a section for "CORPORATE ALLIANCE PARTNERS" featuring the Sanofi Pasteur logo and the text "The vaccines division of sanofi-aventis Group".

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ASTHO President's Challenge, 2011-2012
ASTHO President David Lakey (TX) challenges colleagues to work to improve birth outcomes.
The Healthy Babies Project »

Register Now for ASTHO's Annual Meeting »
"Early bird" rates end September 2!

MCH Life Course Toolbox



HOME Theory, Research, Data Practice Education and Training Policy Life Course Game Discussion Board Additional Resources

ABOUT THE MCH LIFE COURSE TOOLBOX

The MCH Life Course Toolbox is an online resource for MCH researchers, academics, practitioners, policy advocates, and others in the field to share information, innovative strategies, and tools to integrate the **Life Course Perspective** into MCH work at the local, state, and national levels.

The Life Course Perspective offers a new way of looking at health, not as disconnected stages unrelated to each other, but as an integrated continuum. This perspective suggests that a complex interplay of biological, behavioral, psychological, social, and environmental factors contribute to health outcomes across the course of a person's life. It builds on recent social science and public health literature that posits that each life stage influences the next and that social, economic, and physical environments interacting across the life course have a profound impact on individual and community health.

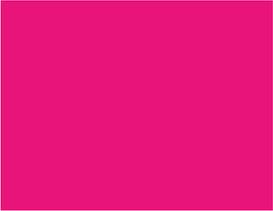
WHERE WE BEGAN

The National MCH Life Course Meeting was convened in Oakland, CA on June 9-10, 2008 to

 [Register with the Toolbox Now](#)

To get started on the Life Course Toolbox, complete the quick **registration process** (link above). By registering, you will be able to use the Toolbox's Discussion Board to share ideas with and ask for assistance from your MCH colleagues around the country. Also, when there are updates to the Toolbox, you will receive an email notifying you of the changes.

All of the materials in the toolbox



Regional Initiatives

Every Woman Southeast



- An emerging coalition of leaders in **Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina** and **Tennessee** to build multi-state, multi-layered partnerships to improve the health of women and infants in the Southeast
- Aims to foster **capacity building** and **resource sharing**, inspire and educate **leaders**, stimulate **new ideas**, develop **new partnerships** and strengthen old ones, and promote **effective programs** and mechanisms for moving the women's health agenda forward in our region

Why this matters



- Women & infants in the Southeast have poorer health outcomes than the rest of the country as well as significant health disparities for minority populations.
- There are many untapped opportunities for connecting silos and creating synergy.
- Research has shown the importance of a healthy lifestyle for women during their childbearing years and the positive impact this has on future generations.
- Limited resources require innovation & partnerships!

The CDC Framework for Every Woman



- Recommendations for Preconception Health & Health Care
 - Use federal and state agency support to encourage more integrated preconception health practices in clinics and programs.
 - Develop and support public health practice collaborative groups to promote shared learning and dissemination of approaches.

Title X Family Planning – Region IV



- Each state in region has submitted a preconception health plan to Office of Population Affairs
- Use Reproductive Life Plan development as a framework
- Training on core preconception interventions that can be done in a Title X setting
 - Folic acid, birth spacing, management of chronic conditions including obesity / hypertension, tobacco cessation, oral health, STIs (chlamydia & gonorrhea)

About Every Woman



- California created the Every Woman, Every Time preconception toolkit for professionals in the early 2000's.
- Florida obtained permission in 2008 to update those materials under the Every Woman Florida moniker; other states are using Every Woman, too.
- Every Woman gives a common reference for the campaign without the use of the term “preconception”.

Coalition Building Blocks



- Southern Regional Task Force on Infant Mortality (1984-1997)
- Region IV Network for Data Management and Utilization
- Partnership History: Hold out the Lifeline, Folic Acid

Four Cornerstones

- Life Course Approach
- Health Equity
- Leadership Development
- Advocacy



Objectives



- Promote health equity by focusing on the special needs, strengths and concerns of African American women
- Create more seats around a much bigger table
- Focus on the “grass tips” approach – share experiences from leaders in the field.
- Operationalize the life course framework – put theory into practice.
- Train leaders to facilitate connectivity between sectors, to think about populations, systems & policies, and to address social determinants of health.

Objective, continued



- Leverage policy and advocacy opportunities to support a strategic approach to improving the health of women and babies
- Capitalize on social media and social capital
- Highlight and build from a strengths-based perspective
- Re-engage business and faith communities
- Create a successful, enduring coalition with measurable results

Accomplishments to date



- ❑ Conducted an online survey
- ❑ Recruited Regional and State Teams
- ❑ Held planning meeting in Atlanta on March 2, 2010.
- ❑ Produced a compendium of preconception activities
- ❑ Launched blog, website and Facebook page
- ❑ Launched webinar series
- ❑ National Preconception Summit Partner
- ❑ Team conversations, idea generating, study
- ❑ Logic model and grant submissions – **In Progress**

www.EveryWomanSoutheast.org



The screenshot shows the homepage of the Every Woman Southeast website. The header features the organization's name in a purple serif font, a 'Contact Us' link, and a search bar. Below the header is a navigation menu with five buttons: 'about us', 'state partners', 'initiatives', 'resources', and 'policy & advocacy'. The main content area is divided into two sections. On the left is a large photograph of three diverse women smiling. On the right is a text block describing the organization's mission. At the bottom, there are three columns: 'updates' with a date and tagline, 'partner focus' with a row of small portraits, and 'new resources'.

every woman southeast

Contact Us Search...

about us state partners initiatives resources policy & advocacy

The Every Woman Southeast Initiative is a group of leaders and agencies from eight states working together to build a multi-state, multi-layered partnership to improve the health of women and infants in the south.

updates
10.10.2010 We're Live!

partner focus

new resources

Women's Integrated Systems for Health (WISH)

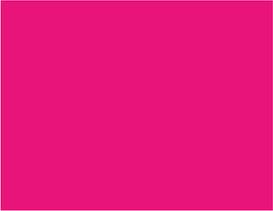
- A **systems-based, integrated approach** to the design and delivery of women's health services, policies and programs to include mental health and wellness

- Resources (Free)
 - Orientation webinar series – archived
 - Foundation - 6 online, self-paced modules – 2/12
 - Academy – intensive online, instructor led – 9/12
 - New MCH library knowledge pathway – 1/12

Go to www.EveryWomanSoutheast.org – Training

Training grant funded by U.S. Health Resources and Services Administration's Maternal & Child Health





State Initiatives

A Sampler

Social Marketing for New Parents

- First-Time Motherhood/New Parent Initiative (*MCHB-HRSA*)
 - 13 states (AZ, CA, CT, FL, ME, MA, NE, NV, NC, OR, PA, UT, WI)
 - Develop and disseminate tools to promote greater health knowledge and parenting skills.
 - Target population: women and men from racial and ethnic minorities who live in communities disproportionately affected by pregnancies with health problems.
- Campaigns to increase:
 - Awareness of the importance of preparing their new roles as parents and increase their access to available resources; and
 - Knowledge of pregnancy risk factors, ways to reduce risky behaviors, and strategies to reduce health problems during pregnancies and improve reproductive health.

California



- Preconception Care Council of California (PCCC)
 - Convened May CADPH and March of Dimes
 - www.EveryWomanCalifornia.org
- Every Woman Every Time Project
 - Marketing packet for providers promoting preconception care
- California Family Health Council
 - Distributes Title X funding in CA. Used March of Dimes funding to assess level of preconception care in LA and SF
 - Developed training and curricula to train staff to administer consistent preconception care to women
- Interconception Care Project of California
 - A project of California ACOG; used March of Dimes funding to develop new and improved postpartum visit care guidelines, tools and patient information materials.

<http://buildingblocksalamedacounty.wordpress.com/>

Alameda County Building Blocks Collaborative

Healthy Babies. Healthy Families. Healthy Communities.



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☰ About Us

Who We Are

The Building Blocks Collaborative (BBC) is a health equity initiative of Alameda County Public Health Department, using the Life Course Perspective as its theoretical framework. BBC unites a diverse group of multi-sector organizations that have



Th

Mo

Louisiana



- Birth Outcomes Initiative
 - Political will of Governor and Secretary of DHH
 - Led by Rebekah Gee, MD, FACOG
 - Resources to advance coordination and integration along continuum of care
- Priorities
 - Quality Improvement and Patient Safety
 - Hospitals, Medicaid providers, all OB-GYN providers
 - Care coordination via Interconception Care Medicaid waiver from CMS for demonstration project in selected communities for women to 200% of poverty
 - Substance abuse and behavioral/mental health screening for all women in Medicaid
 - Data for change

Utah – Power Your Life

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POWER YOUR
LIFE



POWER YOUR
HEALTH

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[Avoid](#)

You need 30 minutes of exercise per day.



Power Yourself

Are you taking good care of yourself?
A healthy today is a happy tomorrow!



Power of Two

Ready to start settling down?
A healthy you for a healthy relationship.



Power Your Family

Expanding your family?
A healthy Mom for a healthy family.



[Birth Control and Your Body. Watch the video now. »](#)

Los Angeles



- LA Best Babies Network
 - Coordinates Healthy Births Initiative (investment by First 5 LA, an early childhood investment fund)
 - Goal: to improve pregnancy and birth outcomes in LA County

- WOW (WIC Offers Wellness):
 - A special interconception program for LA County women through the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
 - Helps women with previous birth complications by promoting health and wellness, one-on-one counseling, support groups

Nebraska – www.tunemylife.org

TUNE

SONGS

YEAR TWO	YEAR ONE
🎵	broken girl
🎵	long road
🎵	make a change
🎵	my lifetime
🎵	overcome
🎵	ready to go
🎵	you are a star

HEALTHY LIVING

- + physical health
- + emotional health
- + friends and family
- + dating
- + education
- + your future

Live your life like it's your favorite song.

DHHS

Georgia



- Medicaid Interpregnancy Care Waiver Project – statewide focus on repeat VLBW
- Preconception Care Tool Kit for Family Medicine
- Grady Hospital Interpregnancy Care Program
 - Focus on higher risk women, following a high risk pregnancy
 - Women who participated in the program:
 - significantly more likely to achieve adequate spacing of subsequent pregnancies compared to a historical cohort.
 - significantly lower utilization of emergency and urgent care facilities compared to a historical cohort.

Florida



EveryWomanFlorida

HEALTHCARE PROVIDERS | WOMEN

Home Text Size: A+ A-

Be healthy... It can make a difference!

With the vision of a healthier Florida, it is our goal to help women reach the level of optimal health. This site will explore reasons for a healthier lifestyle while providing information on how to improve the health and well-being of women.



Every Woman, Every Time

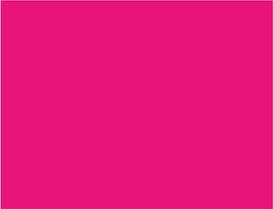


Education, tools and resources for healthcare providers. [Learn More](#)

Every Woman, Every Day



Education, tools and resources to help you stay healthy! [Learn More](#)



Next Steps



National Campaign



- December 13, 2011 Strategic Planning Meeting
- Develop an Action Plan
- Capitalize on the growing momentum around the life course approach and infant mortality

Challenges



- Complexity of health reform implementation & threats to ACA
- Funding
- Embedding pre and interconception health into emerging opportunities (eg fit with tobacco, obesity, chronic disease and national prevention strategies)
- Ongoing development of promising and best practices
- Address inequities and the social determinants of health

The REALLY Big Picture



**Prevention
for the
Health
of North
Carolina:
Prevention Action
Plan**

October 2009
(Revised July 2010)

<http://www.nciom.org/wp-content/uploads/NCIOM/projects/prevention/finalreport/PreventionReport-July2010.pdf>

To Do Before Thanksgiving



- Sign up for the preconception monthly newsletter
- Join Every Woman Southeast
- Pick one or two websites and review them
- Find the *Prevention for the Health of NC Plan* and read at least one chapter
- Consider one change you could make to a program or service today to promote preconception health

Thank you! Questions?



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www.mombaby.org

www.EveryWomanSoutheast.org

www.YouQuitTwoQuit.com