Advancing Health in U.S. Communities:

Breaking Up with the 'Cookie Cutter' Approach to Preconception Messages

AMCHP Conference 2017  |  March 6\textsuperscript{th}, 2:30PM

TAG US: #ShowYourLoveToday
PCHHC Vision: All women and men of reproductive age will achieve optimal health and wellness, fostering a healthy life course for them and any children they may have.
Our roots. . .

• CDC Select Panel on Preconception Health (2006)
  • Goal 1. Improve the knowledge and attitudes and behaviors of men and women related to preconception health.
  • Recommendations 1 & 2. Individual Responsibility & Consumer Awareness.
  • Consumer Work Group (one of five)
Show Your Love – Phase 1

- PCCHC and the Centers for Disease Control and Prevention (CDC) with support from Research Triangle Institute conducted formative research and convened thought leaders from across the country to develop the first campaign.

- Launched in February 2013 with a formal partner-based strategy, research-backed resources and campaign products as well an evaluation - cdc.gov/preconception/showyourlove. Campaign materials carry the valuable CDC logo and brand.

- Focus: Planners & Non-planners
What we accomplished

• Efforts laid the groundwork for the development of a consumer–focused preconception health brand and national social marketing campaign.

• Contributed to increased understanding of the barriers faced by women of color and other special populations who are at high risk for adverse pregnancy outcomes and other special populations.
Show Your Love Phase 2

• Funded by the WK Kellogg Foundation 5/15-2/16 - Allowed PCHHC to hire our first communications director

• Resources to support small media buys, new website and campaign basics as well as mini-grants

• Hope was to change behavior (of course) AND to generate energy and action and PRESENCE to attract additional funding
ShowYourLoveToday.com
#ShowYourLoveToday on Social

Twitter.com/SYL_Today
Facebook.com/ShowYourLoveToday
@ShowYourLoveToday
#PCHChat Tweet Chat

His & Hers Reproductive Health Chat

June 16 @ 1PM ET

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PCHHC National Newsletter

- Featuring top news, resources, tools, campaigns in preconception.
- To subscribe, send an email to pchhcnews@gmail.com with Subscribe as the subject line - or text PCHHC to 22828.
- Submit updates, articles, content, suggestions to Suzannew@med.unc.edu
PCHHC in the News

Check out our “PCHHC in the News” section on Before and Beyond
Show Your Love Ambassadors

Diverse group of young adults ages 18-30 who model and promote healthy behaviors and life choices online and in their communities.

More: www.showyourlovetoday.com/joinus
Show Your Love App

- RTI / CDC Foundation / Anthem Health Developed a Preconception Health App for “Planners”
PCHHC Catalyzing Change Meeting
Real Talk…

How have we not cracked the code and authentically - while being scientific and accurate - been able to raise awareness that what you do *before* you’re pregnant matters?
Show Your Love

Diversification Grants

WK Kellogg funded 14 organizations nation-wide to expand and diversify our messaging and materials
Speak the language; look the part
Spreading love across the nation

Heritage U Native Am.
Ohlone U. APIs
HAPI/Alameda County Pacific Is.
Black Women Wellness Af. Am.
LA County FAMILA Hispanic
Native American Community Health Center
Family Tree LGBTQ
UNC Pembroke Healthy Start CORPS Native Am.
Women Watch Afrika Refugee
Healthy Start JMT Af. Am.
FL Dept. Duval County Af Am., Males
Brigham & Women’s Hospital Hispanic
Latino Comm. On AIDS Hispanic (National)
Healthy Teen Network Hispanic/Af. Am (National)
Brigham & Women's Hospital
Target: Latinas ages 14-45 and their senior support systems ages 45+; Boston

Healthy Teen Network
Target: Black and Latina teenage girls; National Membership Organization; Baltimore, MD (CRUSH APP)

Brigham & Women's Hospital
Target: Latinas ages 14-45 and their senior support systems ages 45+; Boston

Healthy Teen Network
Target: Black and Latina teenage girls; National Membership Organization; Baltimore, MD (CRUSH APP)

Latino Commission on AIDS
Target: Latina women/cisgender, English and Spanish speaking, ages 18-29; U.S. and territories

Black Women Wellness
Target: Black young women ages 18-29; Los Angeles, CA

Ohlone Community College District
Target: Asian Pacific Islander and Latina female students at Ohlone Community College; CA

LA County Dept. of Public Health
Target: Hispanic men and women ages 18-29 in/around Los Angeles (FAMILIA text campaign)

Health Advancement for Pacific Islanders (HAPI)
Target: Pacific Islander men and women ages 18-29; Alameda County, CA

Florida Health
Duval County
Target: Males ages 19-29, significant others of "planning/non-planning" women, Fathers; Northeast FL

Latino Commission on AIDS
Target: Latina women/cisgender, English and Spanish speaking, ages 18-29; U.S. and territories

Brigham & Women's Hospital
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Target: Black and Latina teenage girls; National Membership Organization; Baltimore, MD (CRUSH APP)
Women Watch Afrika
Target: Refugees from African countries; Georgia

Heritage University
Ttaw’axt / Heritage University / Zero to Three
Target: Young women and children enrolled tribal members of Yakama Nation & other families in Yakima Valley; Washington State (Ttaw’axt, indigenous Native American community)

Native American Community Health Center
Target: American Indian women and men ages 18-44; Maricopa County and surrounding areas

UNC Pembroke & Healthy Start CORPS
Target: Native American and Hispanic women ages 18-29; Robeson County, UNC Pembroke and Community College

Healthy Start Coalition of Jefferson, Madison, Taylor Counties
Target: Young Black women and partners, low-income; Rural North Florida

Family Tree Clinic
Target: LGBTQ patients; Twin Cities, MN
Grantees in their Communities

• Tailored / tested SYL core goals, messages, and materials to:
  • Build engagement and disseminate preconception health information to their target audience.
  • Encourage more interpersonal and community support programs to get involved in the Campaign.
• Made or deepened connections with the community they serve.
• Elicited involvement from the focus population to gauge the relevance and influence of messaging and facilitate the production and evaluation of relevant photos.
The Word

“PRECONCEPTION”
Tailoring the *Diversified* Messages
Preconception Care and Health Care

Show Your Love is a national campaign designed to encourage the health of women and families by promoting preconception health and care. The campaign engages communities to increase awareness of the importance of preconception care and to advocate for policies and programs that support healthy pregnancies and healthy outcomes for all families.

Partners: Get Involved with Show Your Love

Better health outcomes and more live births are available to both pregnant women and their newborns when couples can make healthier choices in their own lives. Visit us at www.showyourlove.org to learn more about how you can help support healthy pregnancies and healthy outcomes for all families.

Show Your Love
Steps to a Healthier me!

- Be a model of healthy habits.
- Take care of your body.
- Get regular check-ups.
- Eat a balanced diet.
- Avoid smoking and alcohol.
- Exercise regularly.
- Practice good hygiene.
- Manage stress.
- Get enough sleep.
- Use contraception.

Preconception Health

- Start planning early.
- Get your body ready.
- Take care of your overall health.
- Get your blood pressure checked.
- Get your blood tests.
- Get your eyes checked.
- Get your teeth checked.
- Get your cholesterol checked.
- Get your diabetes checked.
- Get your vaccinations.

Show Your Love
Steps to a healthier me & baby to be

- Get your flu shot.
- Get your cervical cancer check-up.
- Get your breast cancer check-up.
- Get your STI test.
- Get your HIV test.
- Get your hepatitis test.
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GET LOCAL: steer to local resources, organizations, people
Welcome to FAMILIA!

To join, text LAFAMILIA to 55000

The FAMILIA text messaging program focuses on family planning, active living, maintaining a healthy weight, improving nutrition, reducing stress, and addressing abuse. Each message links here to the FAMILIA website, which has more information, apps, blogs, and videos related to that topic. You'll receive three healthy living text messages each week for three months. You can choose to receive messages in English or Spanish.

By taking charge of your health, you are taking charge of your future.

FAMILIA Topics:
Hone the Message. Keep it Simple.
Prioritize the Call to Action.
How will you #ShowYourLoveToday?
Don’t Translate, Transcreate.
Health, Financial, Education Literacy
Taking feedback from the workshops and follow up survey, the Coalition provided recommended edits to the Show Your Love “Steps to a Healthier Me” resource and messages.
The Missing Group: Ambivalent
"Having the right information to make informed decisions about my reproductive health, the ability to buy healthy foods and knowing who to go to about health questions/concerns without feeling judged."

"You yourself, as much as anybody in the entire universe, deserve your love and affection."

To me, feeling well and healthy means being able to have access to good health care. To be able to choose, I have self-autonomy over my own body. Healthy means feeling supported. When I am supported, I am stronger.

Women need to have access to community support, love, and positivity!
Men Show Love Too!
Black Women For Wellness is committed to the health and well-being of Black women and girls through health education, empowerment and advocacy.
Uterus≠Woman. Consider Self-Identity.
Show Your Love

You’re ready to get pregnant. It’s time to nurture and love yourself by planning and preparing your body for pregnancy. Take these steps to improve your preconception health:

What is preconception health?
- Preconception health is simply your health before you get pregnant.
- How healthy you are before getting pregnant can affect the health of your baby.

What can you do?
- Eating a healthy diet, being physically active and taking folic acid every day is awesome!
- Reevaluate your habits around drinking alcohol, smoking, and drugs. Considering stopping if you’re planning on getting pregnant.
- Get screened and tested for possible medical problems, like infections or diabetes.
- Talk with your health care provider about how to best manage your medical conditions and any medicines you’re taking.

For more information visit www.cdc.gov/showyourlove.

FamilyTreeClinic.org
Learn from History; Include Elders
Linking Self Care with Preconception Care
How will you #ShowYourLoveToday?

Fruits, veggies, or vhm. I decide when we're ready! I take the stairs, evacuate before you populate.

Self-care is sexy!

Healthy mind + healthy body = healthy me

I sleep; I study; I play; I thrive.
BLACK WOMEN FOR WELLNESS
SHOW YOUR LOVE PROJECT
Inadvertent Guilt Factor
Faith-Based Communities
I KNOW MY RIGHTS!

I HAVE A RIGHT TO..... Pray!
Participate in my Community! Reproductive Health!
Show Love to Yourself and Your Children by practicing Good Nutrition!
Eat Fruits and Vegetables instead of Junk Food!

Kuonyesha Upendo kwa Yourself na Watoto Wako na kufanya mazingira Lishe nzuri
Kula Matunda na mboga badala ya Junk Food

Engaging in Cultural activities and participating in community events is how we
Show Love to Ourselves and our Community

Share the fruits of the love and health movement with your family members and friends
as an activity that will bring health benefits to our families and communities.

Show Your Love Preconception Health

WWA

Preconception Health + Health Care Initiative
A National Public Private Partnership

Show Your Love Preconception Health
Preconception Resources

- www.ShowYourLoveToday.com
- Show Your Love App
- Show Your Love on Twitter, Facebook, LinkedIn, Instagram
- Preconception health tips texting campaign: Text LAFAMILIA to 55000
- Check out the “Knowledge” section of our website for partner and local resources
Before and Beyond

Resource & toolkit for health professionals
Help us recruit:

- Diverse group of **young adults ages 18-30** who will help model and promote healthy behaviors and life choices online and in their communities.

- Ambassadors will receive SYL products, share their health journey on their social channels, and be prominently featured on the Show Your Love and partner sites. Very little time commitment.

- To nominate someone, email Suzanne Woodward ([SuzanneW@med.unc.edu](mailto:SuzanneW@med.unc.edu)). More: [www.showyourlovetoday.com/joinus](http://www.showyourlovetoday.com/joinus)
Stay Connected!

How will YOU #ShowYourLoveToday?
@SYL_Today & Facebook.com/ShowYourLoveToday
SuzanneW@med.unc.edu