PCHHC Catalyzing Change Meeting

Key Directions & Highlights

December 2016 in Arlington, VA
PCHHC Catalyzing Change Meeting
Catalyzing Changers across the US

We brought together over 100 people, across 20 states
Meeting Goals

• Synthesize current preconception efforts in consumer education, clinical integration, and population measures

• Develop plans for expanding preconception strategies across systems and population groups, including research

• Strategize about connecting with and amplifying Title V efforts around the well woman visit
Top Level Findings

• We received specific feedback and lessons learned for reaching consumers, integrating PCC into health care systems, the beforeandbeyond.org website and clinical toolkit, PCC payment, working with PPEs, assessment tool development and advancing the new population measures.

• Full proceedings will be available online by the end of January.

• A formal report with the highlights will be available by mid February for promotion and use with potential funders

• A designed, one page summary (placemat) will be developed by the end of February for funders
Key Directions

• The word Preconception remains a challenge as does the concept.
  • We need to invest significant resources to raise the general public’s awareness (consumers and clinicians) about the core idea that health prior to pregnancy (women and men) impacts birth outcomes. This basic concept is still not understood in the US.
  • We need to do this in a way that embraces feminism and reproductive justice AND also can resonate across both liberal and conservative frames

• Create more opportunities for clinicians and consumers/community agencies to collaborate.
  • Unique role for PCHHC to generate workable solutions to challenges, messages and strategies
  • Begin by experimenting with short term “task teams” such as the assessment tool work to cross pollinate work
  • Raise funds for two regional or a national meeting focused on bringing groups together for more problem solving
• Promoting / assuring reproductive health, justice and equity was a theme across the two days
  • Look to communities that have struggled with these issues for decades for advice and wisdom for current times
  • Be intentional about developing and promoting materials for clinicians, public health workers, social workers, home visitors etc. on implicit bias, patent-led decision-making, cultural competency and quality communication. This is particularly important around the new push for LARC, OKQ and reproductive life planning
  • Educating/advocating on the importance of true access to reproductive health services may not be common in MCH but is essential for improving outcomes. Get more comfortable talking about sex and relationships and perhaps even finances
Key Directions

- Messaging, tailoring, engagement needs to happen at a local, community, clinic (system) level with national support to assure the work build on each other and doesn’t become siloed
  - Develop a mix and match resources/tools/campaign inventory for both consumer and clinic partners. This includes different messages, image libraries, clinical algorithms, types of tools, assessments and communication options

- There are a lot of preconception health messages. It can feel overwhelming for a community and clinic to try to promote them all well.
  - The shorter list of Preconception Wellness Clinical Measures and Population Measures are GREAT but still overwhelming
  - Do we want to zoom in on fewer messages?
  - Could we better support consumer groups / clinics that need to zoom in and target (see progress) on few PCC topics?
Well Woman Care / Visit

• There is a lot of activity underway – Well Woman work by ACOG, Title V on NPM #1, HRSA MCHB Bright Futures work and more. Is someone coordinating all this effort? NICHQ? AMCHP?

• Changes looming to the ACA could/will impact access to care for women

• Qualitative research demonstrates some key challenges for women in getting well woman care (note: similar issues described for accessing postpartum care as well)

• More discussion needed on our role around the visit.
Key Directions

• Preconception messages and outreach needs to include a young women’s circle of support and influence: We need a multi-generational approach.

• Transcreation is critical. Need formative research on messaging to men as well as language translation (Spanish first).

• Concepts of “hitch a ride” and partnership remain core.

• Other key take away points or feedback from people who attended?
Funding Ideas

- Support local groups in HOW to find funding for their work (not easy)
- Need a categorized funding approach: digital/silicon valley, community-based, public health, federal
- Tap into big money (pharma, for-profit groups, large foundations for unbranded campaigns)
Join the PCHHC Marathon – funding needs

• 2 FTEs on communications – one to focus on consumer messaging / engagement and another to focus on messaging to clinicians and public health. Communications is a critical, essential role at this point in time. ($150,000)

• Expand community campaigns – fund 6 to 8 projects in diverse communities at a level that will support a person and products (e.g. posters, ads, etc.) ($400,000)

• Media resources to support the development of an ad campaign series and media buys / promotions ($500,000 to $1 million or more)

• Continue to provide seed money to diverse communities to engage them and continue to elevate the voices and perspectives of unique populations ($50,000)
Join the PCHHC Marathon – what we need

• Funds to support convening meetings that bring together consumers, public health and clinicians to foster dialogue and collaboration ($200,000)

• Resources to support research: A) formative studies on messaging preconception health for men, B) formative studies for cultural and language messaging for Latinx populations / Spanish language, C) a major effectiveness study, D) assessment tool testing, E) Frameworks (framing PCC), and F) implementation research on PCC into practice.

• 1.5 FTE clinicians (could be one person or divided among several) to coordinate tool development, collaboration (e.g. integrating PCC messages into existing platforms and training programs), provide TA, and support engagement with professional groups and new partners to champion PCC ($250,000 to include some travel)
Join the PCHHC Marathon – what we need

• Continuing support for leadership to proactively weave together different movements (IPV, substance use, mental health, social justice) finding common ground and shared messaging around pregnancy intention and wellness care.

• Resources to maintain websites, social media and general promotion (printing, etc) as well as design work (e.g. for tools / resources)
Show Your Love

Engaging Communities & Diversifying Preconception Health Messages
Speak the language; look the part
Show Your Love
Diversification Grants

WK Kellogg funded 14 organizations nation-wide to expand and diversify our messaging and materials.
Spreading love across the nation
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.
Brigham & Women’s Hospital
Target: Latinas ages 14-45 and their senior support systems ages 45+; Boston

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

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

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

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

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

Florida Dept of Health-Duval County
Target: Males ages 19-29, significant others of "planning/non-planning" women, Fathers; Northeast FL
Women Watch Afrika
Target: Refugees from African countries; Georgia

Women Watch Afrika, Inc.

Target: LGBTQ patients; Twin Cities, MN

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

Healthy Start Coalition

Family Tree Clinic
Target: LGBTQ patients; Twin Cities, MN

Before, Between & Beyond Pregnancy
Leverage Digital to Reach Where They Are

• New Consumer Paradigm: Fast, Smart, Sassy, Relevant
• Social Media – local, niche influencers
• Forums—platform for community building
• Text Messages—push texts with information
• Mobile Apps—useful for quality multi-functions; informative
• Newsletters/Blogs/Media/SEO
The Word
“PRECONCEPTION” doesn’t resonate.
Need to tailor the *Diversified* Messages
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 texts 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.
Need to address language barriers in a culturally responsive way.
Show Love to Yourself and Your Children by practicing Good Nutrition!
Eat Fruits and Vegetables instead of Junk Food!

Feeling Sick? Not Well?
Show Love to Yourself by going to a clinic!

Eat Healthy Food

Eating healthy food means eating a variety of food every day, including whole grains, fruits and vegetables, milk and other dairy products, and meat, seafood, or beans.

It is important to eat a lot of fruits and vegetables, at least five times a day.

When fresh fruits and vegetables are not available, choose frozen or canned fruits and vegetables.

Limit the amount of fast food and processed food that you eat because these foods are very high in fat and salt.

Children need the same healthy food as adults but in portions appropriate for their age.

Drink plenty of water everyday.

Show Your Love Preconception Health
WWA

I Have Good Nutrition! I Don’t Smoke!

Created with My MVe Video Free Version
Consider: Health, Financial, Education, Digital 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
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.”

“Yourself as much as anybody in the entire universe, deserve your love and affection.”

To me, feeling well and healthy meant being able to have access to good health care. To be able to choose to have self-autonomy over my own body. Healthy means being supported when I am sick. I never thought women need to have access to community support, love, and positivity.

Positive messages, peer support, time outdoors, running (my favorite). Access to quality healthcare, community support.
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
Before, Between & Beyond Pregnancy
Learn from History; Include Elders
Linking Self Care with Preconception Care
How will you #ShowYourLoveToday?

Fruits, veggies, or vlm.
I decide when we’re ready!
I take the stairs;
circinate 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.
Desires to be healthier, doesn’t have means to carry it out each day.
Faith-Based Communities.
What if prayer is critical factor in wellness for some communities?
I KNOW MY RIGHTS!

I HAVE A RIGHT TO..... Pray!
Participate in my Community! Reproductive Health!
Engaging in Cultural activities and participating in community events is how we Show Love to Ourselves and our Community.

Show Love to Yourself and Your Children by practicing Good Nutrition!
Eat Fruits and Vegetables instead of Junk Food!

Kuonyesha Upendo kwa Wata Wako na W脱贫致富 mo na kufanya mozaizi Lishe nzuri Kula Matunda na mboga badala ya Junk Food

Share in the benefits and joy of motherhood. The world needs you! Engage in community activities and show love to yourself and your children. Eat fruits and vegetables instead of junk food.
MY HEALTH
I HAVE GOOD NUTRITION
I DON'T SMOKED

GET MOVING!
RUN! WALK! DANCE! PLAY!
30 Minutes a Day for Exercise
Show Your Love Ambassadors

Diverse network 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
SYL Brand Ambassadors

- 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). More: www.showyourlovetoday.com/joinus
Continuous Messages with Local Leaders

• Show Your Love Community Ambassadors not only share their health journeys, they help our national Initiative better engage and learn from communities.