

# PCHHC Catalyzing Change Meeting

Key Directions & Highlights  
December 2016 in Arlington, VA

# PCHHC Catalyzing Change Meeting



# Catalyzing Changers across the US



# 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

# Key Directions

- 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, patient-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

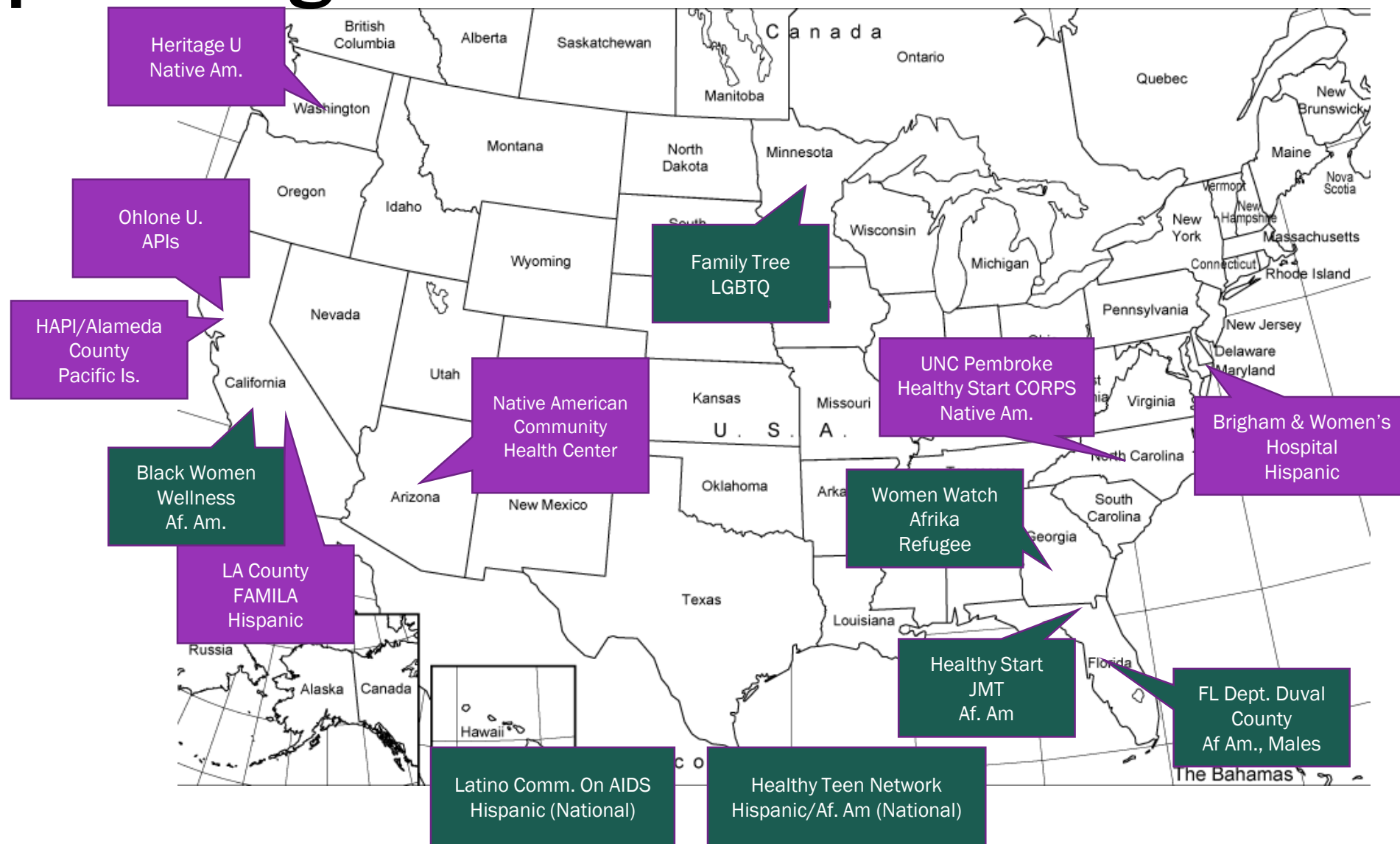


# Show Your Love Diversification Grants

*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

*A World of Cultures  
 United in Learning*



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



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



*Before, Between  
 & Beyond Pregnancy*



Women Watch Afrika

Target: Refugees from African countries; Georgia



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



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









**CDC** Centers for Disease Control and Prevention  
CDC 2017. Saving Lives. Protecting People™

**Preconception Care and Health Care**

**Preconception Health:**

- Overview
- Planning for Pregnancy
- Women
- Men
- Reproductive Life Plan
- Health Professionals
- Resource Center
- Articles and Documents
- Show Your Love Campaign Materials
- Get Involved
- Partners/Sponsors
- Get Email Updates

**Show Your Love** is a national campaign designed to improve the health of women and babies by providing preconception health and healthcare. The campaign's main goal is to increase the number of women who plan their pregnancies and engage in healthy behaviors before becoming pregnant. For those women who don't want to start a family in the near future or at all, the campaign encourages them to choose healthy behaviors so that their own life and babies they have set for themselves.

**Partners: Get Involved with Show Your Love**

Buttons, posters, videos, and other resources are now available to help you promote preconception health to women in your community. Please visit our webpage often, as we continue to update and add new resources.

**Resources to Get Involved:**

- Buttons
- Checklist
- Printable Materials
- Video Series
- Webinars
- Infographics
- Posters
- Infographics
- Infographics

**Show Your LOVE! Steps to a Healthier me!**

Life offers many opportunities. Take time to think about your goals for school, for your job or career and for your health. Your physical and mental health are important in helping you achieve the goals you set for yourself. This is a tool to help you set your goals and make a plan.

Start by choosing your goals for this year. It is easiest to focus on 2 - 3 goals. Then, see the checklist below to set your plan into motion.

**Checklist to set your goals:**

1. **10. Will not use street drugs or take other people's prescription medicines.**  
Taking drugs not prescribed for me is not good for me. I want to be healthy!  
☐ Make an appointment with my doctor to talk about help for this.  
☐ Find a support person or group for additional help.
11. **Reduce my alcohol intake.**  
☐ Reduce my drinking to less than 7 drinks a week and never more than 7 on any one occasion.  
☐ Stop drinking immediately if I feel any physical symptoms, including dizziness, nausea, or vomiting.  
☐ Make an appointment with my doctor to talk about help for this.  
☐ Stop drinking immediately if I feel any physical symptoms, including dizziness, nausea, or vomiting.  
☐ Find a support person or group for additional help.
12. **Stop smoking completely.**  
Always quit for good. Physical, or mental, or even a few days of being sick is worth it. I have myself and my child's health in mind. There is no harm in quitting. I should quit for good.  
☐ Talk with my doctor.  
☐ Talk with a counselor.  
☐ Make a plan.  
Call the National Quitline for more information at 1-800-785-2267 or 1-800-785-2267.
13. **Manage my health conditions, such as diabetes, depression, or asthma.**  
☐ Learn more about my health conditions.  
☐ Talk with my doctor about a plan to manage my health conditions and my medicines.  
☐ Find a support person or group to help me with this plan.
14. **Learn about my family's health history.**  
Learning about health problems in my family can help my doctor and me determine what problems to look for and how to prevent or deal with them.
15. **Ask my parents, grandparents, teachers, friends, mentors, and coaches about any health problems in the family.**  
☐ Keep a record of my findings.  
☐ Update yearly.
16. **Get regular checkups. See my doctor for regular appointments and if I have questions.**  
☐ My doctors' names and phone numbers are:  
☐ My next appointments are:  
☐ My next appointments are:

**Remember to ask my doctor:**

Taking time to look at your life goals and getting as healthy as you can be will allow you to take full advantage of the opportunities that lie ahead. Talk with your parents and your doctor about how to best put this plan into action. Remember that life happens, and plans can change, but just like it is a plan so that you can look at it regularly and update it—and live it with you to your next appointment with your doctor. And, if you decide you want to have a baby sometime in the near future, be sure to share your information with your family members. You get pregnant to be ready to stop with your uterus, and it's really healthy, please take care. There are a lot of the most important people in the world—YOU!

**Show Your Love Preconception Health**

**Centers for Disease Control and Prevention**  
Division of Reproductive Health and Developmental Disabilities

**Show Your Love**  
Steps to a healthier me & baby-to-be!

**Between and Pregnancy**

Brought to you by CDC Foundation & Anthem.  
Powered by YOU.

**GET LOCAL: steer to local resources,  
organizations, people**









**FREE text messages to help improve your health!**



#### Adobe Reader

Note: PDF documents on this site were created using Adobe Acrobat 5.0 or later. If you are using an earlier version of Adobe Acrobat Reader (4.x or less), document functionality may be reduced. [Please Click Here](#)

#### Contact Information

Los Angeles County  
Department of Public Health  
Maternal, Child, and Adolescent Health Programs  
600 S. Commonwealth Ave., 8th Floor  
Los Angeles, CA 90005  
Tel: (213) 639-6416  
FAX: (213) 639-1034

[FAMILIA@ph.lacounty.gov](mailto:FAMILIA@ph.lacounty.gov)

[Privacy Policy](#)  
[Terms of Use](#)

**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:



#### Contraception Options

##### Active Living

[Tips for an Active Life](#)

[Stretching and Soreness](#)

##### Maintain a Healthy Weight

[What is a Healthy Weight and](#)

[Why Should You Achieve It?](#)

[Healthy Ways to Lose Weight](#)

[Achieve a Healthy Weight by](#)

[Managing Stress and Sleeping](#)

[More](#)

##### Improve Nutrition

[Recommendations for Eating](#)

[Healthy](#)

[Healthy Eating Out](#)

[Healthy Beverages](#)

##### Less Stress

[What is Stress?](#)

[What is Depression?](#)

[What is Anxiety?](#)

##### Address Abuse

[Healthy Relationships](#)

[Abusive Relationships](#)

Questions? Contact us:

[FAMILIA@ph.lacounty.gov](mailto:FAMILIA@ph.lacounty.gov)

(213) 639-6416

Show Your Love  Preconception Health

**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 Your Love  
Preconception Health



Show Your Love  
Preconception Health



## Eat Healthy Food



en  
Care Initiative  
Partnership



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



Drink plenty of water everyday

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



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



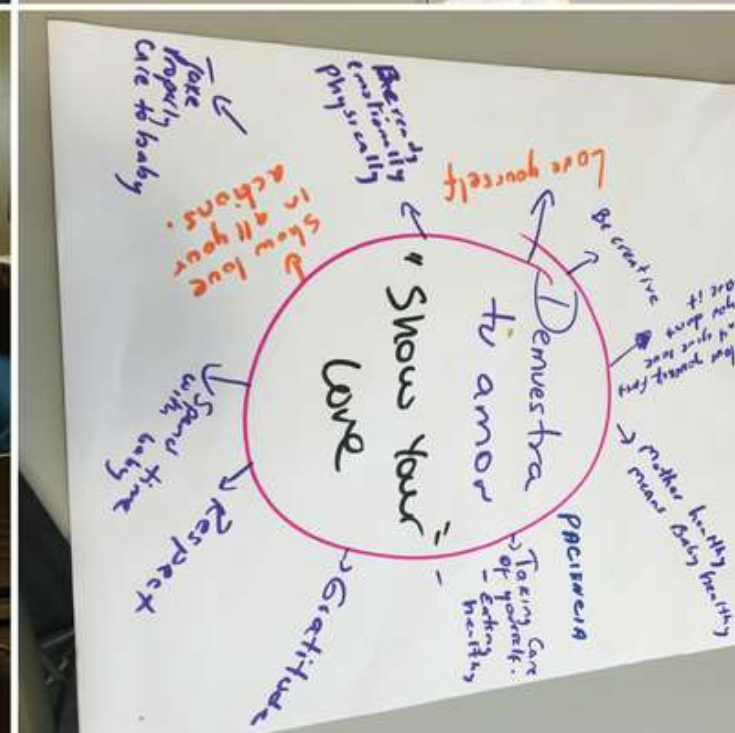
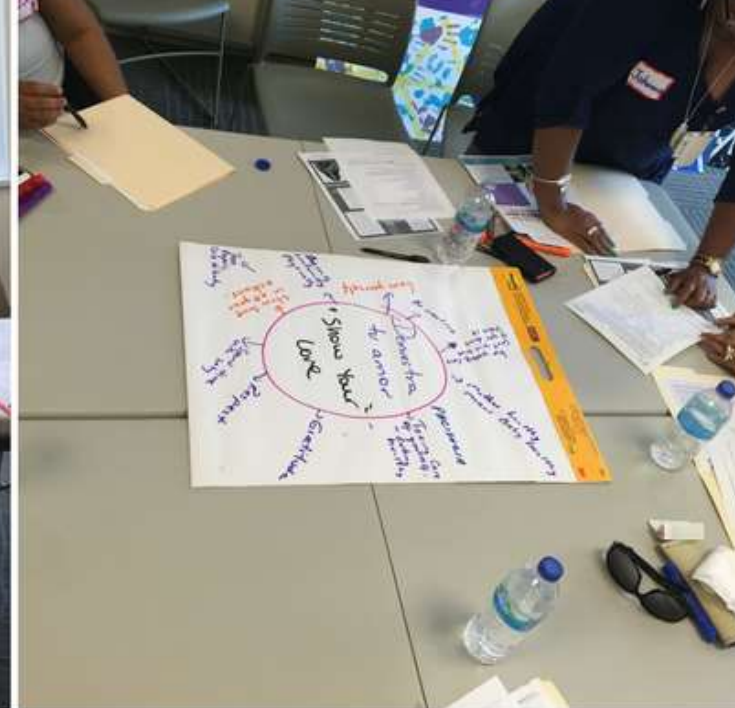
Children need the same healthy food as adults but in portions appropriate for their age

Limit the amount of high fat foods, such as chips, cakes, cookies, and fried foods, that your children eat.

Show Your Love  
Preconception Health

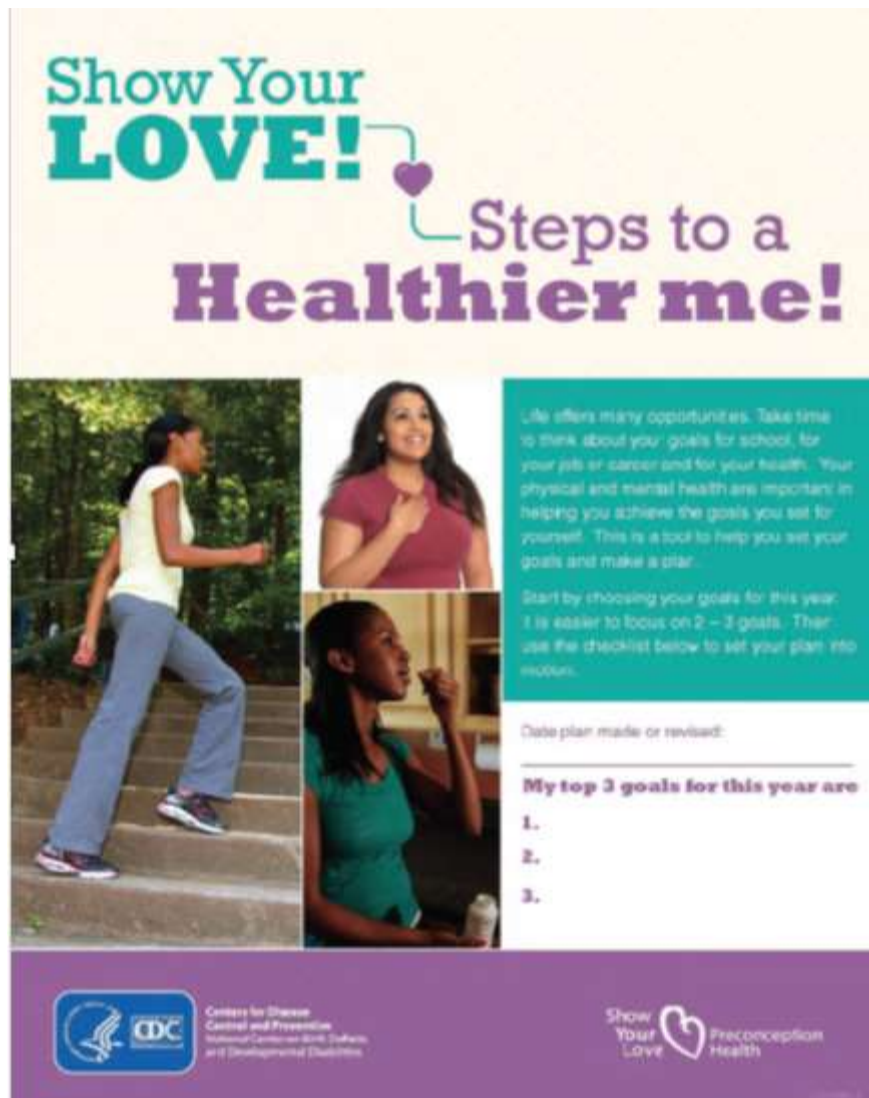
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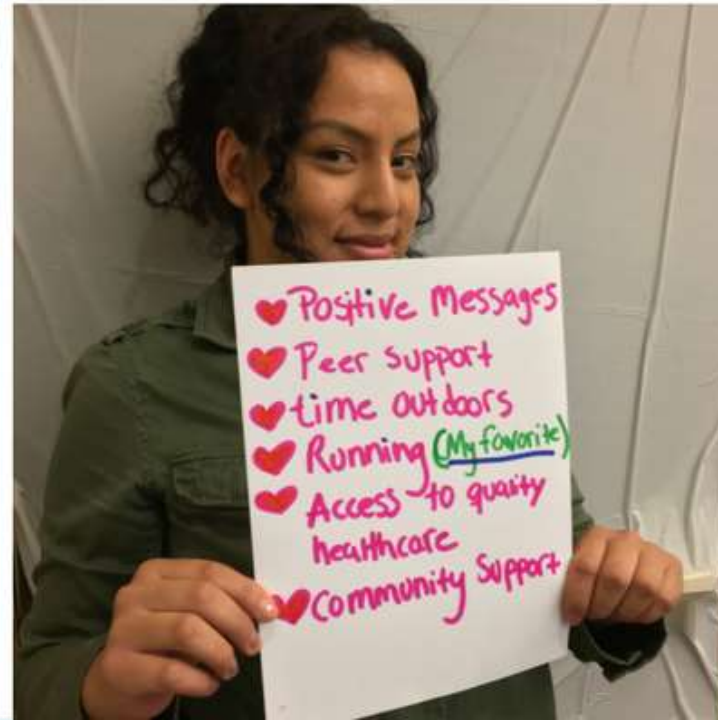
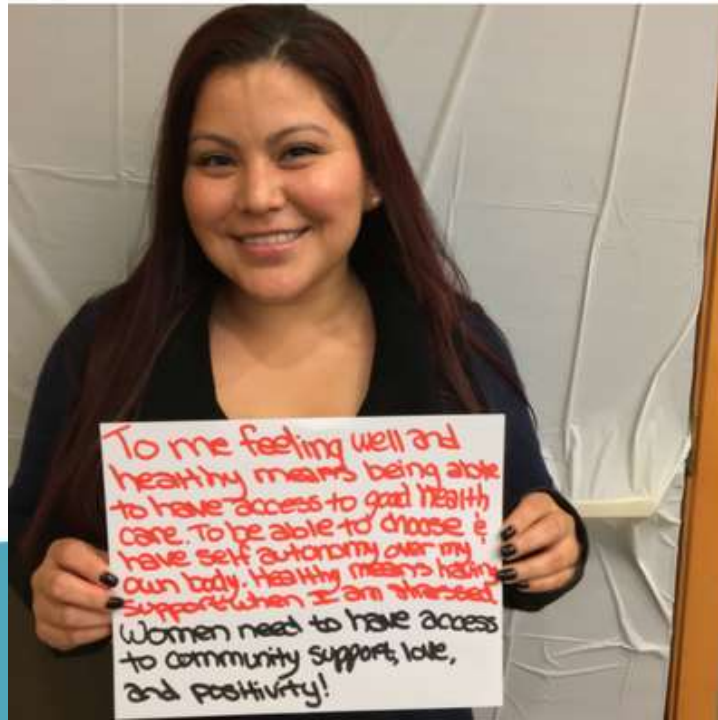
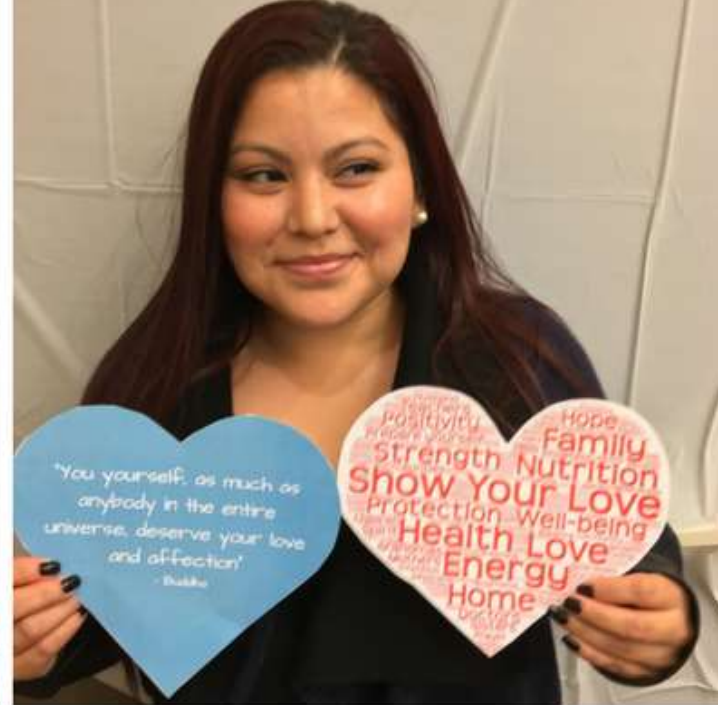
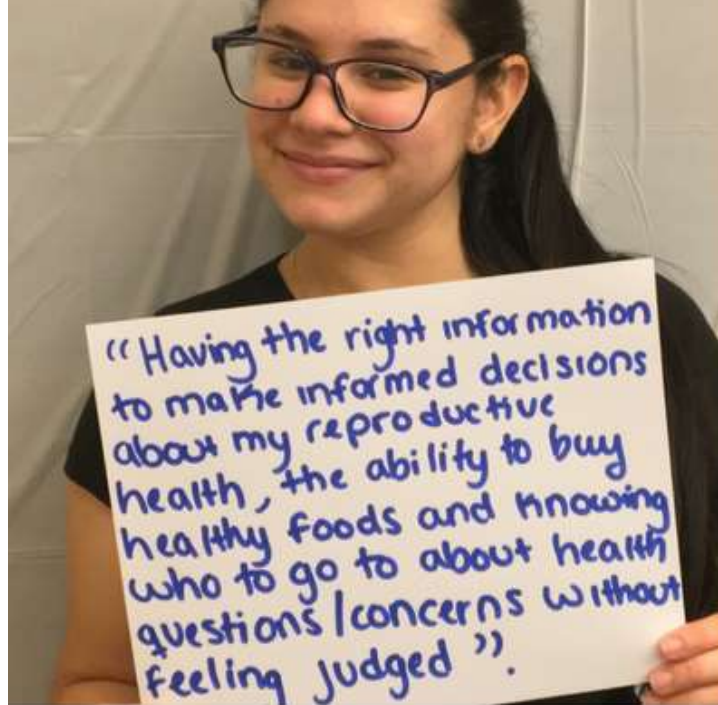
# Consider: Health, Financial, Education, Digital Literacy





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



# Men Show Love Too!





[https://www.youtube.com/watch?v=AHosVQDNTic&feature=youtu.be&utm\\_source=PCHHC+Summer+Newsletter+-+July+2016&utm\\_campaign=PCHHC+JULY&utm\\_medium=archive](https://www.youtube.com/watch?v=AHosVQDNTic&feature=youtu.be&utm_source=PCHHC+Summer+Newsletter+-+July+2016&utm_campaign=PCHHC+JULY&utm_medium=archive)



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

Show Your Love  Preconception Health

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](http://www.cdc.gov/showyourlove).

FamilyTreeClinic.org



# Learn from History; Include Elders









# Linking Self Care with Preconception Care





How will you #ShowYourLoveToday?



Show Your Love Preconception Health





# 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.**



Preconception  
Health+Health Care Initiative  
A National Public-Private Partnership

Before, Between  
& Beyond Pregnancy

# **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!

1:15 / 2:23







**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 mazoezi Lishe nzuri  
Kula Matunda na mboga badala ya Junk Food

من أجل ممارسة التغذية الجيدة. أكل الفواكه والخضروات بدلا من الوجبات السريعة  
'iizhar alhubb l nafsak w 'atfalak miin khilal mumarasat althaghazat  
'aki alfawakih walkhadarawat badalaan miin alwajabat alsariya



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

Kushiriki katika shughuli za kitamaduni na kushiriki katika matukio ya jamii ni jinsi sisi  
Onyesha Upendo kwa Ourselves na Jumuiya zetu

شاركة في الفعاليات المجتمعية هو كيف يمكننا ان اظهـار الحب ل أنفسنا و مجاعتنا  
alainkhirat fi al'anshitat alththaqafiat walmusharakat fi alfaealiat almujt.  
yumkinuna 'ann 'iizhar alhubb l 'anfusina w jamaeatuna

Show Your Love  Preconception Health



 Preconception Health+Health Care Initiative  
A National Public-Private Partnership

Show Your Love  Preconception Health



 Preconception Health+Health Care Initiative  
A National Public-Private Partnership

Before, Between  
& Beyond Pregnancy







# 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](http://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](mailto:SuzanneW@med.unc.edu)). More:

[www.showyourlovetoday.com/joinus](http://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.



