Leveraging Screening Tools to Advance Woman-Centered Care: Wisdom and Strategies from Federal Healthy Start

August 14th, 2018, 3pm ET
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• PLEASE MUTE YOUR SPEAKERS!
• This webinar will be archived on BeforeandBeyond.org, under Resources > “PCH In Progress Webinars.”
• Stay tuned for information about accessing this recording and the next webinar for the CoIIN teams.
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.
Reducing Infant Mortality by Improving Women's Health: Preconception CoIIN

This Preconception CoIIN will develop, implement, and disseminate a **woman**-centered, **clinician**-engaged, **community**-involved approach to the well woman visit to improve the preconception health status of women of reproductive age, particularly low-income women and women of color.
Preconception CoIN Aim Statement

By September 2020, four states, in collaboration with the core CoIN team and clinic partners, will develop an adaptable model to effectively integrate preconception care (PCC) into preventive care visits by:

1) working with clinics, consumers and communities to co-create and implement screening tool(s) and response strategies

2) enhancing state capacity to support implementation and preconception wellness

3) disseminating the model(s) statewide and nationally
Leveraging Screening Tools to Advance Woman-Centered Care: *Wisdom and Strategies from Federal Healthy Start*

**Presentations by:**
- Deborah Frazier, RN, Chief Executive Officer, National Healthy Start Association
- Faye Johnson, Chief Executive Officer, Northeast Florida Healthy Start
- Maria Reyes, MD, MPH, PCI Director of US & Border Programs
- Katherine Selchau, MA, Director of Collaborative Innovation & Improvement Networks (CoIIN), PCI Global
Wisdom and Strategies from Federal Healthy Start

Webinar Objectives – we’ll discuss:
• Ways CoIIN states can innovate the well-woman visit beginning with screening tools.
• Considerations when developing and implementing an effective screening tool.
• Connections, strengths, and challenges that Healthy Start sites and clinics may encounter in working together with the screening and referral process.
• Q&A with:
  • Deborah Frazier, RN, Chief Executive Officer, National Healthy Start Association;
  • Faye Johnson, Chief Executive Officer, Northeast Florida Healthy Start;
  • María Reyes, MD, MPH, PCI Director of US & Border Programs;
  • Katherine Selchau, MA, Director of Collaborative Innovation & Improvement Networks (CoIIN), PCI Global
Welcome, Deborah Frazier, RN, CEO, National Healthy Start Association
Welcome,
Faye Johnson, Chief Executive Officer,
Northeast Florida Healthy Start
The Magnolia Project
Empowering Women’s Health & Wellness

- The Magnolia Project, an initiative of the Coalition and federal Healthy Start program, launched in Health Zone 1 in 1999 to address the biggest contributing factor in infant deaths – a woman’s health prior to pregnancy.
- Magnolia has made an impact by providing services to women before, during and after pregnancy, while integrating the Life Course model to address the social determinants of health -- the conditions in which people are born, grow, live, work and age.
Clinic Screening Tool

- The intake clerk completes the screening tool with the clinic patient while waiting for the appointment.
- Identify participants’ health, and psychosocial risk factors, as well as protective factors
- Patients have an opportunity to finish the screening tool if they are called in with the provider before completion.
Lessons Learned

- Originally the screening tool was lengthy which made it complicated to navigate.
- Staff trained to administered the tool in a form of a conversation.
- Participants appreciate a conversation in gathering the information to gain insight into their world.
- The need to insure staff are trained. But more important, having the appropriate staff complete the process.
Lessons Learned

- Engagement, good listening skills, and sensitivity to the needs of the participants are important.
- Staff are crossed trained to administer the screening tool.
- Screening tools are administered during home visitation.
- Staff had to adjust to the need to complete the tool as required, to meeting the needs of the participants first.
Welcome,
Maria Reyes, MD, MPH, PCI Director of US & Border Programs
&
Katherine Selchau, MA, Director of Collaborative Innovation & Improvement Networks (CoIIN), PCI Global
Border States CoLLN Common Aim:

*Increase early prenatal care utilization by 10% among women in targeted impact areas through the development of place-based improvement strategies that address the social determinants of health.*

**Strategic Objectives:**

1. Develop and maintain a strong, sustainable network of interstate, state and local impact site CoLLNs committed to our common aim;
2. Accelerate the development and/or discovery of innovations with potential to achieve our common aim;
3. Support dissemination, spread and scale of evidence-based innovations and learnings beyond the CoLLN.
Innovation Phases:

IDEATION
February to April, 2018
- Engage Stakeholders
- Innovation Challenge
- Facilitate Ideation
- Concept Submission, Review & Selection

PROTOTYPING
May to Sept. 2018
- Design Sprints
- Testing & Measurement Plans
- Testing (PDSA cycles)
- Prototype Selection

DEMONSTRATION:
Oct. 2018 to March 2020
- 18 month Pilot Projects in Local Impact Sites

DISSEMINATION:
April to Sept. 2020
- Document Learnings
- Develop ‘Change Packages’ for sharing
- Disseminate Change Packages

Texas (Prototyping)
Arizona (Prototyping)
New Mexico (Preparing for Design Sprint)
California (Concept Development / Review)
State Teams and Selected Target Areas
## Border States CoiIN:
Early Prenatal Care and Adequate Prenatal Care Data

<table>
<thead>
<tr>
<th>State</th>
<th>1st Trimester PNC</th>
<th>Adequate/ Adequate Plus PNC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona¹ (2017 Provisional)</td>
<td>65.05</td>
<td>65.63</td>
</tr>
<tr>
<td>Santa Cruz County</td>
<td>45.38</td>
<td>39.35</td>
</tr>
<tr>
<td>California² (2013-2015)</td>
<td>83.3%</td>
<td>78.3%</td>
</tr>
<tr>
<td>Imperial County</td>
<td>39.2%</td>
<td>44.5%</td>
</tr>
<tr>
<td>New Mexico³ (2016)</td>
<td>63.4%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Doña Ana County</td>
<td>54.9%</td>
<td></td>
</tr>
<tr>
<td>Texas⁴ (2017 Provisional)</td>
<td>66.4%</td>
<td>65.7%</td>
</tr>
<tr>
<td>Val Verde County</td>
<td>42.9%</td>
<td>37.8%</td>
</tr>
</tbody>
</table>

**Sources:**

1. Arizona Department of Health Services, Public Health Statistics
3. New Mexico Vital Records (Birth Certificate Data, 2016)
4. 2017 Preliminary Data: Maternal & Child Health Epidemiology Unit, Texas Department of State Health Services
ARIZONA:

HMW reduce the delay between confirmation of pregnancy and enrollment in early prenatal care by 10% through (1) using existing tools and methods and (2) tapping into trusted sources of information?

HMW...
Utilize digital technology to educate, inform and remind consumers from preconception through first prenatal visit with the outcome of increasing first trimester prenatal care by 10%?
Well Women Visits

9425

*# of women age 14-44 in Santa Cruz County

3875 (41%)

# of women age 14-44 at MCHC

640 (17%)

# of WWV attendees

*ADHS data: https://pub.azdhs.gov/health-stats/menu/info/pop/index.php

Mariposa Community Health Center, Santa Cruz County, AZ
User/System Journey Mapping

Get in the mindset of our users and identify pain-points and opportunities to create a better experience and enable earlier initiation of pre-natal care.
Linda’s Journey Map

Example

1. **Stages of the journey**

   - Stage of Journey
   - Identifies Information Need
   - Looks for Information
   - Find Information
   - Seeks Help

2. **Activities or actions of the customer and touchpoints with system/process**

3. **Emotional coding and pain points for user**

4. **Revelation of opportunities or innovation challenge to solve**

   - Linda’s friend, Dotte, tells her to look for grants
   - Turns on computer and Googles “Government Grants”
   - Clicks on USA.gov link on Benefits.gov
   - Clicks on USA.gov home page under Financial Assistance
   - Clicks on link to Benefits.gov
   - Begins Benefits.gov search but it takes too long and she clicks “Contact Us” to find a real person
   - Fills out Benefits.gov webform and types a message to ask how she can get financial help
   - Checks her email later and sees response from Benefits.gov

   - Simplify benefits.gov contact page
   - Make the benefits finder more like Turbo Tax
   - Add questions to benefits.gov email form to help agents give better responses
   - Create task force for benefits related sites/agencies
   - Merge grants.gov, benefits.gov, and gov Loans.gov
   - Become benefits program manager - benefits.usa.gov
   - Integrate benefits finder andunchained money search
   - Add APIs to integrate with state benefits info
   - Add FAQs to benefits.gov FAQS into content pages on benefits.gov
   - Create an infographic to explain benefits finder
   - Ask Grants.gov to add a popup asking if you want personal benefits
   - Add benefits finder directly to USA.gov page

   - Home
   - Grants.gov
   - Benefits.gov
   - USA.gov

   - Thankful Dotte is such a good friend
   - Feels a little nervous and unsure, and hopeful her search will work
   - Feels confused and decides to try again in case she missed it
   - Thinks this seems easy
   - I hope this link has what I need
   - Encouraged but needs clarity, comfort, and reassurance
   - Feels optimistic
   - Overwhelmed by the questions. Needs to know this is the right step.
   - Hopeless and discouraged, not sure this is going to help
   - Disappointed there is more to do and needs support and hope
### User: Low income, latina, 14-24, spanish or bl-lingual, ultimately msses 1st Trim visit

#### HIGH SCHOOL
(Start at 14yrs)

- Thinking @ being sexually active
- Abstinence only education
- Active on social media
- Dating
- Clubbing/Partying
- Movie theater

#### 2. SEXUALLY ACTIVE

- Birth control
- On line searches
- Talking to friends
- Doesn't want to get pregnant
- Sexting

#### 3. MISSED MENSTRU AL CYCLE

- Ignore (irregular, denial, wait & see)
- Hide the pregnancy
- Talks to firends
- Talk to partners
- Take morning after pill
- School nurse

#### PREGNANCY CONFIRM

- Buys a pregnancy test (or more!)
- Goes to clinic for free test to confirm pregnancy
- Considers abortion or adoption
- Insurance or adoption
- Talk to family or friends

#### TRIMESTER

- 2nd or 3rd Trim PNC
- No PNC
- Shows up to hospital to deliver
- Stork plan
- Feels fine
- Prepares (asking costs, seeking PNC);

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**Systems**

- Dentist
- Immunization (HPV)
- Drivers license
- Pysical with pediatrician

- MCHC prevention kits
- US pharmacy
- Mexico pharmacy
- MCHC free pregnancy tests
- Teen family planning

- School nurse
- Pharmacy
- PCP might ask for pregnancy test

- Pharmacy
- Planned parenthood
- MCHC
- Mariposa sliding fee scale

- Costs/insurance coverage; fear insurance will not be accepted
- Feels alone or overwhelmed
- Legal status
- Past due balance (prev. preg)
- Wrong/innaccurate info submitted
- Excited about gender
- Misinformation about charges
- Does not have means to provide for

---

**Pain Points**

- Anxious @ unprotected sex
- Scared of getting fat (w/ birth ctl)
- Not talking to parents/fear they will find out/feel unloved by parents
- Misinformed by parents
- Embarrassed; shy
- Fear of STIs
- Confused about birth ctl options

- Freaking out!!
- Usually irregular menses

- Costs/insurance coverage; fear insurance will not be accepted
- Feels alone or overwhelmed
- Legal status
- Past due balance (prev. preg)
- Wrong/innaccurate info submitted
- Excited about gender
- Misinformation about charges
- Does not have means to provide for

---

**Opportunities**

- Smart phone
- Youth groups
- Arizona borders community network
- Teen family planning
- Summer youth institute
- Educating the parents

- Education about free prevention kits
- Birth control education
- Different types of advertising(where to get birth control, STI, info)
- Menstrual cycle app

- Standardize screening for menstruation irregularity at WWVs

- Arizona E-Plus
- Ultrasound
- Educate about exposure to radiation

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**Acty/Steps**

- Buys Prenatal vitamins
- No doula/home births

- Fear of miscarriage
- Gender of OBGYN
- Limited PNC visit slots available
Where are the target users?

In relationship to the health system?
Solution sketching

Choose the best idea and detail it out. Then share out and decide what to prototype.

Click here for photos!

Solution Sketch 1: Design a poster that entices users to enter the message system.

Solution Sketch 2: Sketch out text flow for 1 phase in the user journey.
Hi Amy, I'm Paola from Mariposa Community Health Center. Thank you for subscribing!

I will ask you some questions... please answer honestly and I will give you information to look over.

I will not share your responses.

Can we continue? Y or N

Ok, can I ask... are you having sex? Y or N

Y

Ok. Are you having sex with a Man... a Woman... or Both?

Man (or Both)

Ok. Have you missed your period since the last time you had sex? Y or N

Y

Ok. It's not unusual for women to miss a period. Do you think you might be pregnant? Y or N

Y

Mariposa Community Health Center offers free confidential pregnancy testing. Walk-in anytime between 8am to 4:30pm. No questions asked. Tap here for their information. Would you like more information? Y or N

Y

Ok. Do you know where you can go to get a free pregnancy test? Just in case... Y or N

N

Ok. Here is information on:

1. STD Prevention
2. Birth Control Methods
3. Prenatal Care
4. Well women visit
5. AHCCCSS
6. Behavioral Health

Thank you Amy. Please text us again for any questions you may have.
Engagement Poster Prototypes

Have you thought about your reproductive health?
Learn your options today
TEXT MYHEALTH TO 1550
For information regarding birth control options, information on healthy pregnancies, STI testing and prevention, and insurance options.

Prenatal Visit - Healthy pregnancy - Meet the Doc
Well Woman Visit - Learn more about what it means to be a woman
Birth Control - Reproductive Health - Prenatal Care

Did you miss your period?
Yes
Do you think you might be pregnant?
Idk
Schedule an appointment today to talk about birth control options and early prenatal care.
User Testing Participant Scenarios

Scenario #:

Interviewer:
You’re an 18-year-old girl from Rio Rico, you’re having sex with your boyfriend and your period is late. You’re worried you might be pregnant, but you haven’t told anyone and you don’t know where to go.

1) You’re a 21-year-old girl who is from Nogales, you’re having sex with your boyfriend and your period is late. You went to the Dollar Tree and got a pregnancy test that was positive. You don’t know what to do next.
2) You’re a 14-year old girl who is bisexual, and you recently had sex with your boyfriend. You missed your period, and went to Walmart for a pregnancy test that was positive. You have a doctor who you can go to.
3) You’re an 18-year-old college student, and you have a girlfriend whom you have sex with.
4) You’re a 13-year-old girl, and you’re not having sex.

Observation Points for User Testing:
· Facial expressions
· Reflectance to respond
· Ease of understanding

Post-Trial Interview Questions:
1. What are your overall thoughts about this experience?
2. How comfortable were you using this service?
3. Would this type of information be helpful for someone you know?
4. How easy was it to understand the words in the text chain?
5. If you were looking for this type of info, would you spend this amount of time using this service?
6. Using a scale of 1-10; would you recommend this service to your friends?
7. Would you prefer these questions to come through an app or was it okay via text message?
### Results from Scenario Validation

<table>
<thead>
<tr>
<th></th>
<th>Comfort using the service?</th>
<th>Helpfulness of information?</th>
<th>Easy to understand?</th>
<th>Time (fast)</th>
<th>*Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>10</td>
<td>10</td>
<td>10</td>
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<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

Total n=10; Note: Text=No is for those who preferred the app
Mode=10

"It was pretty easy, I mean not rocket science, it was easy, simple and to the point" 19 Y.O
Results from Engagement Validation

<table>
<thead>
<tr>
<th>Most liked</th>
<th>Least liked</th>
<th>Most influential</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Total n=10; Mode=10

“[Poster #2] is unique and has lots of information and says ‘Someone is here, they want to help you, you should contact them’” 16 Y.O
Q & A with:

• Deborah Frazier, RN, Chief Executive Officer, National Healthy Start Association
• Faye Johnson, Chief Executive Officer, Northeast Florida Healthy Start
• Maria Reyes, MD, MPH, PCI Director of US & Border Programs
• Katherine Selchau, MA, Director of Collaborative Innovation & Improvement Networks (ColIN), PCI Global
Feedback needed!

• Please provide feedback to today’s webinar and speakers:
  https://www.surveymonkey.com/r/NCP25RV
Webinar Archives

• BeforeandBeyond.org > Resources > “PCHHC In Progress”

• Highlights in the PCHHC CoIlN monthly newsletter – subscribe by emailing SuzanneW@med.unc.edu.
Prediabetes Awareness Campaign 2018

Before September 3rd, be sure to #ShowYourLoveToday and support the #CYL2PreventsType2 Prediabetes Awareness Campaign, launched by Black Women's Health Imperative. This work focuses on increasing awareness of prediabetes, and type 2 diabetes and how lifestyle changes can help anyone prevent or delay both prediabetes and type 2 diabetes!

Get involved by using the #CYL2PreventsType2 hashtag & signing up for the DayCause (Similar to Thunderclap) before September 3rd.
Upcoming Webinars

• **IM CoIIN "Universal" TA Webinar on Measurement - August 29th, 3:30-5pm ET.** Hosted by Abt Associates, and open to all IM CoIIN team members. This webinar will be an opportunity to hear from other state teams about what they are considering for measures, as well as additional technical assistance based on the feedback received during the previous measurement sessions. For details, email IMCoIIN@abtassoc.com.

• **September 27th:** LGBTQ+ Care - Competent care & community partnerships

Looking ahead:

• **January 17-18, 2019** - Please hold this date for the 2019 Preconception IM CoIIN In-Person Meeting (Location TBA - somewhere fun and warm).
Branded items for CoIIIN:

- Cellphone Pop-Sockets
- Teal Hardbound Journals
- Purple Pens
- Black Lunch bags

Email: SuzanneW@Med.Unc.Edu with the contact name and address to ship the gear.
Many thanks to:

- Deborah Frazier, RN, Chief Executive Officer, National Healthy Start Association;
- Faye Johnson, Chief Executive Officer, Northeast Florida Healthy Start;
- Maria Reyes, MD, MPH, PCI Director of US & Border Programs
- Katherine Selchau, MA, Director of Collaborative Innovation & Improvement Networks (CoIIN), PCI Global
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