



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

August 14th, 2018, 3pm ET



Preconception
Health+Health Care Initiative

A National Public-Private Partnership



This webinar is being recorded for internal-use only.

- **PLEASE MUTE YOUR SPEAKERS!**
- This webinar will be archived on [BeforeandBeyond.org](https://www.beforeandbeyond.org), under Resources > “PCH In Progress Webinars.”
- Stay tuned for information about accessing this recording and the next webinar for the CoIN teams.





Preconception
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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 (CollIN), 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;
 - Maria 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

The screenshot shows the homepage of the National Healthy Start Association. At the top left is the logo, which consists of a stylized figure in purple and orange. To the right of the logo are navigation links: HOME, FIND SERVICES, MEMBER LOGIN, and a DONATE button. A search bar with the placeholder text "Search by keyword" is also present. Below the navigation is a dark purple menu bar with white text for "ABOUT US", "WHAT WE DO", "HEALTHY START INITIATIVE", "RESOURCES", "NEWS & MEDIA", and "GET INVOLVED". The main content area features a large photo of a group of people, including men and children, gathered around a table outdoors. To the right of the photo is the heading "THE MAGNOLIA PROJECT" in orange, followed by "Jacksonville, FL." and "Third Annual Father's Day Event". Below this is a paragraph of text describing the project's mission and a list of five numbered items. At the bottom of the page are three promotional boxes. The first box, titled "Talk About Healthy Start!", features an image of the U.S. Capitol and text encouraging members to contact their U.S. Senators and Representatives. The second box, titled "Spring Conference Program now Available!", features an image of a baby and text stating the program is now available for download with a "Click Here!" link. The third box, titled "Fatherhood Summit 2018", features an image of a man and child and text announcing the "Fourth Annual Summit on Fatherhood and the Health and Wellness of Boys and Men" on March 24 & 25, 2018, with a link to "Click here for Summit Videos".

NATIONAL HEALTHY START ASSOCIATION

HOME | FIND SERVICES | MEMBER LOGIN | DONATE

Search by keyword

ABOUT US | WHAT WE DO | HEALTHY START INITIATIVE | RESOURCES | NEWS & MEDIA | GET INVOLVED

THE MAGNOLIA PROJECT
Jacksonville, FL.
Third Annual Father's Day Event

The Magnolia Project received a mini grant from the National Healthy Start Association Dads Matter Initiative to teach men childrearing skills, as studies show child health drastically improves when an involved father learns about safe sleep, proper car seat installment, breastfeeding importance and more. Teams compete for a trophies in parenting events, but the most important win is quality time spent between a dad, his family and community.

1 2 3 4 5

Talk About Healthy Start!

Coming to Washington, DC for the Spring Conference? Make sure to schedule visits to talk about Healthy Start with your Members of Congress today!

To locate your U.S. Senators, visit www.senate.gov.
To locate your Member in the U.S. House of Representatives, visit www.house.gov.

Spring Conference Program now Available!

2018 Spring Conference Program
Now Available for Download.
[Click Here!](#)

Fatherhood Summit 2018

Fourth Annual Summit on Fatherhood and the Health and Wellness of Boys and Men

March 24 & 25, 2018
[Click here for Summit Videos](#)



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 cross 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 CoIN 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 CoINs 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 CoIN.

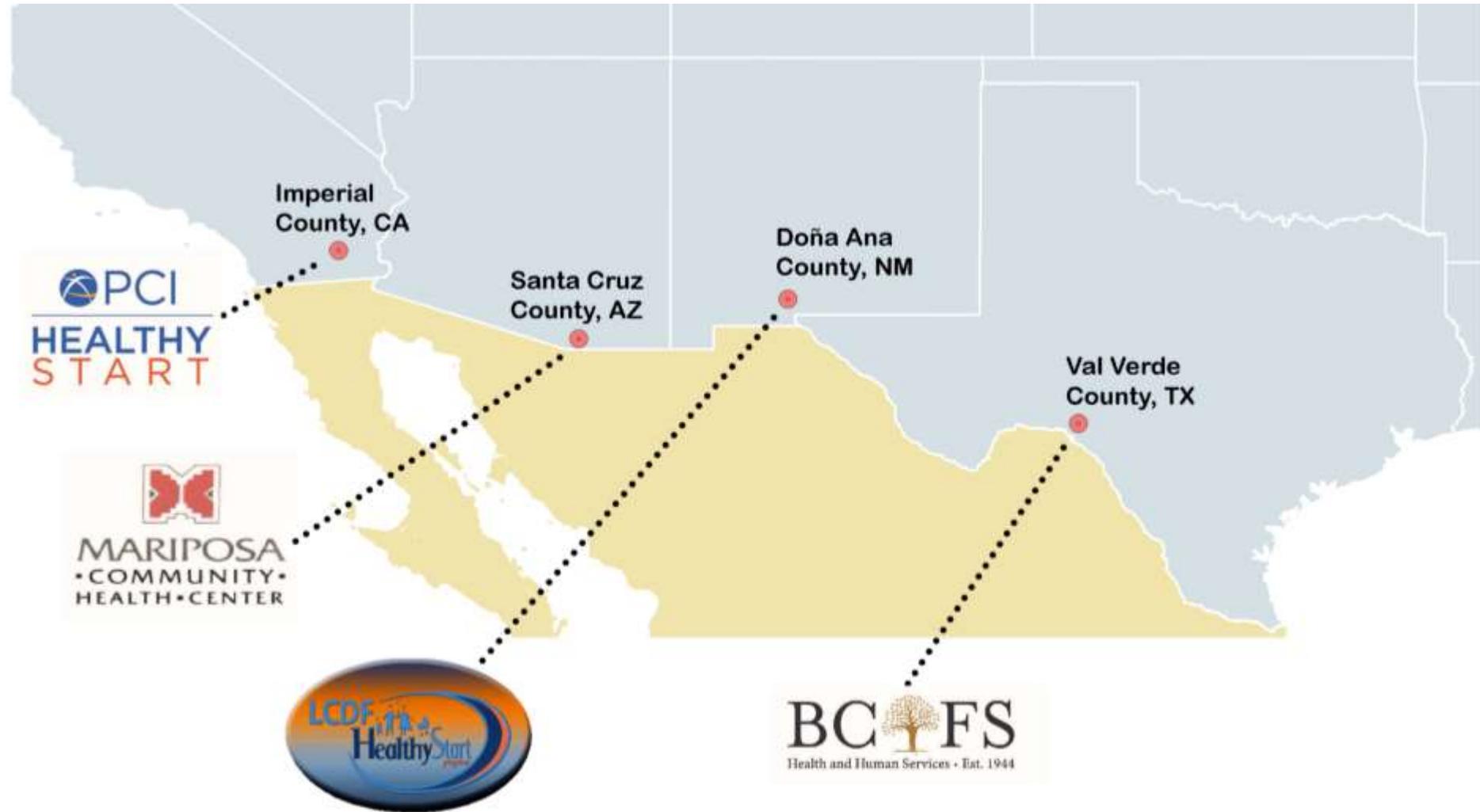


Innovation Phases:



- Texas (*Prototyping*)
- Arizona (*Prototyping*)
- New Mexico (*Preparing for Design Sprint*)
- California (*Concept Development / Review*)

State Teams and Selected Target Areas



Border States CollN: Early Prenatal Care and Adequate Prenatal Care Data

	1 st Trimester PNC	Adequate/ Adequate Plus PNC
Arizona ¹ (2017 Provisional)	65.05	65.63
Santa Cruz County	45.38	39.35
California ² (2013-2015)	83.3%	78.3%
Imperial County	39.2%	44.5%
New Mexico ³ (2016)	63.4%	71.5%
Doña Ana County	54.9%	
Texas ⁴ (2017 Provisional)	66.4%	65.7%
Val Verde County	42.9%	37.8%

Sources:

1. Arizona Department of Health Services, Public Health Statistics
2. State of California, Department of Public Health, 2013- 2015 Birth Records
3. New Mexico Vital Records (Birth Certificate Data, 2016)
4. 2017 Preliminary Data: Maternal & Child Health Epidemiology Unit, Texas Department of State Health Services

IDEA STAGE HMW

CONCEPT STAGE HMW

PROTOTYPES

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%?

ARE YOU HAVING SEX?

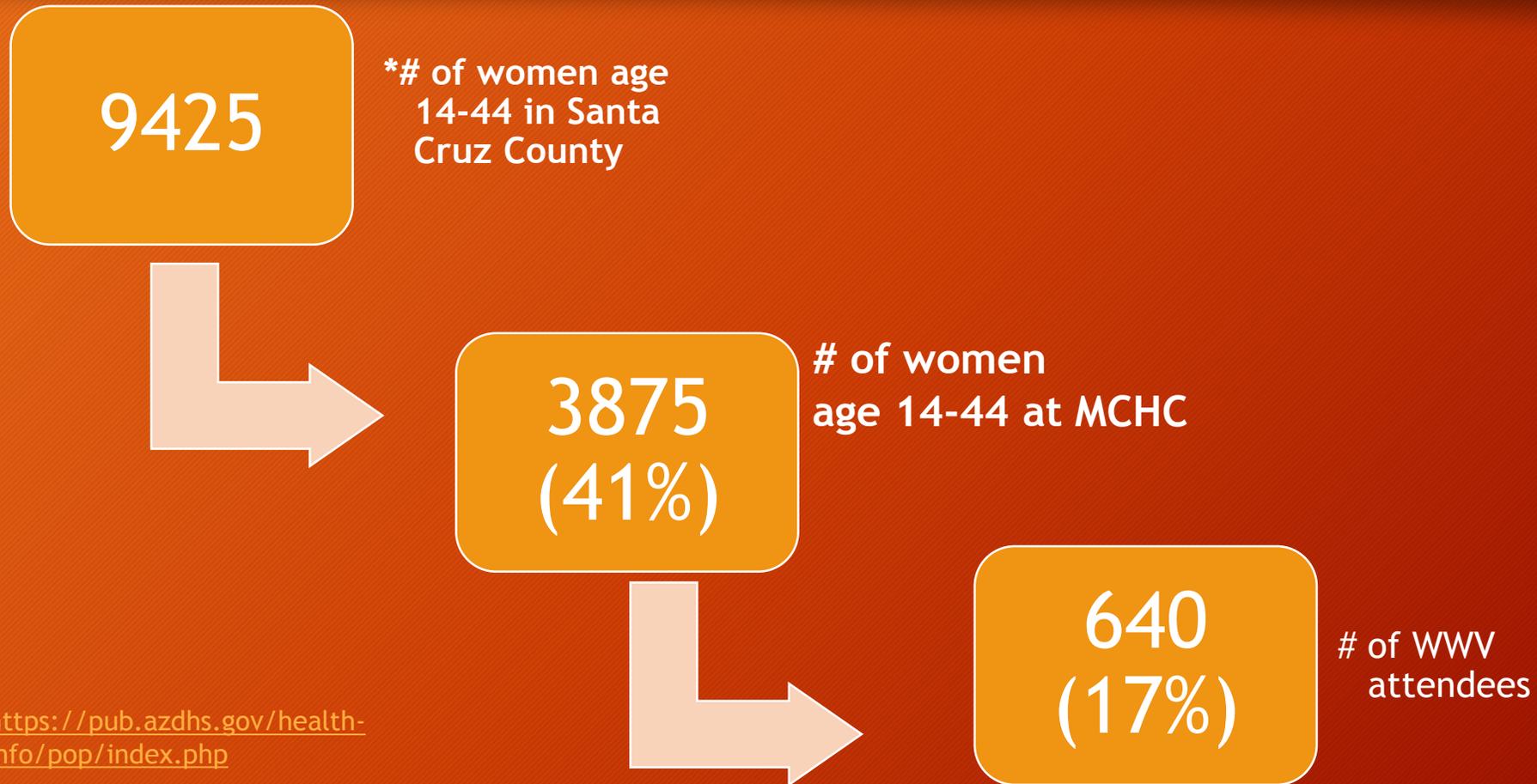
TEXT Myhealth to 1550 for support



Sponsored by:



Well Women Visits



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

Example



Linda's Journey Map

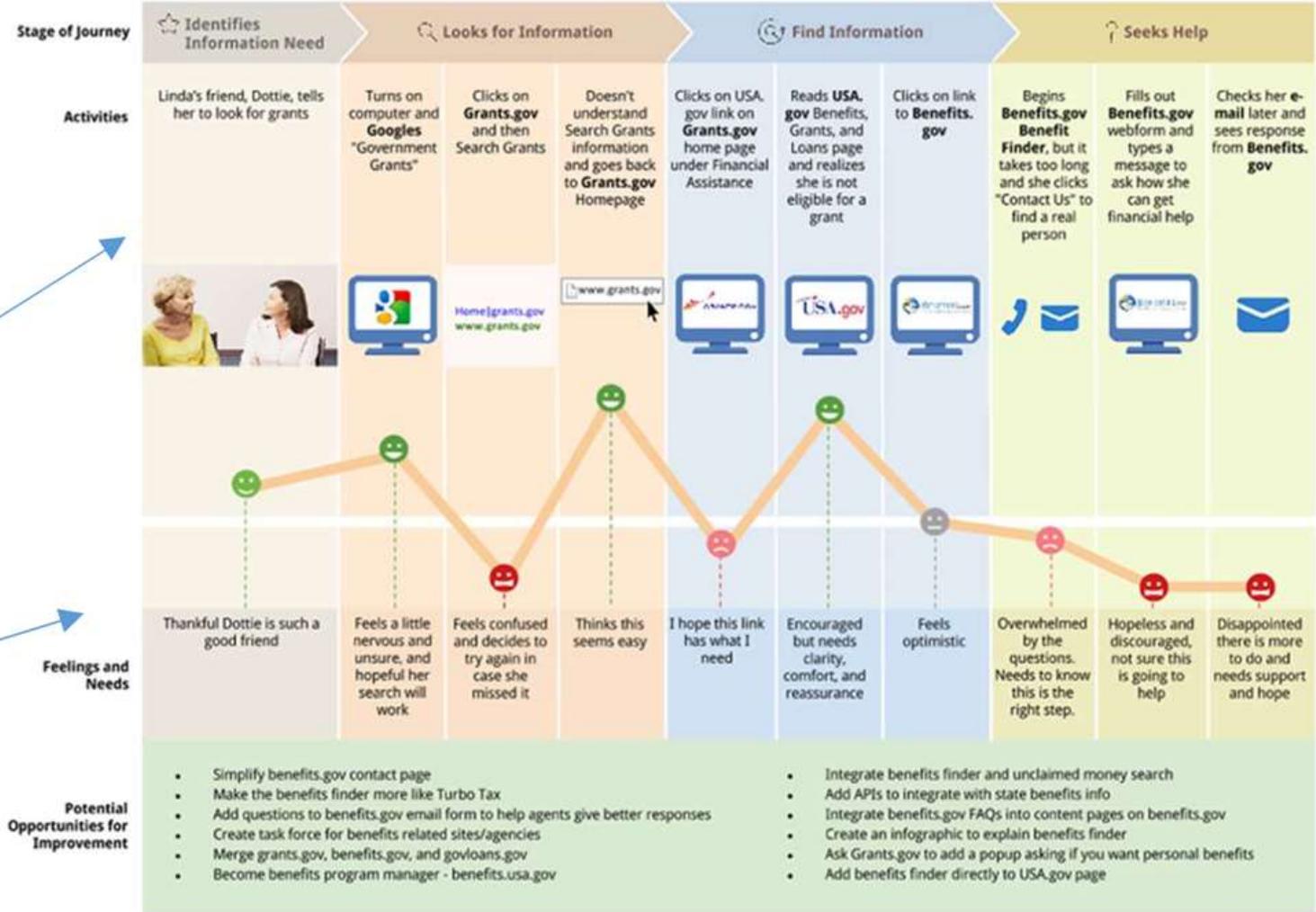
Browse information or learn more on a general topic

1 Stages of the journey

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





User: Low income, latina, 14-24, spanish or bi-lingual, ultimately misses

1st Trim visit



Activ/Steps	1. HIGH SCHOOL (Start at)	2. SEXUALLY ACTIVE	3. MISSED MENSTRUAL CYCLE	PREGNANCY CONFIRM	4. TRIMESTER
Activ/Steps	<ul style="list-style-type: none"> ★ Thinking @ being sexually active ★ Abstinence only education ★ Active on social media ★ Dating ★ Clubbing/Partying ★ Movie theater 	<ul style="list-style-type: none"> ★ Birth control ★ On line searches ★ Talking to friends ★ Doesn't want to get pregnant ★ Sexting 	<ul style="list-style-type: none"> ★ Ignore (irregular, denial, wait & see) ★ Hide the pregnancy ★ Talks to friends ★ Talk to partners ★ Take morning after pill ★ School nurse 	<ul style="list-style-type: none"> ★ 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 	<ul style="list-style-type: none"> ★ 2nd or 3rd Trim PNC ★ No PNC ★ Shows up to hospital to deliver ★ Stork plan ★ Feels fine ★ Prepares (asking costs, seeking PNC); ★ Buys Prenatal vitamins
Systems	<ul style="list-style-type: none"> ★ Dentist ★ Immunization (HPV) ★ Drivers license ★ Physical with pediatrician 	<ul style="list-style-type: none"> ★ MCHC prevention kits ★ US pharmacy ★ Mexico pharmacy ★ MCHC free pregnancy tests ★ Teen family planning 	<ul style="list-style-type: none"> ★ School nurse ★ Pharmacy ★ PCP might ask for pregnancy test 	<ul style="list-style-type: none"> ★ Pharmacy ★ Planned parenthood ★ MCHC ★ Mariposa sliding fee scale 	<ul style="list-style-type: none"> ★ No doula/home births
Pain Points	<ul style="list-style-type: none"> ★ Peer pressure ★ Experimenting with drugs and alcohol ★ Home stressors ★ Morning after pill ★ Misconception of use of birth control ★ No public transportation 	<ul style="list-style-type: none"> ★ Anxious @ unprotected sex ★ Scared of getting fat (w/ birth control) ★ Not talking to parents/fear they will find out/feel unloved by parents ★ Misinformed by parents ★ Embarrassed; shy ★ Fear of STIs ★ Confused about birth control options 	<ul style="list-style-type: none"> ★ Freaking out!! ★ Usually irregular menses 	<ul style="list-style-type: none"> ★ 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 baby 	<ul style="list-style-type: none"> ★ Fear of miscarriage ★ Gender of OBGYN ★ Limited PNC visit slots available
Opportunities	<ul style="list-style-type: none"> ★ Smart phone ★ Youth groups ★ Arizona borders community network ★ Teen family planning ★ Summer youth institute ★ Educating the parents 	<ul style="list-style-type: none"> ★ Education about free prevention kits ★ Birth control education ★ Different types of advertising (where to get birth control, STI, info) ★ Menstrual cycle app 	<ul style="list-style-type: none"> ★ Standardize screening for menstruation irregularity at WWVs 	<ul style="list-style-type: none"> ★ Arizona E-Plus ★ Ultrasound ★ Educate about exposure to radiation 	

Where are the target users?

TARGET USER: Low income, latina
16-24 yr old, spanish or bi-ling
ultimately misses 1st TRIM PNC

WHERE ARE THEY? (RE: HEALTH CARE ACCESS)



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 of text flow for 1 phase in the user journey

SMS Interface: Scenario 1

Hello, what is your name?

Amy

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

Y

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

Y

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

Man (or Both)

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

Y

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

Y

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

N

Mariposa Community Health Center offers free confidential pregnancy testing. Walk-in anytime between 8am to 430pm. No questions asked. Tap here for their information. Would you like more information? Y or N

Y

Ok. Here is information on:

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

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

Engagement Poster Prototypes

MARIPOSA COMMUNITY HEALTH-CENTER

READY OR NOT?

50% of pregnancies are unplanned

1st trimester care reduces birth defects by 70%

Well Woman Visit
Learn more about what it means to be a woman

Birth Control
Reproductive Life Plan
Personal Health

Prenatal Visit
Healthy pregnancy
Healthy You

Prenatal Vitamins
Due date & Sonogram
Discuss Insurance

TEXT: MYHEALTH TO 1550

Facebook Instagram Snapchat Twitter

Have you thought about your reproductive health?

Learn your options today
TEXT: MYHEALTH TO 1550

For information regarding a birth control options,
Information on healthy pregnancies, STI testing and prevention, and insurance options.

ARE YOU HAVING SEX?

TEXT Myhealth to 1550 for support

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.

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MARIPOSA COMMUNITY HEALTH-CENTER



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

	Comfort using the service?	Helpfulness of information?	Easy to understand?	Time (fast)	*Text
Yes	10	10	10	10	7
No	0	0	0	0	3
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

	Most liked	Least liked	Most influential
	2	7	1
	3	1	6
	5	2	3
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
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Feedback needed!

- Please provide feedback to today's webinar and speakers:

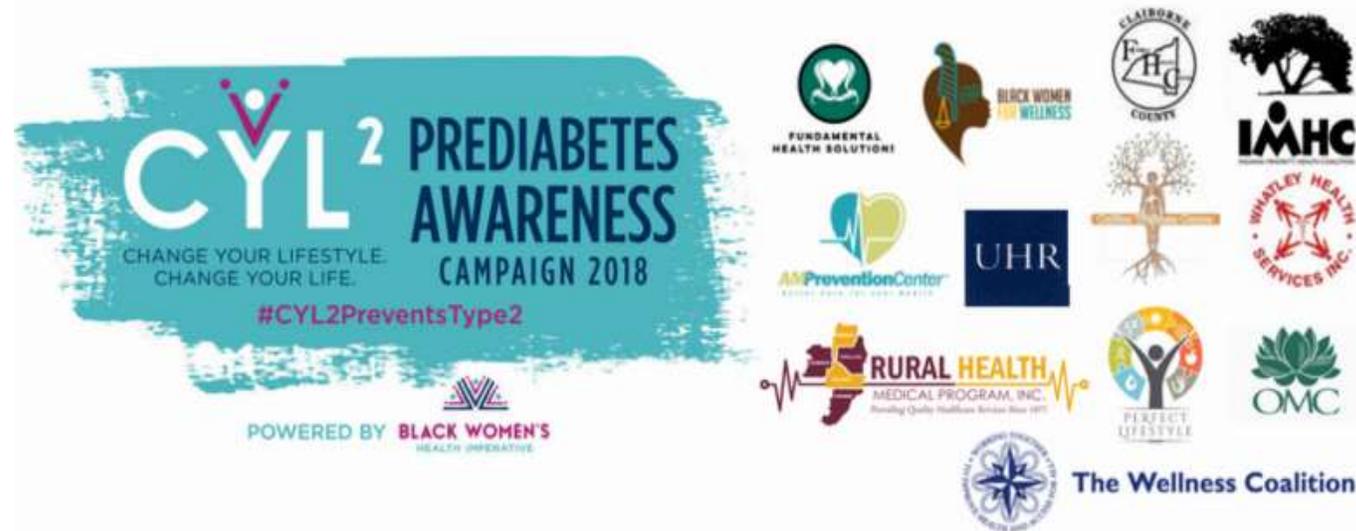
<https://www.surveymonkey.com/r/NCP25RV>



Webinar Archives

- BeforeandBeyond.org > Resources > “PCHHC In Progress”
- Highlights in the PCHHC CoIN 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).



PRECONCEPTION
IN PROGRESS
WEBINAR SERIES



COMPREHENSIVE & WELCOMING CARE FOR
LGBTQ+ COMMUNITIES

PRESENTED BY



LYON-MARTIN HEALTH SERVICES,
CALIFORNIA-BASED HEALTH SERVICES FOR WOMEN &
TRANSGENDER PEOPLE, REGARDLESS OF THEIR ABILITY TO
PAY

SEPT. 27TH

3-4PM ET

- Is the work you do non-judgemental & comprehensive for women & transgender-people? Join us for a webinar about basics in caring for & engaging with all people & communities in a relevant way.

Webinar: everywoman.adobeconnect.com/lyonmartinpchhc

Branded items for CoIN:

- 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:

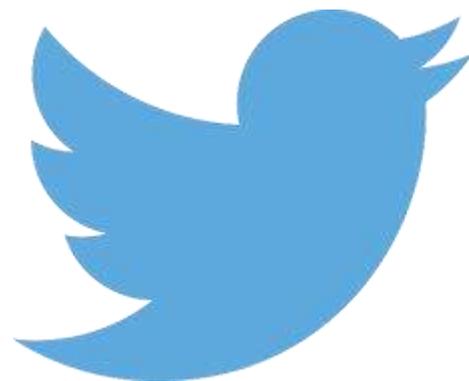
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Closed LinkedIn Group
Search "PCHHC"

Sign up for bi-weekly updates on new peer reviewed publications / reports / news – just email Cheryl Robbins (CDC/ONDIEH/NCCDPHP) at [ggf9@cdc.gov](mailto:gjf9@cdc.gov)

Email: Sarah Verbiest – sarahv@med.unc.edu or 919.843.2455



Monthly Newsletter



The National Preconception Health + Health Care Initiative January 2018

COIN resources & updates sent monthly. Subscribe: SuzanneW@med.unc.edu

Course on Collaboration



Available freely on behalf of NICHQ, we recommend investing time to take

the [Essentials of Collaboration Course](#).

This interactive course explores how to produce positive population health outcomes through effective collaboration. Using a case study to help share key concepts, NICHQ gives directions on breaking down silos, aligning activities, and working productively together. The course's definition of successful collaboration provides a foundation for partnering with others to make a difference in your community.

Takes about 1.5 hours at your own pace.

Preconception Health Indicators

Building Cross State Connections to Advance Wellness

A photograph of a healthcare provider in a white coat interacting with a patient. The provider is looking at the patient's arm, possibly checking a blood pressure cuff. The patient is wearing a teal top. The Preconception Health+Health Care Initiative logo is overlaid on the top left of the image.

PRECONCEPTION COIN
woman-centered, clinician-engaged, community-involved
www.BeforeAndBeyond.org

