

Effective Health Visit Dialogues and Consumer Engagement Strategies



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**Preconception
Health+Health Care Initiative**

A National Public-Private Partnership





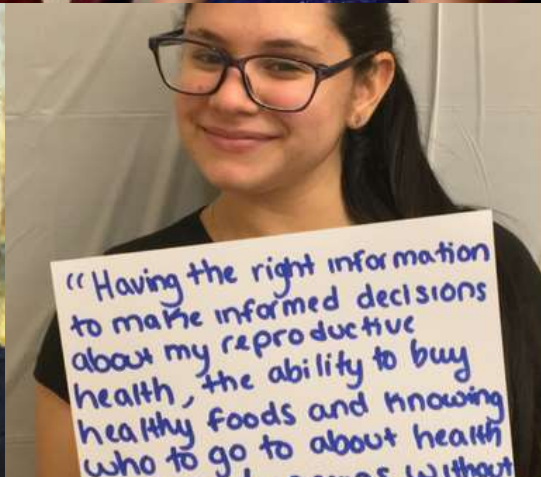
Understanding the way young adults
1 – view your practice,
2 – engage in their health
is important in providing quality care.



#showyourlove and take the steps to
preconception health



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From Screening to Engaging

- Opportunity to gain trust in the way the questions are phrased, the tool is distributed and explained, and transparency in what is done with the responses.
- Consider: Length of Time, Literacy, Fill-in vs. Select, what other forms are they signing at the same time?



Opportunity to create a dialogue



Screening Tool Dialogue

- Give the tool context – what purpose does it serve?
- Share the significance of these questions, allowing an opportunity for the young adult to decide which are more important to them.
- Be clear about what happens with responses.



“Thank you for being here”

- Body language and tone that validates the importance of their time and energy.
- Positive images and inclusive messages.
- Speak their language.
- Partner in their learning and care decisions.
- Create a calm and safe space to talk.
- If you aren't sure, ASK – LISTEN!



Post-Visit

- What is the follow up procedure? Does it allow for a better understanding of their care?
- Do visit notes /actions provide an opportunity to manage their own care?
- Don't leave them to Dr. Google! What resources do you want the young adult to use between visits?



We Care About Your Wants



Acknowledge their preferences to engage before / during / after the visit

- 28% admit to self-diagnosing.
- 36% admit they try to treat themselves at home before going to a doctor.
- 53% of Millennials consider friends and family to be trusted sources of information and almost 25% called on friends or family for medical advice.
- Digital tools are more likely to initiate a response than the traditional robo-calls used by many organizations.
- Make it easy and user-friendly!



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Community Perspective & Support



What happens when a young adult leaves your site?

- Lean on the work of trusted community partners.
 - Ask about “clinic flow makeovers!” – let them provide feedback about improving care.
- Who are some key community influencers?
- Stay engaged with the public – have a presence online AND at community events!
- Create a list of warm community referrals; make connections.



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ZOOM-IN

Who are you engaging with?

*Draw a **persona**: what is their name, age, city, education, job?*

*Draft a **quote** about how they might describe themselves.*

What do they know about you / your services?

*What elements are important to **create a welcoming, insightful visit** for this person?*



Show Your Love

Show Your Love



Preconception Health

Full resource & campaign coming soon | Sign up for updates & contest entry below

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in


SHOW LOVE TO YOURSELF,
YOUR FRIENDS AND YOUR FAMILY

Share tips and tools to stay healthy and well

Find Out More


Show Your Love


Steps to a healthier me
& baby-to-be!





Brought to you by CDC Foundation & Anthem.
Powered by: My


Show Your Love

 Chart Your Course >


 My Guidebook >

 My Compass >


 My Alerts >

 Help Center >


Preconception Health • WELL VISIT 101 • COMMUNITY • THE LATEST • WHO WE ARE • CONTACT US



GET THE CARE YOU NEED



EAT WELL




TAKE A DAILY VITAMIN




MOVE IT!

Sexually transmitted infections can lead to discomfort, serious health conditions, cause infertility and ruin relationships. Don't be worried or embarrassed. Get educated. Read more about prevention and treatment.


Learn More




BREAK UP WITH TOBACCO




HAPPY & SAFE RELATIONSHIPS




PLAN AHEAD



MANAGING CONDITIONS







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 1 on any occasion
<http://www.crrp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/ExecSumm.pdf>
- ☐ Make an appointment with my doctor to talk about help for this.
- ☐ Stop drinking immediately if I find myself pregnant. Drinking during pregnancy can cause birth defects. There is no known safe level of alcohol in pregnancy.
- ☐ Find a support person or group for additional help.

12. Stop partner violence.

Abuse can be emotional, physical, or sexual. No one deserves to be abused. I love myself and my child or children enough to take steps to deal with violence if it should happen to me or my family.

- ☐ Talk with my doctor.
- ☐ Talk with a counselor.
- ☐ Make a plan.
Call the National Domestic Violence Hotline at 1-800-799-SAFE (7233) or 1-800-787-3224 (TDD).

13. Manage my health conditions, such as asthma, diabetes, overweight.

- ☐ Learn more about my health condition(s).
- ☐ Talk with my doctor about a plan to manage my health condition(s) and my medicines.
- ☐ Find a support person or group to help me with the plan.

14. Learn about my family's health history.

Learning about health problems in my family can help my doctor and me determine which problems to look for and how to prevent or deal with them.

- ☐ Ask my parents, grandparents, brothers, sisters, aunts, uncles, and cousins about any health problems in the family.

- ☐ Keep a record of my findings.
<https://familyhistory.hhs.gov/fth-web/family-history/start.action>
- ☐ Update yearly.

15. 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

Questions to ask my doctor.

Taking time to look at your life goals and getting as healthy as you can will allow you to take full advantage of the opportunities that lie ahead. Talk with your partner and your doctor about how to best put this plan into action. Remember that life happens, and plans can change. So, put this in a place so that you can look at it regularly and update it—and take 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 plan your pregnancy and get your body ready before you get pregnant! To be ready for any path you choose, start making healthy choices today. Show your love to the most important person in the world—YOU!

Show Your Love Preconception Health

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Carriers for Blauwens
Control and Prevention
Networks | Cancer on Birth Defects
and Developmental Disabilities

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's easier to focus on 2 – 3 goals. Then, use the checklist below to set your plan into motion.

Date plan made or revised: _____

My top health 3 goals for this year are

- 1.
- 2.
- 3.



Call me anytime!

Tonya Bell, CCHW
Community Health Worker
Madison & Taylor Counties, Inc.
5355
thehealthystartjmt.org

QR Codes Are Easy to Use!

For iPhones and iPads:

1. Open Apple Appstore
2. Search for "QR"
3. Download "QR Code Reader and Barcode Scanner" by MixerBox
4. Open Application and Allow Access to Camera
5. Scan the QR code!

For Android Phones and Tablets:

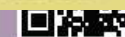
1. Open Google Play Store
2. Search for "QR"
3. Download "QR Code Reader" by Scan, Inc.
4. Open the Application
5. Scan the QR code!



Show Your Love Preconception Health



HEALTHY START



Or check it out on my website:

healthystartjmt.org/tonya

*Need help using a QR Code?
It's easy; just see the back cover!*

Taking Care of Me

Pregnancy?

Each Day – What is folic acid?
Folic acid can be found in many breakfast cereals. It prevents birth defects and neural tube defects!

Prescription drugs or other activities that can harm you or your baby.

Pregnant! We want to help you get a Healthy Start.



Hey girls! I'm Tonya.
With so much going on, we sometimes forget about ourselves. Meet me on the next page and let's talk about...
taking care of you!

Scan this QR Code to view my video:



What Should I Do Next?

CALL TONYA BELL
850-253-5355

As a Certified Community Health Worker with Healthy Start, Tonya makes it a practice to find solutions for you and your family's needs. For your baby, you can qualify for free car seats, portable cribs, and other items. No matter what you need, you're never alone.

Take Care of Yourself!

Let's Talk

Making Healthy Choices

Swap butter and whole-milk for margarine and 1% milk. *It still tastes great!*

Get Creative, like putting chicken on green salads. Eat fruits and vegetables for breakfast. *It's quick and easy!*

Rethink Your Drink - swap soda for 100% fruit juice or just cut back a bit. *A little goes a long way!*



Be Happy, Be Healthy!

Be Careful using cleaners and bug sprays. Avoid mold. They can hurt your lungs and even your reproductive organs.

Be Safe when you choose to have sex. Avoid life-threatening STIs by using protection and always know your partner.

Stop Using street drugs and excessive amounts of alcohol.

Ask Yourself: Are cigarettes worth bad hair and stained nails? And what about the skin problems and even cancer...

Quitting is easier than you think
1 (800) QUIT-NOW

Making Healthy Easy

You deserve to be happy!

- ♥ Relationships
- ♥ Income
- ♥ Family
- ♥ Home
- ♥ Health



Why do I need a local doctor?

Finding a local doctor who you can talk to about your family history and medical needs is so important. Family doctors can work with you and your whole family to figure out what's best for everybody. But remember, it's your choice.



but please health!

l a local doctor th needs.

l a medical home ' insurance plan.

re out the best our health.

Your Medical Home

What makes you happy?



you enjoy can relax you and help get rid of stress.

Avoiding abusive people and violent situations is extremely important. Put yourself first.
To report abuse call 1.800.799.SAFE (7233)


Feeling Stressed?

1. **Drink Water** - Water helps with headaches and cools you down when you're upset
2. **Get Moving** - Exercising walking, dancing, or even laughing relieves stress.
3. **Get Enough Sleep** - Without enough sleep, you feel stressed and angry at other people. Just a little extra rest can help you out

Putting Yourself First



Consumer Tools


 UTAH DEPARTMENT OF HEALTH

[En Español](#) [Contact Us»](#) [Healthcare Providers »](#) [Maternal and Infant Program Home](#)

POWER YOUR LIFE POWER YOUR HEALTH


[Home](#) [Plan](#) [Know](#) [Feel](#) [Do](#) [Avoid](#)

You need 8-10 hours of sleep per night.




Power Yourself

Are you taking good care of yourself?
A healthy today is a happy tomorrow!



Power of Two

Ready to start settling down?
A healthy you for a healthy relationship.



Power Your Family

Expanding your family?
A healthy Mom for a healthy family.

[▶ Birth Control and Your Body. Watch the video now. »](#)

Free vitamins from the Arizona Department of Health Services.
Important for women's health. No hidden costs.

Power Me A2Z

By the Arizona Department of Health Services

[Home](#) [Know](#) [Feel](#) [Do](#) [Avoid](#) [Plan](#)

Free Vitamins ✓ You need 8-10 hours of sleep per night.



Folic acid makes your hair shine, skin glow, nails grow, and prevents birth defects.

[+ Share](#) [Twitter](#) [Facebook](#) [Pinterest](#)

[Take the Quiz to Order your Free Vitamins with Folic Acid ▶](#)

Free vitamins

- From the Arizona Department of Health Services
- Important for women's health
- No hidden costs

[Learn more about PowerMeA2Z ▶](#)



Power Yourself »

Are you taking good care of yourself?



Power of Two »

Ready to start settling down?



Power Your Family »

Expanding your family?





Women

At the center of this toolkit are Resources that directly support women by addressing barriers they face seeking preventive care as well as the realities of their lives that prevent them from being Well-Women.

Access Resources



Providers

Providers interact directly with women for preventive care and in addressing issues when they arise. These resources support providers during the Well-Woman Visit and beyond.

Access Resources



Health Departments & Communities

An overarching infrastructure is necessary to support both women themselves and the providers who serve them. These resources support a systems approach to Well-Woman Care.

Access Resources



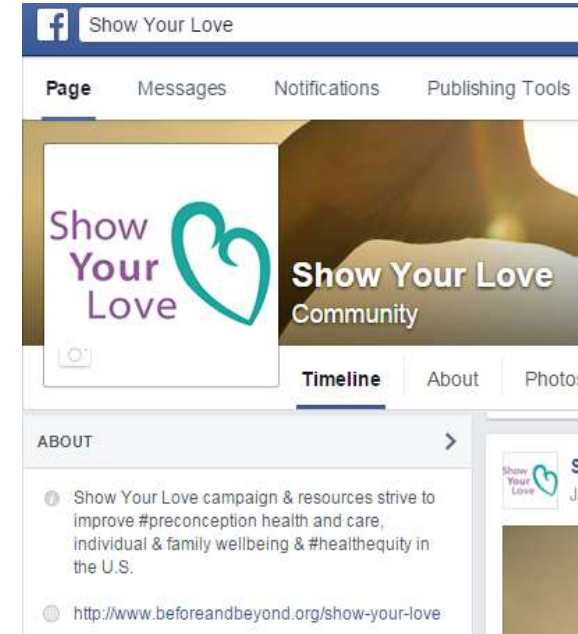
#ShowYourLoveToday on Social



[Twitter.com/SYL_Today](https://twitter.com/SYL_Today)



@ShowYourLoveToday



Facebook.com/ShowYourLoveToday



Thank you!

