**The National Preconception Health & Health Care Initiative**

**W.K. Kellogg Foundation Evaluation Report – April 2017**

For our first objective, our aim was to develop a national consumer website and social media platform to increase the visibility of preconception health messages and provide young adults with essential, evidence-based information to improve their health, reduce their risks, and improve birth outcomes. We estimated that over the two years, we would have 55,000 website visits with 150,000 page views once people were on the website. We anticipated 2.2 million social media hits and 4,000 checklist downloads. We also said we would work with 8-10 groups to tailor those messages to diverse, under-served populations.

For our second objective, we focused on integrating preconception health into routine clinical care. We accomplished this through our partnership with 14 health systems and 4 clinics, along with outreach to the larger clinician community. We thought this would lead to improving services for 3,500 women of childbearing age (via the 4 clinic sites) and educating 500 health care providers, 50 health system administrators, and 10,000 young men and women – this has some overlap with objective 1, as this included both increased clinical screening and increased knowledge via the consumer campaign.

The report below provides detailed information about the metrics. For a brief “high level” view of our impact, bearing in mind that we hired our Communications Specialist 6 months into our two years, please see the table below**. In sum, our preconception health related messages received over 1 billion impressions from young adults, clinicians, and community members**.

This estimate does NOT include the reach of our hashtag (#ShowYourLoveToday), retweets and reposts, our LinkedIn reach, the number of readers of the articles published in peer reviewed journals, the viewers who saw our materials via our partners (e.g. partner site pages, social media, blogs and newletter articles), or ambassador engagement social metrics. Looking forward, we are assessing the potential for purchasing access to a media metric account to track and measure the use of our hashtag and other items. We have gone beyond our expectations, moving preconception health into conversations online, connecting it strategically to build on prenatal and postpartum messages, and engaging young adults and community partners in amplifying messages.

|  |  |
| --- | --- |
| **2016-17 Media Metrics** | |
| Traditional Media: | Impressions |
| Press release 1 – PPC Measures | 442,383,995 |
| Press release 2 – SYL Launch | 85,559,784 |
| Organic Media Placements | 580,963,300 |
|  |  |
| Social Media Reach: |  |
| PCHHC/SYL Twitter | 281,000 |
| SYL Facebook (12K impressions/mo) | 144,000 |
|  |  |
| Site Properties: |  |
| Before & Beyond Website Impressions | 30,000 |
| SYL Website impressions | 20,000 |
|  |  |
| Newsletter (av. 400+ opens/27 letters) | 10,800 |
| TOTAL: | **1,109,392,879** |
|  |  |
|  |  |

**Preconception Outreach and Education for Young Men and Women (Objective 1)**

PCHHC has quickly become the authority on preconception health in the social media sphere. PCHHC is setting the standard for partner and public health campaigns to leverage social tools to listen, network, engage, and amplify preconception health on a national level. Through the management of social media channels, for both the Initiative and the consumer campaign, we have established two engagement strategies and tones to reach different audiences. For instance, PCHHC’s Twitter and LinkedIn share preconception industry and partner news, with a more corporate and health professional tone. PCHHC unifies the preconception health messages - from partner posts to health providers sharing their updates. On the other hand, Show Your Love channels (Facebook, Twitter, Instagram) actively engage with consumers to share messages and interact surrounding key pulse points and issues that are trending. Show Your Love shares more consumer-friendly and community-based posts that provide information and resources to young adults; helping them actively improve their health and wellness. **Show Your Love social media has become more than a consumer preconception health campaign - many of our followers engage with each other and have created a community to share resources and support one another.**

**Impact – Show Your Love Social Media**

Twitter: [www.Twitter.com/SYL\_Today](http://www.Twitter.com/SYL_Today)

Followers: 522 people/organizations

Impressions: over 200,000 reach

April 2016-2017: 867% increase in followers YOY (from 54 to 522)

Facebook: [www.Facebook.com/ShowYourLoveToday](http://www.Facebook.com/ShowYourLoveToday)

Likes: 416 people/organizations

Impressions: over 290 organic post views per week; average 200 engagements (likes/shares) each week

April 2016-2017: 571% increase in likes YOY (from 62 to 416).

Instagram: [www.Instagram.com/ShowYourLoveToday](http://www.Instagram.com/ShowYourLoveToday)

Followers: 160 people/organizations (launched February 2017)

Impressions: 1,293 people, with nearly 200 profile views per week

Official Campaign Hashtag: [#ShowYourLoveToday](https://twitter.com/search?f=tweets&vertical=default&q=%23ShowYourLoveToday&src=typd)

**Impact – ShowYourLove Website**

PCHHC Consumer Workgroup launched [www.showyourlovetoday.com](http://www.showyourlovetoday.com), the first and only national, consumer-focused preconception health educational and community-building platform in the US, in June 2016. Our detailed, customized consumer content allows for easy engagement and learning, with short, digestible tips and information and one-click sharing features throughout the site. We are currently renovating the website to better showcase how “Show Your Love” is engaging with community members across the country. The reorganization is expected to be live early-fall 2017. Our website reaches young adults nationally, and we receive inquiries from community members and organizations multiple times per week for information about content or ways to partner.

*Show Your Love Launch Results*

The formal Show Your Love website and social media launch took place June 2016. When all of the launch week activity numbers are added together, we potentially reached **OVER 90 MILLION people**. The Show Your Love launch week activities included: [Show Your Love launch press release](http://bit.ly/SYLlnch), [PCHHC](https://twitter.com/search?f=tweets&vertical=default&q=%23PCHChat&src=typd) [#PCHchat Tweet Chat](https://twitter.com/search?f=tweets&vertical=default&q=%23PCHChat&src=typd), [Show Your Love Twitter](https://twitter.com/SYL_Today) and [Show Your Love Facebook Page](https://www.facebook.com/ShowYourLoveToday/) launch, partner support: [March of Dimes’ News Mom’s Need](http://newsmomsneed.marchofdimes.org/?cat=4) (2 blogs), [NICHQ Blog](http://www.nichq.org/blog/2016/june/improving_preconception_health), [UNC OBGYN website](https://www.med.unc.edu/obgyn/news/national-preconception-health-and-health-care-initiative-launches-show-your-love?utm_source=unc-womens-care-news&utm_medium=email&utm_campaign=24) feature/newsletter, [Healthy Teen Network blog](http://www.healthyteennetwork.org/underthecurrents/addressingyoungmen%E2%80%99sreproductivehealthneeds), [TheNC blog](http://thenationalcampaign.org/blog), OMH’s [PPE Webinar](https://preconceptionpeereducators.wordpress.com/2016/05/17/advancing-preconception-health-in-communities-launching-the-first-national-consumer-preconception-health-resource-campaign/) (Blog/Newsletter), CDC  NCBDD newsletter, CDC industry Update, ASTHO newsletter/blog, *to name a few.*

*ShowYourLoveToday.com website analytic snapshot*

* Show Your Love Page Views: over 20,000; 69% are new visitors, 32.6% came with a direct URL, 23% through organic search (i.e., Google)
* Site Referrers (where users are coming from): 1) MarchofDimes.org, 2) Beforeandbeyond.org, 3) Facebook.com, 4) Healthyteennetwork.org (grantee!)
* Top Pages Viewed: 1) Join the Love, 2) Knowledge (PCC Wellness Measures), 3) How We’re Doing It (Grantee features)

**Show Your Love Grantee Program**

PCHHC Consumer Workgroup has expanded the scope of work of the 14 Show Your Love Diversification grantee organizations across the US. Twelve out of the 14 organizations attended the PCHHC Catalyzing Change meeting in December 2016, in Arlington, VA. The work with our grantees continues: many are still providing message and insight on how to diversify our materials. We have partnered with our grantees on a higher level, inviting their leaders to join our SYL leadership team and collaborating on conference features, webinars, and social media efforts. *Please see our report narrative for more details, as well as ShowYourLoveToday.com and BeforeandBeyond.org*.

**Preconception Peer Educator Ambassador Program**

As part of the social media campaign strategy, PCHHC recruits young adults, 18-30, to help us spread heathy messages in their communities and online. Details about the program are included in the narrative report. The Ambassador Program has taken off and garnered enough engagement and interest that the website needed a feature to showcase their work. PCHHC Communications Specialist, Suzanne, was invited to present about the Ambassador Program as a best practice in a webinar to WK Kellogg’s Equity Institute Teams, CityMatCH, EveryWoman NC, and other partners across the country. Please view the [webinar here](https://www.youtube.com/watch?v=kYgSajx1QGc&feature=youtu.be). Suzanne has also presented about the Show Your Love community work to public health classes at Meredith College, North Carolina Central University, and East Carolina University, and to the statewide preconception peer educators training in NC. *Please see report narrative for more information about the ambassador work.*

**Preconception Outreach and Education for Clinicians (Objective 2)**

**Learning Collaborative**

In preparation for the health care system learning collaborative (see narrative report and beforeandbeyond.org – programs/clinical for more detail), Dr. Daniel Frayne, co-chair of the clinical work group, presented grand rounds at the following locations: Washington State Hospital Associations “Safe Deliveries Roadmap Safe Table Meeting” in Seattle Washington; The Codman Square FQHC in Dorchester, MA; Jacksonville, Florida’s Magnolia Clinic and their partner FQHC; and the Grant Family Medicine Residency in Columbus, Ohio. These presentations are estimated to have reached over 200 providers and over 50 healthcare administrators. The learning collaborative included five webinars for the 14 locations, which reached approximately 20 administrators and an additional 20 providers as health system champions.

**PCHHC-specific Peer-Reviewed Publications:**

The narrative report contains titles and links to the twelve manuscripts published as part of / in partnership with the work funded by the WK Kellogg Foundation. We do not have exact numbers for the reach of these publications, but expect that several thousand clinicians and public health practitioners across the United States and Europe read them.

**Before and Beyond Website:**

Before and Beyond was redesigned and relaunched on February 2017. This site provides a historical background of PCHHC and partner updates. In addition to regularly refreshing content and site organization on [www.beforeandbeyond.org](http://www.beforeandbeyond.org), the group worked with Albert Einstein College of Medicine to reaccredit the Continuing Education modules. We have rebranded all the modules, updated the evaluation forms, and created TWO NEW preconception modules. There are now SIX educational modules available for credit.

* Page Views: Nearly 30,000 views and 10,000 visitors since 2016.
* Referrers: 1) Google/Search Engines, 2) Twitter 3) ShowYourLoveToday.com 4) AAFP.org
* Top Page Viewed: 1) Resource Guide for Clinicians, 2) Patient Education, 3) CME Module #1

**Preconception Outreach and Education for General Population (Objective 1 & 2 Combined)**

Some components of this work have a mixed audience of both clinicians and consumers, as well as other professionals and the general population. This work is described below along with the reach each had over the past year or so.

**Reaching a General Audience via Traditional Media**

PCHHC leaders are actively participating in national media interviews and platforms to share research. Since January 2016, **PCHHC has reached over 581 million unique monthly website visitors** with various traditional media outlets (in print and online). We have established relationships with top-tier and industry reporters to the extent that our experts are being asked to comment for stories reporters are working on. While many of these stories have a link to pregnancy, PCHHC leaders have been able to include information about preconception health to expand people’s thinking and build links across topics. PCHHC leaders are becoming a go-to source for many reporters and have provided expert commentary in numerous national and industry outlets, including*:*

* [Tips for Talking to Patients About Fertility](http://buff.ly/2cMjPHR), *Medscape*
* [Preconception Counseling in Men](http://buff.ly/28T6DPr), *Medscape*
* [‘Don’t Get Pregnant to Avoid Zika-Linked Microcephaly’: Will It Work?](http://www.medscape.com/viewarticle/859389),*Medscape*
* [7 Popular Infertility Myths, Debunked by Experts](http://buff.ly/2pI514e), Healthline
* [Flu Vaccines Help Unborn Children as Well as Pregnant Women](http://www.healthline.com/health-news/flu-vaccines-help-unborn-children-pregnant-women#1), *Healthline*
* [A Mother’s Journey Through Chemotherapy and Pregnancy](http://www.healthline.com/health-news/mothers-journey-through-chemotherapy-and-pregnancy#1), *Healthline*
* [9 Reassuring Reasons Your Breasts Hurt (and 1 to Worry About)](http://buff.ly/2oIHd0I), *Reader’s Digest*
* [19 Questions You’re Too Embarrassed to Ask Your Gynecologist](http://buff.ly/1t4stbf), *Reader’s Digest*
* [The Worst Health Advice Gynecologists Have Ever Heard](http://www.rd.com/health/wellness/worst-health-advice-gynecologists/), *Reader’s Digest*
* [15 Natural Remedies For Your Most Uncomfortable Pregnancy Symptoms](http://buff.ly/2pezSDc), *FitPregnancy*
* [CDC: Primary Prevention Strategies Needed for NAS (MMWR)](http://buff.ly/2nP52QP), *MedPage Today*
* [Paternity Leave Is Good for Families and Businesses](https://www.dailyworth.com/posts/4341-why-fathers-should-take-parental-leave), *DailyWorth*
* [No, babies don’t actually ruin vaginas](http://buff.ly/2d3elum), *SheKnows*
* [Could You Be Pregnant with No Symptoms?](http://www.sheknows.com/parenting/articles/1105959/pregnant-but-no-symptoms?utm_content=buffer8fb03&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer), *SheKnows*
* [What to Expect When You Go Off Birth Control Pills](http://thestir.cafemom.com/healthy_living/196268/what_to_expect_when_you),*The Stir (also published in [CafeMom](http://buff.ly/2ocZ8bw))*
* [His & Hers Wellness Visits—What do they cover? Why are they critical to your health & life plans?](http://buff.ly/28Q4Zx9), The National Campaign to Prevent Teen & Unplanned Pregnancy Blog
* [It Takes Two to Tango: A Man’s Preconception Health Matters](http://newsmomsneed.marchofdimes.org/?p=23203&utm_source=twitterfeed&utm_medium=twitter), March of Dimes*(News Moms Need Blog)*
  + [New year – healthy you](http://newsmomsneed.marchofdimes.org/?p=24518)
* [Clinicians and Patients Work Together to Improve Preconception Health in the U.S.](http://nichq.org/blog/2016/june/improving_preconception_health#sthash.oxPuoyMC.dpuf), National Institute for Children’s Health Quality (NICHQ) Blog
* [What If MCH…Reimagining Maternal and Child Health in the US](http://buff.ly/2odcBQz), a TEDxUNC Salon: ​Ideas Worth Spreading, *AMCHP Pulse*
* [How Your Workout Routine Could Be Messing With Your Period](http://buff.ly/1tgVSyk), *Vivala*
* [Should You Be Worried About Zika Virus?](https://www.youtube.com/watch?v=VkL1Rz0At6c&feature=youtu.be&a&utm_content=buffer0829a&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer), *WHDT World News*
* [The Zika Virus – Everything Travelers Need to Know Right Now](http://www.thestreet.com/story/13459046/1/the-zika-virus-everything-travelers-need-to-know-right-now.html), *The Street.com*
* [Medicaid Holdout Puts Infants at Risk](http://www.newsobserver.com/opinion/opn-columns-blogs/ned-barnett/article41361141.html?utm_content=buffer24040&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer), *The News & Observer*
* [The 13 Biggest Maternal Health Issues In The U.S., & What We Can Do To Fix Them](https://www.romper.com/p/the-13-biggest-maternal-health-issues-in-the-us-what-we-can-do-to-fix-them-2735), *Romper (sponsored by Walgreens)*
* [Pregnancy Magazine/New Mommy Media Video Page](http://buff.ly/1RnSjet)*:*
  + [Are There Risks to Getting An Epidural?](http://www.newmommymedia.com/hangout/risks-getting-epidural/)
  + [How Long Will I Be In Labor?](http://www.newmommymedia.com/hangout/how-long-will-i-be-in-labor/)
  + [What Does Labor Feel Like?](http://www.newmommymedia.com/hangout/what-does-labor-feel-like/)
  + [Can the Zika Virus Hurt My Unborn Child?](http://www.newmommymedia.com/hangout/can-zika-virus-hurt-unborn-child/)
* [Embracing The Older Mom: Welcome to Today](http://www.univision.com/papas-y-mamas-en/advice/embracing-the-older-mom-welcome-to-today), *Univision* (*Papas y Mamas*)
* [How Life and Pregnancy Planning Can Effect Outcomes](http://buff.ly/1qLQVfP), March of Dimes*(News Moms Need Blog)*
* [Trimester zero (Part 1 of 2)](http://buff.ly/2pczEQ5), *Contemporary OBGYN, ModernMedicine*
* [CDC: Primary Prevention Strategies Needed for NAS (MMWR)](https://www.medpagetoday.com/pediatrics/generalpediatrics/63730), *MedPage Today*
* [Pregnancy Symptoms, Negative Test: What You Might Be Experiencing](http://blackdoctor.org/483906/pregnancy-symptoms-negative-test-what-you-might-be-experiencing/), *BlackDoctor.org*
* [The Preconception Care Paradigm in US Public Health](http://www.lamazeinternational.org/blog/the-preconception-care-paradigm-in-us-public-health-an-interview-between-christine-morton-and-miranda-waggoner), *Lamaze International*
* [Neonatal Abstinence Syndrome: Addicted in the Womb](https://www.youtube.com/watch?v=RPhJD6pLLjQ), *WHDT World News*
* [The Grocery-Store Tea That Changed My Life — Tea Tonic](http://buff.ly/296t4Tu), *The Kitchn*
* [Breast Lumps – Causes – NHS Choices](http://buff.ly/2pcf8yN), *Horn River News*
* *Pending features in Bustle.com (2), NBCNews.com, Romper.com, HealthMag.com, RD.com (2).*

See Before and Beyond “[PCHHC in the News](http://beforeandbeyond.org/about-us/pchhc-in-the-news/)” section to see the full list of press features and releases.

**Impact - PCHHC Social Media**

Twitter [www.twitter.com/PCHHC](http://www.twitter.com/PCHHC):

Followers: 539 people/organizations

Impressions: nearly 80,000 reached

April 2016-2017: 79% increase in followers YOY (from 301 to 539).

LinkedIn <http://bit.ly/PCHHCLI>: 24 members (posts updates as needed)

**Expanded Conversations about Reproductive Health, Justice, and Equity in the US**

PCHHC also organized and executed a [TEDxUNC Salon, “What If…Reimagining Maternal and Child Health in the US.”](http://www.beforeandbeyond.org/whatifmch) The event was filmed in front of a live audience on January 17th 2017, in Chapel Hill and select videos were premiered and discussed at the Association of Maternal and Child Health Programs National Conference on April 5th 2017, which included a live panel. Over 300 people from across the country tuned in to hear the eight TEDxUNC Salon presenters (in attendance or via live-stream). The AMCHP premier had nearly 80 attendees. The videos have been widely accessed since the premier, with **over 2,000 views on the mombaby.org website between February-March 2017 alone**!

**Reaching Professionals via Conferences and Webinars**

Additionally, PCHHC work has been presented and had a very large presence at key conferences, including AMCHP 2016 + 2017, National Healthy Start Association Spring and Fall Conference (2016 + 2017), CityMaTCH (2016 + presentation/exhibit expected for 2017), European 3rd Congress on Preconception Health, Delaware Healthy Mother and Infant Consortium, Every Woman NC/March of Dimes Springing into Preconception Meeting, Office of Minority Health PPE Spring Training (expected to become a series), Society of Teachers of Family Medicine Annual Spring Conference as well as several webinars and NC-university site visits/events. Dr. Frayne also presented at the American Academy of Family Physicians (AAFP) Family Centered Maternity Care Course in Aug 2016, focusing on “every woman, every time” approach to preconception health in primary care, and at the National Title X Reproductive Health Conference focusing on the importance of preconception health in family planning clinics in July 2016. Conference participation ranged from PCHHC featured presentations, exhibits, branded postcards and products, to our Show Your Love step & repeat (photo booth) and social media scavenger hunts. We estimate that combined, **PCHHC reached over 8,000 clinicians, public health/social work professionals and consumers** via these events.

**PCHHC Newsletter**

PCHHC national newsletter has a higher than industry standard open and click rate, with nearly 2,000 subscribers on our listserv. With a quarterly and event/opportunistic update distribution, PCHHC sends 1-2 emails per month (since April 2016, we have sent 16 newsletters). Our newsletters feature our partner work, Show Your Love Ambassador and grantee work, industry news/research/updates, and upcoming events. This has been a great way to keep our partners engaged and amplify their messages as well. Read our archived newsletters at: [www.beforeandbeyond.org/newsletters](http://www.beforeandbeyond.org/newsletters).

Year over Year (YOY) Subscriber growth:

* 293 people were manually added since April 2016 – OVER 550% increase!
* 37 subscribed via beforeandbeyond.org or showyourlovetoday.com in April 2017

**What, if any, were the measures not achieved? Why?**

Overall, we have met the majority of our measures for this work. An extension will provide us with some additional time to complete all of the work described below and achieve all of our measures.

We were very pleased that the PCHHC Data and Surveillance Workgroup – the CDC Internal Workgroup – achieved their goal of developing a list of population-based preconception health measures. These compliment the clinical wellness measures developed by the PCHHC last year. The measures were presented at the PCHHC December 2016 meeting. However, we have not been able to move to widespread dissemination of the measures pending the publication of a manuscript that is currently under review (submitted by the CDC). We have a dissemination plan which will take effect as soon as the paper is published – the plan was in-part developed at the December meeting.

The publication of the *Clinical Wellness Measures into Practice* paper by Frayne et al last spring (2016) was a major accomplishment for preconception health. This paper has been promoted via social media and conferences, presentations and events over the past year. Currently, partners at the Mountain Area Health Education Center (MAHEC) and Mission Health System in Asheville, NC, and partners at the head office of the Department of Veteran’s Affairs are reviewing prenatal data to assess issues around ease and methods for extracting and reviewing the 9 proposed measures in practice. We expect that this work will lead to publications focused on the “how to” for collection and review of these data in clinical practice. On May 23rd 2017 we issued a national press release to promote Dr. Frayne’s second article*, A Paradigm Shift in Preconception and Interconception Care: Using Every Encounter to Improve Birth Outcomes*, and within an hour 177 news outlets had picked up the story. As mentioned previously, Drs Frayne and Verbiest will be working with the clinical workgroup to complete a manuscript this summer on integrating preconception health into practice.

We were unable to assess downloads of the checklist. The checklist is on the CDC website, and it has been challenging to obtain the download data. We have promoted the checklist in many different ways via a variety of partners and social media. While we cannot provide specifics as to the number of downloads, the checklist from the CDC has been widely disseminated. Dr. Frayne and the clinical workgroup have also promoted it widely as part of their patient engagement efforts, and it was used as a foundational document for the diversification grantees. As the work has evolved, communities and individual women have expressed that the list is long and needs some more local adaptation. Clinicians also note that the checklist is a life plan in some ways, which can sometimes be difficult for them given their limited time with patients. So, we believe that we have certainly increased downloads of the checklist significantly – estimating at least 3000 downloads – while we have supported adaptation as well.

While we are able to utilize the analytic dashboards available on each social media channel, we are manually pulling together all of the data. With each dashboard gathering data differently, it can be inconsistent when we try to roll up global impact. We do utilize services that can help manage all of the accounts, but we are unable to measure the reach of our hashtag and the reach it has gathered with all others’ posts. We’d like to invest in a metrics service to better track our campaign reach for all of our accounts. While the numbers achieved have exceeded our evaluation measures, we believe the true reach is even greater.